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AARON B. STEINER
Radio Daily

Presents

1953 Radio Annual

Sixteenth Annual Edition

Jack Alicoate
Editor-in-Chief

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some spots are better than others!
THIS, the sixteenth edition of RADIO ANNUAL is a volume dedicated to the accomplishments of the broadcasting industry—the dramatic story of your success in widening the field of communications.

AGAIN this year, as in the past, we have had the whole hearted support of all segments of the industry is compiling an up-to-the-minute factual record of the achievements of the radio broadcasting during the past year.

THE story of radio’s progress in 1953 is a vibrant one, for never before have broadcasters put their shoulders to the wheel with greater zeal in selling the effectiveness of radio as an advertising medium.

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Editor in Chief
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FOR CLEAR, COMPREHENSIVE COVERAGE . . .

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AM-FM-TELEVISION

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MORTON DOWNEY
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United Press news programs for radio

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50 AWARDS FOR OUTSTANDING ACHIEVEMENT

Producers of the March of Time on Television

AND . . . These other Television Programs Created for the Family Audience —

- Crusade in the Pacific
- Ballet de France
- American Wit and Humor
- Our Living Language
- March of Time Through the Years

The March of Time

369 Lexington Avenue • New York 17, N. Y. • JU 6-1212
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Sarra's team of video and audio specialists are advertising men first. They work together to create TV commercials which dramatize product appeal through story boards that are planned and executed with verve and imagination, interpreted through ingenious live action, stop motion and animation.

Technical skill and the unvarying excellence of Sarra's Vide-o-iginal prints, made in Sarra's own laboratories, assure the same clear, brilliant home screen reproduction every time.

When you give Sarra your assignment you can be sure that the camera is always focused on the main target... sales.

You call the shots... let Sarra make them!
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Greetings from
RINGLING BROS.
and
BARNUM & BAILEY
CIRCUS

NORMAN CARROLL
DIRECTOR of RADIO and
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH
AM, TV, FM ALL ON MARCH

Interest Rekindled In FM
As Each Medium Gains

By PAUL A. WALKER, Chairman
Federal Communications Commission

As far as broadcasting is concerned, 1953 should see a continued expansion of TV primarily, with more small day-time AM stations squeezing into the standard broadcast band, and prospect of re-kindled interest in the hardly scratched possibilities for FM.

The rocketing attention to TV, which had its impetus in the removal of the freeze last year, has since been augmented by many new station grants, the first transcontinental inaugural telecast and other popularizing events. Figures vary from week to week, but the post-freeze TV grants are now more than twice the number of the previously existing TV stations. Every state will soon have one or more TV authorizations, and new non-commercial educational TV facilities should grow proportionately.

Many day-time AM stations of modest power continue to wedge into the congested AM spectrum, with the result that more than 2,500 AM stations now hold authorizations, and several hundred applications for new AM facilities are pending.

Also, new interest is being evinced in FM. Though many FM construction permits have been surrendered since 1948, the number of licensed FM stations has shown a net increase each subsequent year. At the present time, more than 700 FM stations are authorized, of which number more than 100 are non-commercial educational outlets attracted largely by opportunity for economical low-power operation.

But the actual number of programming stations is not the only thing the broadcaster should be interested in. Radio authorizations on the books of the Commission now, for the first time, exceed the 1,000,000 mark. Many of these affect the broadcaster directly or indirectly.

For example, more than 1,500 authorizations are for operation of auxiliary broadcast services, such as remote pick-up, studio-transmitter links, and experimental and developmental facilities.

Then there are nearly 700,000 authorizations for radio operators of different classes to operate broadcast and other radio stations. Non-broadcast radio station authorizations now exceed 225,000. They cover many more portable and mobile transmitters. And the 115,000 amateur radio operators constitute a training ground for future manpower requirements of the radio industry.

In addition, the common carrier regulation is of vital concern to the broadcaster, because it is a factor in what he pays for program relay, whether it be by microwave or coaxial cable or ordinary telephone lines.
GUY LOMBARDO
and his
Royal Canadians
AMERICA'S NUMBER ONE BAND

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
CHALLENGE -- AND SUCCESS
A Tribute To Success Of '52; Challenge Of '53

By HAROLD E. FELLOWS, President
National Association of Radio and Television Broadcasters

The broadcast media appear destined for their most successful year in 1953. This prediction derives from careful study of economic trends, and from conferences with broadcasters in markets of every size throughout the nation—realistic, shirtsleeve sessions wherein the industry's positive and negative factors were discussed frankly and fully. On these bases, I foresee greater listening and viewing, keener competition for audiences and markets, increased revenues—and more responsibilities and problems—in the year ahead.

Broadcasting thrived in 1952. Radio's net time sales of more than 464 million dollars (after discounts and commissions), according to recent industry estimates, set a record for the medium, reaffirming its claim as the most economical mass advertising method yet devised. Its coverage was also greater than ever before. With 110 million receivers in circulation, all but two per cent of the public had access to radio.

Despite the three-year construction "freeze," finally lifted in mid-April, 1952, the net sale of time by television stations and networks totalled nearly 289 million dollars for the year.

A billion dollars' worth of business for the two media in 1953 does not appear too wild an estimate.

Income, however, is by no means the sole criteria of broadcasting's worth. Radio and television in 1952 cooperatively staged one of the most successful campaigns ever launched; and through it they sold an intangible—"good citizenship" to the hilt. Participating wholeheartedly in the nationwide "Register and Vote" campaign staged by the National Association of Radio and Television Broadcasters in conjunction with the American Heritage Foundation, radio and television solicited—and delivered—a record vote of more than 60 million ballots in the Presidential election, a drive which enlisted the cooperation of all networks as well as 3,090 local and TV stations.

The lifting of the TV "freeze"—probably the most significant single industry development in 1952—instilled a boom which appears likely to continue for several years. In January, 1952, there were only 107 operative TV stations and 15 million receivers in circulation. By the end of the year the number of stations had risen to 129, due to spirited bidding for allocations as the public demanded complete national coverage, with 20 million sets in circulation.

Barring any cut-backs necessitated by increased defense production, it isn't unreasonable to believe that another one hundred stations will be on the air by the end of this year, or that the sets-in-circulation will soar to nearly 30 million. Before discounting this as a fantastic prediction, recall if you will, that the majority of past television estimates have proven to be models of conservatism!

While NARTB studies and surveys point to a successful year for radio and television, it must be added that they also indicate problems ahead for both.

There are unmistakable signs of upward trends in operating costs for AM, FM and TV. Although a five-to-ten percent increase in total retail trade is expected, wage increases and rising equipment and servicing costs also loom, and intelligent operating economies must be practiced in order to buoy per-station income. Standardizations of equipment and techniques are constantly being developed as an aid to economical operation, and management is striving for greater efficiency of personnel, as well.

A tendency toward a "buyers' market in most consumer goods indicates the probability of expanded advertising budgets, and broadcasters will compete intelligently and aggressively for an equitable proportion of this additional income. The likelihood that the excess profits tax will be terminated or relaxed by June 30 also augurs well for the profits picture.

The labor situation is another area of concern. Union membership drives seem to be accelerating; and with the increasing interest evidenced in fringe benefits and profit-sharing programs by these groups, it is not likely that many union contracts will be renewed automatically or without change. Congress indicates an inclination.

(Continued on Page 775)
JACK BENNY
TV LEADING INDUSTRY RISE
Radio Figures Also Soaring To Record Heights

By FRANK BURKE,
Editor, Radio Television Daily

Radio and television business was good in 1952 and if predictions are accurate it will be even better during 1953. This optimistic outlook is not the dream of a soothsayer. It's predicated on facts and figures during the past year and projections for the year ahead.

Television is on the threshold of tremendous expansion as new markets open up and the demand for telecasting equipment and receivers exceed the output of production lines. The wise ones say that the industry will produce around 6,500,000 sets during 1953 with a total retail value of around $2 billion. Other millions will be spent for transmitters, studio equipment and camera-chains as more stations go on the air.

The radio picture, too, looks promising. Today, according to BAB figures, there are 112,000,000 radio sets in operation in U.S. homes. In addition, 27 million car radios are in daily use. Production schedules of leading manufacturers continue to be high for all models of radio receivers with table and car radios leading in popularity.

Turning from the manufacturing picture to the business of broadcasting, it is estimated that the radio net time sales for 1952 was over 465 million dollars as compared to 451 million in 1951. Spot sales and region networks showed the greatest increase in time sales with the volume of network sales reported to be down as compared to 1951.

An all-time high of $17,462,216 in television billings for December brought total network TV gross charges to $180,794,780 for 1952, according to Publishers' Information Bureau's monthly report. The past year's total compares with $127,989,713 in 1951, $40,778,885 in 1950 and $12,294,513 in 1949.

The programming pattern in radio has been interesting. News, as always, has been an easy sale and music programs have been next in popularity. However, recorded dramatic and mystery shows with good merchandising tie-ups have been increasing in popularity.

In television, variety programs, quiz, forums and news rate high in the estimation of the viewers. The filmed programs are increasing in numbers; and this year will see an even greater percentage of the programming on films. This is especially true in secondary markets where limited program budgets make it necessary to by-pass live talent shows and present movies, short subjects and kines to the viewers.

Trade organizations continue to become more active, with the National Association of Radio and Television Broadcasters under President Harold E. Fellows doing a good job for the radio and TV broadcasters. Two other organizations which have made great contributions to the broadcasters the past year are Broadcast Music, Inc., and Broadcast Advertising Bureau. BMI and BAB, which conducted successful sales and programming clinics last year, plan to pool their efforts this year and will jointly sponsor radio clinics under auspices of state associations this summer. These meetings, timed not to conflict with NARTB district meetings, hold promise of engendering even more enthusiasm in radio sales for the year 1953. It is significant to note that radio and television time sales on the local level increased immeasurably the past year and will probably continue to rise during 1953.

Other associations also having made valued contributions to the industry the past year include the Radio Television Manufacturers Association and Better Business Bureau. Both took an active part in establishing ethical practices in the sales and servicing of television sets during the past year.

The varied activities of industry organizations have without question done much to sustain interest in commercial radio and to aid in the expanding television broadcasting field. They have worked hand in hand with networks and stations in keeping communications to the fore as advertising media. That they have succeeded is indicated from the business outlook for 1953.
MR. TELEVISION
JIMMY NELSON
DANNY O'DAY
"THE MAHOGANY KID"
and
HUMPHREY HIGSBYE
———
FEATURED ON THE
TEXACO STAR THEATRE
NBC—TV
———
PERSONAL MANAGEMENT
LOUIS W. COHAN
1776 BROADWAY
NEW YORK, N. Y.
203 N. WABASH AVE.
CHICAGO, ILL.
HOPE

1953

GENERAL FOODS for JELLO
PARAMOUNT PICTURES
The Who's Who of '52

As Selected by Nation's Radio-TV Editors

Radio

MAN OF THE YEAR

ARTHUR GODFREY
CBS-Radio

BISHOP FULTON J. SHEEN
Du Mont TV

WOMAN OF THE YEAR

EVE ARDEN
CBS-Radio

LUCILLE BALL
CBS-TV

DRAMATIC SHOW OF THE YEAR

THEATER GUILD
NBC-Radio

ROBT. MONTGOMERY PRESENTS
NBC-TV

COMEDY SHOW OF THE YEAR

JACK BENNY
CBS-Radio

"I LOVE LUCY"
CBS-TV

VARIETY SHOW OF THE YEAR

"THE BIG SHOW"
NBC-Radio

"SHOW OF SHOWS"
NBC-TV

MUSICAL SHOW OF THE YEAR

FIRESTONE HOUR
NBC-Radio

FRED WARING
CBS-TV

COMMENTATOR OF THE YEAR

EDWARD R. MURROW
CBS-Radio

JOHN CAMERON SWAYZE
NBC-TV

DOCUMENTARY OF THE YEAR

"THE PEOPLE ACT"
CBS-Radio

"VICTORY AT SEA"
NBC-TV

QUIZ SHOW OF THE YEAR

GROUCHO MARX
NBC-Radio

"WHAT'S MY LINE"
CBS-TV

SPORTSCASTER OF THE YEAR

BILL STERN
NBC-Radio

MEL ALLEN
NBC-TV

CHILDREN'S SHOW OF THE YEAR

"LET'S PRETEND"
CBS-Radio

KUKLA, FRAN & OLLIE
NBC-TV

SONG HIT OF THE YEAR

"YOU BELONG TO ME"
BMI

"WISH YOU WERE HERE"
ASCAP
TV SURGE HIGHLIGHTED '52
Video-Equipped Homes Increased 40% In Year

By BRIG. GEN. DAVID SARNOFF, Chairman of the Board,
Radio Corporation of America

TELEVISION greatly extended its service area and enlarged its stature as one of America's major industries in 1952. Television-equipped homes increased from 15 million in 1951 to nearly 21 million at the end of 1952—a gain of 40 per cent.

New opportunities for continued expansion of television and all phases of electronics took definite shape this year in the development of the latest marvel of science, the transistor. This tiny device, which performs many of the functions of electron tubes, has reached a stage of development that demonstrates the profound influence it will have on the future of electronics and communications. Its further development will greatly broaden the base of the electronics art, enabling it to expand into many new fields of science, commerce and industry.

The two most significant steps in television progress during the past year were: the licensing of new stations permitted by lifting of the TV station "freeze," and the opening of UHF (ultra-high frequencies) for television broadcasting.

Today forty-seven per cent of American families have television sets, and more than sixty-five per cent of the population is within range of one or more TV stations. At mid-December, 117 TV stations were on the air. Construction permits had been granted to 135 others, many of which plan to be in operation during 1953.

As a result, new markets will open as television broadcasting service spreads. An indication of what may be expected is found in the plans of the RCA Service Company to open thirty-four additional service branches in 1953. In the international field, RCA has supplied equipment for fifteen television stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela and Italy.

Further progress has been made during the year with the RCA compatible color television system and its tricolor tube.

During 1952 RCA and NBC engineers have been field testing color television standards evolved by the National Television System Committee, which is comprised of experienced engineers of the industry. When the field tests have been completed and the information evaluated and applied, the Federal Communications Commission will be petitioned to review the subject of color television and to set standards which will permit commercial broadcasting of compatible color. The field tests have also produced further evidence of the practicability and desirability of a compatible system for service to the public, that is, a system which permits owners of existing television sets to receive color programs in black and white without any change whatever in their sets.

Television's great impact on American life was brought into sharp focus during the national political campaign. It played a vital role in presenting the candidates to the people and in getting out the vote. Historians as well as politicians will be busy for some time to come evaluating the full extent of the influence of television in politics, and evolving strategy for its most effective use in future campaigns.

Throughout 1952 the older arts, including radio, the press and motion pictures, felt the added touch of television. Each medium has stimulated the other to further improvement and greater service. For example, the motion picture series "Victory at Sea," produced for television by the National Broadcasting Company in cooperation with the United States Navy, has brought into the homes of the nation documentary proof of the defeats and triumphs of World War II and the heroism of our fighting men at sea, on land and in the air.

The live-talent telecasts of "Opera in English," originated and developed by the NBC, have provided a new dimension and significance to this field of entertainment and education. Among the "Operas in English" have been "Amahl and The Night Visitors," "Billy Budd," and "Trouble in Tahiti."

As further evidence of the creative efforts of the NBC in program pioneering, Robert E. Sherwood, noted dramatist, has been engaged to write nine original plays for television, the first of which is sched-

(Continued on Page 83)
PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD
STOCKS IN REVIEW
1952

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 1952 and on January 1, 1953. 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

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45
PRODUCTION NOW AT PEAK

RTMA Expects $4,000,000,000 Total In 1953

By JAMES D. SECREST, Executive Vice President
Radio-Television Manufacturers Association

THE radio-TV-electronics industry achieved a new production peak in 1952 and looks forward to bettering that record in 1953 in the manufacture of both civilian and military equipment.

An estimated 6,096,279 TV sets and 9,711,236 radios were produced in 1952 with a combined value at the factory level of about $1.3 billion. Seven million of the radios were home sets and portables; the remainder were auto sets. Deliveries of electronic equipment and parts to the Armed Services in 1952 were valued at $2.5 billion, while sales of transmitting and communications equipment and replacement parts accounted for another $250 million or more.

Thus the combined dollar volume achieved by the industry in 1952 exceeded $4 billion. At its World War II peak, the industry’s military production rate was at the annual rate of $3.5 billion, and its highest peacetime volume was $1.9 billion in 1950.

The 1952 record of industrial production was made possible by substantial expansions in plant facilities since the outbreak of the Korean War and the early adoption of conservation techniques which greatly reduced the industry’s consumption of scarce metals in the manufacture of radio and TV sets.

Termination of the “freeze” on new TV station construction in mid-1952 marked a turning point in the post-war history of commercial television. It made possible a nation-wide TV service and the opening of TV markets in virtually every city and town of the United States during the next few years.

Resumption of the issuance of TV construction permits by the Federal Communications Commission had an immediate effect on the dormant transmitter industry and gave receiver manufacturers some sales stimulus during the second half of 1952 and a greater psychological “lift” in anticipating 1953 business. The growing popularity of a second TV receiver in the home also stimulated sales in established markets.

With the renewal of TV station licensing, Ultra High Frequency (UHF) television got its first try-out and quickly proved its ability to provide service equal to that of the VHF stations in primary viewing areas and with less susceptibility to man-made interference.

Set manufacturers began immediately to make available UHF converters, tuners, and other reception facilities and to redesign a portion of their receivers for dual TV reception of both VHF or UHF stations.

Substantial progress was made by the industry in developing a system of color telecasting which can be received in monochrome on most present TV sets. The National Television System Committee, under the direction of Dr. W. R. G. Baker, Director of the RTMA Engineering Department, worked out the new color signals and prepared for field tests of the proposed system in 1953.

Further tests of equipment and approval by the Federal Communications Commission will be necessary before this color television can become a commercial reality.

Under pressure of fulfilling both military and civilian requirements, the electronics industry greatly expanded its plant facilities in 1952. Likewise, factory employment rose about 20 percent and, according to the U. S. Employment Service, exceeded 400,000 for the first time since World War II.

Despite material shortages, the industry by means of high production and conservation held prices well below ceilings established by the Office of Price Stabilization. Screen sizes of television receivers continued to increase and other improvements were added. Consequently, values reached a new high.

The outlook for the electronics industry in 1953 is very encouraging. While estimates vary, it seems likely that from 75 to 100 new TV stations will go on the air this year. Many of these will be in virgin markets. Others will make television more desirable in areas where TV programs have been limited to one or two stations. All will add to the potential TV audience.

Manufacturers expect to produce and sell not less than 6,500,000 TV sets and more than 10 million radios in 1953. At the same time they will meet all military requirements.
THE SPADE COOLEY SHOW — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions
# SONG HITS OF 1952

(January 1, 1952 to January 1, 1953)

The 35 song hits with the largest radio and television audiences listed below in order of the total ACI points received in the ACI surveys during 1952. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI surveys during the fall of 1951 are noted by the 1951 date.)

<table>
<thead>
<tr>
<th>SONG TITLE AND PUBLISHER</th>
<th>TOTAL ACI POINTS</th>
<th>NUMBER OF WEEKS ON ACI SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Time (Hill &amp; Range)</td>
<td>33,960</td>
<td>33</td>
</tr>
<tr>
<td>*Wish You Were Here (Chappell)</td>
<td>27,732</td>
<td>26</td>
</tr>
<tr>
<td>Blue Tango (Mills)</td>
<td>26,904</td>
<td>35</td>
</tr>
<tr>
<td>*You Belong To Me (Ridgeway)</td>
<td>25,170</td>
<td>21</td>
</tr>
<tr>
<td>Cry (Mellow)</td>
<td>23,829</td>
<td>21</td>
</tr>
<tr>
<td>Be Anything (But Be Mine) (Shapiro-Bernstein)</td>
<td>23,600</td>
<td>24</td>
</tr>
<tr>
<td>Slow Poke (1951) (Ridgeway)</td>
<td>22,540</td>
<td>18</td>
</tr>
<tr>
<td>Please Mister Sun (Weiss-Barry)</td>
<td>22,063</td>
<td>22</td>
</tr>
<tr>
<td>Be My Life’s Companion (E. H. Morris)</td>
<td>21,227</td>
<td>23</td>
</tr>
<tr>
<td>Walkin’ My Baby Back Home (DeSylva-Brown &amp; Henderson)</td>
<td>20,991</td>
<td>31</td>
</tr>
<tr>
<td>Kiss Of Fire (Duchess)</td>
<td>20,046</td>
<td>24</td>
</tr>
<tr>
<td>Wheel Of Fortune (Laurel Music)</td>
<td>19,496</td>
<td>21</td>
</tr>
<tr>
<td>Singin’ In The Rain (Robbins)</td>
<td>17,009</td>
<td>27</td>
</tr>
<tr>
<td>I’m Yours (Algonquin)</td>
<td>16,379</td>
<td>24</td>
</tr>
<tr>
<td>Blacksmith Blues (Hill &amp; Range)</td>
<td>16,012</td>
<td>21</td>
</tr>
<tr>
<td>Lover (Famous)</td>
<td>15,763</td>
<td>39</td>
</tr>
<tr>
<td>Tell Me Why (Signet)</td>
<td>15,648</td>
<td>18</td>
</tr>
<tr>
<td>*Somewhere Along The Way (United)</td>
<td>15,507</td>
<td>27</td>
</tr>
<tr>
<td>Undecided (1951) (Leeds)</td>
<td>14,948</td>
<td>20</td>
</tr>
<tr>
<td>Forgive Me (Advanced)</td>
<td>14,938</td>
<td>23</td>
</tr>
<tr>
<td>*Because You’re Mine (Feist)</td>
<td>14,926</td>
<td>20</td>
</tr>
<tr>
<td>*Glow-Worm (E. B. Marks)</td>
<td>14,116</td>
<td>19</td>
</tr>
<tr>
<td>*Jambalaya (Acuff-Rose)</td>
<td>13,880</td>
<td>20</td>
</tr>
<tr>
<td>Auf Wiederseh’n Sweetheart (Hill &amp; Range)</td>
<td>13,772</td>
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<tr>
<td>I’ll Walk Alone (Mayfair)</td>
<td>13,517</td>
<td>23</td>
</tr>
<tr>
<td>Zing A Little Zong (Burvan)</td>
<td>13,302</td>
<td>21</td>
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<tr>
<td>Half As Much (Acuff-Rose)</td>
<td>13,167</td>
<td>23</td>
</tr>
<tr>
<td>*I Went To Your Wedding (St. Louis)</td>
<td>13,164</td>
<td>19</td>
</tr>
<tr>
<td>Little White Cloud That Cried (Spier)</td>
<td>12,688</td>
<td>15</td>
</tr>
<tr>
<td>A Guy Is A Guy (Ludlow)</td>
<td>11,500</td>
<td>19</td>
</tr>
<tr>
<td>Am I In Love (Famous)</td>
<td>11,418</td>
<td>19</td>
</tr>
<tr>
<td>Down Yonder (1951) (La Salle)</td>
<td>11,396</td>
<td>17</td>
</tr>
<tr>
<td>Delicado (Remick)</td>
<td>11,337</td>
<td>21</td>
</tr>
<tr>
<td>I Could Write A Book (T. B. Harms)</td>
<td>11,046</td>
<td>20</td>
</tr>
<tr>
<td>I Hear A Rhapsody (Broadcast Music)</td>
<td>10,981</td>
<td>17</td>
</tr>
</tbody>
</table>

Copyright, 1953, Office of Research, Inc.
BILL NIMMO
Announcer—M.C.
"The Jackie Gleason Show"
"Pabst Blue Ribbon"
CBS-TV
Best Wishes

DEAN & JERRY
THE strength of any organization is based on the soundness and integrity of its objectives, the loyalty and contributions of its members, and its value to society. As AWRT comes to the close of its second year, an accounting to the industry is a welcome privilege.

The 1952 AWRT Convention in Detroit, under the chairmanship of Edythe Fern Melrose, of WXYZ and WXYZ-TV, brought 300 members together from all parts of the U. S. for three days of business meetings, panel discussions, formal speeches and gala entertainment. New officers elected to serve until April 1954 were Doris Corwith, NBC, president; Dorothy Fuller, WBET, eastern vice president; Alice Friberg, WCYB, southern vice president; Elizabeth E. Marshall, WBEZ, central vice president; Mollie Morse, KFMB, western vice president; Jane Dalton, WSPA, secretary-treasurer. These officers, together with five directors, whose terms expire in 1953, form the AWRT board of directors. To them is given the administrative responsibility for our organization.

We closed our organizing Convention in New York City in April 1951 with 358 members. At the end of 1951, we had 621 on our membership rolls. December 1952 found 655 active and 106 associate members of AWRT, a total of 761. These women represent all phases of our industry.

Membership includes subscription to our monthly publication, NEWS AND VIEWS. It contains articles of interest to our members, chapter news, personal items, and keeps us abreast of developments affecting the broadcasting and television industries.

Local chapters of AWRT are growing and flourishing. Among the most active are those in New York City, Washington, St. Louis, Chicago, Detroit, Atlanta, Los Angeles, and San Diego. State meetings have been held in New York, Connecticut, Pennsylvania, Michigan, Illinois, and Georgia. Regional groups in New England and The Heart of America have regular get-togethers on a large scale, and invariably well attended.

AWRT established in 1952 an Information Services Committee which answers inquiries of all kinds. The New York City Chapter has instituted a Contact Service Committee which will assist all our members in making contacts when they visit New York.

Projects have been carried out on a national scale this year under the general theme, "Women Are First-Class Citizens." We cooperated in the observance of United Nations Day, through the industry committee under the chairmanship of Harold Fellows, president of NARTB.

Our members have been strongly urged to use every possible means to get out the vote. More recently we have asked them to interest themselves in the needs of our public schools: more and better teachers, more and better buildings and equipment, and closer relationship between the school authorities and the public. Some of our chapters are engaged in local projects. For instance, the New England Chapter is working with the Massachusetts State Division of Child Guardianship to encourage wider acceptance of the Foster Home Plan, with the slogan, "Give a Child a Home." In New York State, the chairman and her co-workers set up a booth for women broadcasters at the New York State Fair, which attracted wide and favorable attention.

Plans are now moving forward for the 1953 Convention in Atlanta, Georgia, April 30-May 3. Edythe Meserand, of New York City, AWRT's first president, serves as director, and Marguerite Ewing Schott and Hazel Marsden, both of Atlanta, as co-chairmen. All activities will take place at the Atlanta Biltmore Hotel. At this Convention, five directors will be elected, the constitution and by-laws will be revised, work sessions and panels of distinguished representatives of the industry will be presented. A post-Convention tour of Miami and Havana has been planned through the fine cooperation of the officials of the Florida resort and the colorful capital of Cuba.

The officers, directors and members of AWRT are proud to be an active part of the great radio and television industry. We look forward to 1953 as a year of challenge and growth.
Exclusive Representative:
Ted Ashley Associates

Press Relations:
Solters-O’Rourke Associates
The Radio-Television Daily selections of the top ten news events of 1952 and outstanding radio-TV broadcasts follow:

1—The election of President-Elect Dwight D. Eisenhower.

2—Political Conventions in Chicago.

3—The H-Bomb Developments.

4—Death of King George VI of England.

5—Captain Carlsen and the Flying Enterprise.

6—Korean War and Truce Negotiations.

7—The Corruption in Government Disclosures.

8—The Steel Strike and Government Seizure.

9—Midwest Floods.

10—President-Elect Eisenhower’s Korean Trip.

Outstanding Broadcasts

NBC TV—“Victory at Sea.”

CBS TV—Ed Murrow’s “See It Now” from Korea.

ABC TV—“Crusade in the Pacific.”

Mutual—Coverage of the World Series.

Du Mont TV—Bishop Fulton J. Sheen.
Kate Smith
MANUFACTURING MARK SET
Federal Demand A Factor In Record Production

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

The radio-television industry, operating throughout 1952 under the impetus of ever-growing demands from both the Government and the general public, achieved new all-time records in production, merchandising, and servicing of electronic equipment.

As the year closed, the annual "going rate" of the industry was estimated at $5 billion. Present analyses of market potentials indicate a continuing upward trend in 1953, with the industry rate approaching $6 billion during the latter part of the year.

Equipped with the greatest production capacity in its history, the radio-television industry is successfully meeting the dual requirements of manufacturing for the national defense and the domestic market. In RCA, this is largely due to the outstanding teamwork of employees and the splendid cooperation of suppliers.

While defense production formed the bulk of the industry's output in 1952, television continued to be the major factor in the civilian field. The 6,000,000 television receivers produced during the year added more than $1 billion to the industry's gross income.

America's overwhelming acceptance of television as one of our most powerful mediums of entertainment, culture, and news is shown by the fact that, in the last six years, the public's investment in TV receivers alone amounts to more than $9 billion. This represents an unparalleled achievement. It involved the manufacture and distribution of approximately 23,000,000 television sets, of which nearly 21,000,000 are in use today.

In 1953, it is expected that between 150 and 200 new UHF (ultra-high frequency) and VHF (very-high frequency) stations will go on the air. Approximately 5,000,000 additional families will thereby be brought into television's range of service for the first time. On the basis of this expectation, plus the replacement market, it is believed the industry will distribute approximately 6,250,000 new television sets during the next year.

Along with television's growth, the public's interest in radio broadcasting continues firm. The industry distributed more than 9,000,000 radio sets in 1952, and expects to produce a similar number in the coming year.

As one of the principal manufacturers in the industry, RCA Victor produced as many radio and television home instruments in 1952 as Government allocations of materials permitted. The greatest demand in the television field was for 21-inch receivers.

The public's desire for larger screen sizes is growing, and this trend probably will result in substantial sales of 27-inch receivers by the end of 1953. In radio, the trend is to small sizes with high performance. Miniaturization of component parts and tubes is enabling us to meet this demand in radio.

In the field of defense production, RCA made an outstanding record throughout the year.

With the increasing interest in larger screen sizes for television receivers, the replacement market is rapidly developing as an important factor in television merchandising. At the same time, there is a growing number of television families with two or more receivers in their homes.

Throughout 1953, the expansion of television service will focus greater attention than ever before on UHF. While the number of VHF stations will continue to increase, many communities will be served by both VHF and UHF.

The rapidly expanding UHF television market is a direct outgrowth of RCA's experimental "proving ground," at Bridgeport, Conn., where the practical problems of UHF were solved and virtually the entire industry tested its receiver designs. Largely as a result of these experiments, the "freeze" on television broadcast station construction was broken in 1952, and the broadcasting industry hailed the highly successful inauguration of the first post-freeze VHF station in Denver, Colo., and the first commercial UHF station in Portland, Ore. The contributions of RCA and RCA Victor engineers in bringing television to these new markets included (Continued on Page 87)
SAM LEVENSON

"THIS IS SHOW BUSINESS"

CBS-TV
Top Ten News Selections Of Networks for 1952

The networks' evaluation of the top ten news stories follows:

— NBC —
General Eisenhower's Presidential victory and the campaign.
The truce stalemate in Korea and the continuing hostilities.
The death of King George VI of Britain and the accession of Queen Elizabeth II to the throne.
The steel strike and government seizure.
The airplane crash at Moses Lake.
The saga of Capt. Carlsen and the freighter Flying Enterprise.
Prison riots in several states (New Jersey, Michigan and Illinois).
New labor leadership arises after the deaths of William Green and Philip Murray.
President-elect Eisenhower's Korean inspection trip.
First live TV pictures of an atom bomb explosion, together with first reports of the explosion of the new hydrogen bomb at Bikini.

— CBS RADIO —
The sinking of the freighter Flying Enterprise off Falmouth, and the rescue of Capt. Kurt Carlsen.
News of the death of King George VI of England.
Air tragedy at Elizabeth, N. J., causing heavy casualties.
New Hampshire primaries in which the strength of Eisenhower and Kefauver first became apparent.
Missouri floods causing unprecedented property loss.
First eyewitness report on atomic tests at Yucca Flats, Nevada.
General Eisenhower's homecoming.
Presidential conventions in Chicago.
Presidential election.
Eisenhower trip to Korea.

— CBS TV —
Election of Eisenhower.
The Cold War, including failure of Korean truce talks.
The increasing threat of inflation.
Development of the H-Bomb.
Death of King George.
Captain Carlsen and the Flying Enterprise.

— MUTUAL —
General Dwight D. Eisenhower is elected President.
Republican Party regains control of the Federal Government.
War overrides peace attempts for Korea.
Queen Elizabeth II ascends British Throne.
Corruption and Communism ascends in National Government.
Desert revolts blast governments in Moslem lands.
Steel seizure.
Floods surge over Midwestern valleys.
Prisoners riot in jails.
Captain Kurt Carlsen struggles to save the Flying Enterprise.

— ABC RADIO —
The election of President-Elect Eisenhower.
Efforts for truce in Korea.
Dismissals of Morris, McGrath.
The Supreme Court ruling on the Steel Seizure.
The Flying Enterprise Disaster.
The Prison Riots.
The Death of King George.
The Abdication of King Farouk.
The Schuster Killing.
The Yankees' Defeat of the Dodgers.

— ABC TV —
The election of President-Elect Dwight D. Eisenhower.
The National Conventions in Chicago.
The Flying Enterprise Disaster.
The Death of King George.
The H-Bomb Explosion.
The Kedge Prison Riots.
The Midwest Floods.
The Seizure of the Steel Industry.
The Issue of Corruption in Government.
The Czech Purge.
TV—AND CANADA POLITICS

Citizen Protests Bring Easing Of Gov't Edicts

By T. J. ALLARD, General Manager,
Canadian Association of Broadcasters

TELEVISION became a hot political issue in Canada during 1952 and remains so in 1953. Developments forced the Government to modify its previous policy of a complete monopoly of television in Canada by the government-owned Canadian Broadcasting Corporation. The modification, however, has gone only half way, and the struggle for development of the new medium in Canada continues.

The Government found its original policy of permitting only its broadcasting agency, the Canadian Broadcasting Corporation, to enter television, under fire from its own party. A meeting of the National Liberal Federation in Ottawa in the fall of 1952 passed a resolution demanding that the Government immediately permit the development of television by independent, or non-government capital. The National Liberal Federation is the parent body of the Liberal Party which at present holds the reins of government in Canada. The Federation's resolution reflected grass roots sentiment throughout the country, particularly in the four Western Provinces and the four Atlantic Provinces. These parts of the country had no television at all, not even that provided by the Government's monopoly, and the chorus of protest had grown to a roar.

In the two central Canadian provinces the CBC provided limited television services with one station in Toronto and one in Montreal. Each of these operates approximately four hours per evening, the Montreal station in both English and French. Manufacturers are dissatisfied with the slow rate of television receiver sales in Montreal where the CBC service aroused no great enthusiasm. In Toronto, consistent surveys showed an average of 80% of viewers consistently tuned to U. S. television stations which come into the Ontario metropolis.

The Canadian Association of Broadcasters, representing the non-Government stations of Canada, took every step in its power to point out to the Government the great dangers of a state television monopoly and the fact that private capital was ready to provide service in many Canadian cities at no cost to the public treasury. These facts were also consistently placed before the public which saw no reason why Canada should not permit those who wanted to risk their capital in bringing television to Canadians, to do so.

As a result of rising public indignation, the Government decided to modify its policy. As matters now stand the CBC monopoly will be broken in any area where CBC does not have or immediately contemplate a television station. CBC already has stations in Toronto and Montreal and has announced its intention of proceeding quickly with telecasting stations in Ottawa, Quebec City, Halifax, Winnipeg, Vancouver, and perhaps London and Windsor. It will, thus, still continue its monopoly in all of Canada's major cities. However, private capital will be permitted in other areas and there are about half a dozen of these where television might be economically feasible.

The present modification of policy has not come anywhere near satisfying public opinion and it seems likely that the government policy will be further modified, especially if this turns out to be an election year, to permit entry by private capital into television, even in the larger areas so far exclusively reserved for the CBC. Some potential applicants are reluctant to enter a serious application in view of the fact that the regulations under which private television stations will operate have not yet been announced. There is fear in the minds of some potential applicants that these might be so stringent as to make profitable or merely break-even operation impossible.

A great deal of interest is being taken in the possibilities of various forms of wired television, particularly in the ranks of the movie industry in Canada.

Meantime, every legitimate step will be taken by the Canadian Association of Broadcasters to permit Canadians to have television service on a competitive basis which would mean supplementing Canadian Broadcasting Corporation stations with independent service at no cost to the public treasury.
TRIBUTE TO SOUTHERN CAL.

SCBA Exalts Area, Giving Facts And Figures

By NORMAN NELSON, Managing Director,
Southern California Broadcasters Association

BEFORE getting into subject of Southern California radio, let's take a moment for definition of "Southern California." A simple definition would be the geographical one: eleven southernmost counties of the state. Tulare county to north, Mexican border to south.

To one who is not acquainted with Southern California, it is hard to imagine this large area as a single mass market. Those who have watched the area develop recognize how, with each year, this becomes more true. California in its growth spreads out, not up. Communities that were separated by orange groves just a few years ago are now connected by industrial and residential areas. Geographical description is too simple, however. Pages could be written to describe this mass market of 6,442,000 people.

Such description would necessarily contain such expressions as: (1) A population greater than Chicago, Detroit, and St. Louis combined. (2) Increase in population since 1940 has been 63.7 per cent while U. S. has had an 18 per cent increase. (3) 1951 total effective buying power of $11,100,121,000 represents a 275 per cent increase since 1940. (4) Retail sales for 1951 were $7,113,881,000, larger than total retail sales of Chicago, Cleveland and Milwaukee combined. (5) Retail sales per capita of $1104 compared to U. S. average of $976.00. (6) Effective buying power per capita is $1723, compared to U. S. average of $1423. These are just a few of the things that would have to be said about this mass market and its people who earn more and spend more.

Now, what about radio for 1953? Based on facts of what has actually happened to radio since the advent of television, radio in Southern California during 1953 will reach more people than ever before. Since the pre-television year of 1946, the number of radio homes has increased 33.6 per cent. Today, there are 2,096,600 radio-equipped homes in the area. Naturally, the first thought that comes to mind is: "The homes are there, but are the radios turned on?".

Let's look at some indisputable facts and determine what size audience radio really has. In 1946, Nielsen shows that 4.65 hours per day per home were spent listening to radio. In January, 1953, Nielsen shows that only 3.44 hours per day were spent listening. That's a drop of 26 per cent in listening per home. That's a big loss—we don't like it, but it's true.

The average person is thinking about the radio picture today stops right there—and that is where he makes his big mistake. Radio's audience in Southern California continues to be as big as it has ever been, for the simple, but logical reason that while each home is listening 26 per cent less, there are 33.6 per cent more homes listening. A little less listening per unit—but many more units. Which would you rather have; three quarters or ten dimes?

Bear in mind that the audience which has been discussed so far does not include any out-of-home listening. California, because of its very nature, has higher percentage of out-of-home listening than anywhere else in the country.

It used to be that a great many advertisers were writing off nighttime radio in television homes. Let's examine the facts. According to Pulse of Los Angeles, radio listening from 12 noon to 12 midnight in TV homes has consistently increased since 1950. Average quarter-hour TV homes using radio in 1950 was 14.3 per cent. Even then, nighttime radio was pretty healthy in TV homes. But today 18 per cent of all television homes had radio on during the average nighttime quarter-hour. That's an increase of 22.4 per cent since 1950.

Let's compare radio's 11.8 per cent rate increase for a 33 per cent increase in radio homes, with what has happened to newspapers during same period: today, there are five metropolitan newspapers in Los Angeles with total circulation of one per cent less than the total circulation of four papers that existed in 1946. The advertiser must pay 50 per cent more than he did in 1946 to reach 99 per cent as large an audience.

When the housewife does her marketing today, she compares price of one product against another and prices of one store with those of another store. When you buy advertising, compare one medium with another, and if you do, you'll look twice at radio, and buy.
20th Year
DON McNEILL'S
BREAKFAST CLUB

SWIFT & CO.
PHILCO
O-CEDAR
BOBBI-
WHITE RAIN

ABC
GET IT DONE VOLUNTARILY
The Basic Idea Behind The Advertising Council

By HOWARD J. MORGENS, V.P. in Charge of Advertising,
The Procter & Gamble Company

THE Advertising Council is based on a simple and fundamental idea. It is based on the idea that—if you can inform the American people and constantly remind them of the many vital tasks which must be accomplished in the public interest—the people themselves will take the necessary action voluntarily. Through the Advertising Council, business in general and the advertising industry in particular, have succeeded in using the great force of advertising to get things done the voluntary way.

There is, after all, one concept or one fact that is of tremendous importance in the world today. It is the very difficult and disturbing fact that a great many people today believe that the way to get things done is to turn more and more to state direction and control instead of relying on the voluntary action of free citizens.

On a global scale, of course, this fact splits the world into two ideological camps. The world today is in effect slave and half free—a condition which Lincoln said could not long endure. The communists see the individual wholly as a creature of the state subject to its complete direction. We believe in the dignity and in the free action of individuals.

The basic fact, in other words, is that there are two ways of accomplishing things. One is the voluntary way and the other is the way of compulsion. The reason that business supports the Advertising Council so enthusiastically is that it actually gets things done the voluntary way. And each time the voluntary way works, America moves another step away from state direction and compulsion and all its dangers to our political and economic liberties.

Let me give you a few examples of the kind of thing I am referring to—examples of the Advertising Council at work.

When World War II was only a few months old, bills were introduced into Congress making savings compulsory as a wartime measure. These bills were never enacted into law because seven successful war loans made them unnecessary. The Treasury Department has given large credit for these successes to the Advertising Council campaigns.

A bill to draft nurses was not needed because the Advertising Council's recruitment campaign resulted in a tremendous increase in the voluntary enrollment of nurses. We didn't need "work or fight" laws. Women were recruited from their homes by the millions to "man" the war plants. "Rosie, the Riveter" was more than a song; it was part of a huge "manpower" advertising campaign.

At the war's end, the Advertising Council was not demobilized like so many other war-born agencies, because it was felt that this powerful mechanism for informing and persuading the masses of people in this country would be needed to help solve the country's new problems in the voluntary way. Here are examples of the Council's post-war work:

On September 10, 1951, the Advertising Council began a campaign to step up donations of blood. Stockpiles were almost exhausted and donations were running at about 12,000 pints a week. In the first week of the campaign, donations almost doubled. In 12 weeks, all of the blood was being donated that could then be processed—approximately 75,000 pints a week. This program still is functioning well.

When the country faced a critical shortage of steel scrap, the steel industry and the government asked the Council to conduct a campaign urging factories to turn in their old iron metal. Such a volume of scrap flowed to the scrap yards that soon the crisis was over.

Donations of space and time are matched by donations of professional advertising service. Virtually every large advertising agency in the country has served without charge in helping to prepare the advertisements used in one or more campaigns.

Looking at the past and present successes, it is readily apparent that the Advertising Council will certainly continue to be effective in helping to solve critical national problems the way we Americans can and should solve such problems—the voluntary way without danger to our freedom and without loss of our individual initiative.
LOCAL AND SPOT RADIO UP
Figures Tell The Story Of Continued Popularity

By FREDERIC W. ZIV, President.
Frederic W. Ziv Company

ONLY a short time ago, radio was being stabbed in the back and tossed aside. At the very least, even if it survived, it was going to be reduced to a slightly foolish and impotent older brother of television, with its big electronic muscles.

Well, let me give you a few statistics: The current Nielsen Coverage Service, covering all 2,072 U. S. counties, shows that Americans are listening to 70,175,670 radio sets, that 98% of all U. S. homes have radios, that radio homes total 43,940,460, that there are 3.5 persons in every radio home, and that 25 million families throughout the nation own car radios.

Did you know that radio time sales in 1952 reached $464 million, (bigger than ever before) $7,896,000 bigger than 1951, that local sales were up 7.1%, spot sales were up 4.1% and network was down 13.1%?

Equally interesting is the report that more money was spent for radio than on television in last Fall’s Presidential campaign $3,111,000 for radio and $2,951,000 for television.

In other words, when the chips were down, radio came through like a champion. Because radio ate so high on the hog for many years without much of an effort, many people assumed that radio had forgotten how to use merchandising, exploitation, advertising, promotion and showmanship, and that, naturally, with TV beaming, the industry would cave in and that radio sets would carry nothing but news, time signals and the daily weather reports.

Well, it didn’t happen. Radio didn’t cave in. Radio fought back for the attention of the American public, for its rightful share of the advertiser’s dollar, and for its space in the journals of the land. Radio used imagination and showmanship.

I am truly proud to say that the Ziv Co. radio business is bigger than ever and that our production, advertising and promotion budgets have been increased for 1953. We are confident that this will be our greatest radio year.

There is still nothing wrong with radio that showmanship won’t cure. When Matt Cvedle threw a bombshell into Congress, the House sub-committee that was to investigate the charge, only one member, Sam Ferris, a recentconvert to radio, had the nerve to support the release of the story.

The hearings were a circus, and the charges were Helen Gabor, a Communist spy for the F.B.I. for seven years, we were fortunate enough to be able to arrange for his story to be told to the American people in the form of a dramatized radio series, “I Was A Communist For the F.B.I.” That program is sold on over 600 stations.

There was also showmanship and a sense of news values when our people signed Tyrone Power to play the part of a U. S. Senator in “Freedom, U. S. A.” People have never been more interested than they are now in what is happening in Washington, and not only did this program also sell extremely well, but we were the proud recipients of scores of letters from leading U. S. Senators, lauding us for producing a radio program that told exciting stories and at the same time performed a public service by educating listeners in the workings of Congress.

Senator Taft wrote:

“The American people are greatly interested in the work of our Congress as is testified by the thousands of visitors from every state who annually watch from the Senate and House galleries. I believe that a radio program of the type of ‘Freedom, U. S. A.’ can do much to interest more people in the workings of Congress. This is a good goal for it will help to bring about a better understanding of a most important branch of the government of our Republic.”

Our latest presentation was a switch in showmanship. We tied in that musical Rock of Gibraltar, Guy Lombardo, with a giveaway of Ziv watches based on identification of his “mystery medley,” and the program at this writing is heard on nearly 200 stations—this, despite the fact that we have been selling it for only two or three weeks.

In addition to getting $2,500 worth of Ziv watches free to give to listeners who identify Lombardo’s mystery medley, sponsors of the Guy Lombardo-Ziv program may obtain tune clue booklets to help listeners identify the mystery tunes, also newspaper ad mats, announcements, posters, streamers, shelf-talkers, bottle hangers, table tents, and publicity, exploitation and promotion manuals, and other material.

This is what I mean by backing up showmanship with merchandising. And this is what still makes radio the advertiser’s best buy.
YOUR

SHOW

OF

SHOWS
"YOUR SHOW"

SID CAESAR

"O Boy O Boy"
SHOWS

IMogene Coca

"What a Beautiful Gesture!"
"YOUR SHOW OF SHOWS"

MARGUERITE PIAZZA

CONCERT — OPERA — SYMPHONY

NBC - Radio

Personal Representative

GEORGE "BULLETS" DURGOM

NBC - TV
"YOUR SHOW OF SHOWS"

JACK RUSSELL
"YOUR SHOW OF SHOWS"

MEL TOLKIN - LUCILLE KALLEN - MEL BROOKS - TONEY WEBSTER

Writers

of

"Your Show of Shows" NBC-TV

BILLY WILLIAMS QUARTETTE
"YOUR SHOW OF SHOWS"

CARL REINER

HAMILTON TRIO

"Your Show of Shows"

PAT HORN  GLORIA STEVENS  BOB HAMILTON
YOUR SHOW OF SHOWS

CHARLES SANFORD
MUSICAL DIRECTOR
OF
MAX LIEBMAN'S "YOUR SHOW OF SHOWS"
NBC-TV
Max Liebman
Producer-Director
"Your Show Of Shows" — WNBT
C.A.B. SERVICE DIVERSIFIED
Opposition To Government Controls Productive

By D. MALCOLM NEILL, Chairman of the Board
Canadian Association of Broadcasters

The Canadian Association of Broadcasters had an extremely active year in 1952. Its membership increased to 117 stations and 37 associates. Action was required from the Association on a wide variety of problems, and many of these met with successful results.

During the year the Canadian Broadcasting Corporation announced a new set of controls for broadcasting in Canada. Included amongst these was a provision that fixed percentages of programming material were to be "original Canadian production." This is the first time in the history of broadcasting in the world that any such limitation has been proposed.

As the result of vigorous representations by C.A.B., the proposals have been withdrawn for re-drafting and C.B.C. has promised consultation.

C.A.B. has always emphasized the fact that Canadian radio broadcasting stations should be free to operate under the law like other publishers of the Dominion.

Equally vigorous representations by C.A.B. succeeded in partial reversal of the C.B.C.'s policy of monopolizing television in Canada. Non-government capital will now be permitted to develop television services in any city where C.B.C. does not have a television station. Although this is a step forward, the present policy of monopolizing the larger centres for C.B.C. television is not a good one and efforts to have this situation corrected are continuing.

In 1952 the Copyright Appeal Board awarded CAPAC (ASCAP) a copyright fee scale of 14½% of station revenue. Hitherto the fee scale had been 7c per licensed receiving set. The dollar increase amounted to roughly $300,000.

The Association has appealed this award on principle to the courts, contending that the Copyright Appeal Board do not have the power to fix a fee based on percentage of revenue. Meanwhile representations to the Copyright Appeal Board for a downward reduction of scale, regardless of the basis used, are vigorously continuing.

The subject of listener surveys engaged the Association's attention during 1952, and it is now proposed to set up an independent research director, who will audit and gauge the validity of all programming-popularity research.

Arrangements were made for an industry-wide pension plan, allowing all member stations to join forces in a pension plan for employees, thus offering substantial savings. Other forms of industry-wide insurance are being explored.

Member stations of the Association were permitted during 1952 to form a one-time national network for the first time in recent Canadian history. The broadcast was a special salute from the private stations to Queen Elizabeth II on the occasion of her first birthday as Queen of Canada. The broadcast itself was highly successful. Apart from drawing tremendous favorable comment, it clearly demonstrated that the privately owned stations can produce material of network calibre and handle network operation.

The broadcast was released also by several United States networks.

The Association took an active part in civil defense planning, especially in the communication field and is actively engaged in a study of the practicability of editorial policy for broadcasting stations.

This civil defense activity is an outgrowth of, and an enlargement on, the program instituted last year to meet any emergency, no matter how caused. Broadcasting, according to this plan, will aid in providing information, maintaining civilian morale and giving instructions to the defense population of the Dominion.

An adaptation of BMI's teen-age book parade is now under way and is attracting favorable attention from parent groups, editors and listeners generally.

A wide variety of new services to members was introduced during the year, including specific suggestions on sales, promotion, programming, the effective collection and compilation of statistics, a review of economic trends and like services.

The Association's chief accomplishment, however, was establishing by the process of repetition in the minds of most Canadians the basic fact that broadcasting is publishing and there is reason, therefore for treating the broadcast form of publication in exactly the same fashion as the printed forms of publication.
Burr Tillstrom with
Kukla, Ollie and Fran Allison

5 YEARS ON TV
5 YEARS WITH RCA VICTOR

Kukla, Fran and Ollie

Musical Director .................. Jack Fascinato
Producer .......................... Beulah Zachary
Director ........................... Lewis Gomavitz
Costume Designer ................. Joseph Lockwood

NBC Television Network
DICK STARK
NEWS—AUDIENCE BUILDER
Value To Radio Extends To TV, RTNDA Finds

By TOM EATON, President
Radio-Television News Directors Association

NEWS via radio and television continues to make great strides. More and more stations in both media are realizing that their best way to get additional listeners and viewers is to add news operations manned by trained news personnel.

The Radio-Television News Directors Association which was organized in October of 1946 at Cleveland as the National Association of Radio News Directors, has done much in its short history of seven years to prove to management that stations can best increase their revenue through news by winning respect, loyalty, prestige ... and LISTENERS OR VIEWERS.

The RTNDA's object is to help not only the newsmen and women do a better job, but to assist management in holding their listeners and viewers.

Surveys made by the RTNDA during the past three years have shown that many stations throughout the nation are selling all of their news shows with very little difficulty, and as a matter of fact many radio and TV stations report that they have waiting lists of clients who want to sponsor good news shows.

At its seventh annual convention in Cleveland last December the name of the newsmen's organization was changed from the National Association of Radio News Directors to Radio-Television News Directors Association so as to include newsmen of both media. At the same time the RTNDA voted to set up five regional vice presidents who would work to create greater interest in news operations in their areas and to assist stations in sound and economical ways of organizing newsrooms.

The members of RTNDA have long realized that radio and television news must have the very best in trained personnel. The officials of the organization have always kept their doors open to schools and universities who have students desiring to know more about radio and television news. At an early date the RTNDA will have a committee of veteran newsmen available for lectures or talks at schools in their communities.

The RTNDA has done much during the past three years to help newsmen get into places with their tape recorders and cameras. The association's Freedom On Information committee is ever alert to see that newsmen of the radio and TV media are not penalized, by being barred from the so-called press conferences. The committee has members in Washington and other key cities whose duty it is to see that radio and television news people get equal access to the news.

The RTNDA also has a wire service study committee which works with the various wire services, making studies of the various stories carried on the wires. The committee, which is headed this year by News Director Richard Oberlin of WHAS and WHAS-TV, Louisville, Ky., comes up with suggestions which will help improve the services to the radio and TV stations.

The top awards for radio and television news are presented each year to the winners in the RTNDA's competition by the Medill School of Journalism, Northwestern University, Evanston, Illinois. Baskett Mosse is in charge.

This year RTNDA and Northwestern are going to sponsor seminars on News for both Radio and TV at Evanston. The most experienced newsmen in radio and TV will be on hand as the instructors.

The RTNDA Bulletin is published each month with the cooperation of the School of Journalism, State University of Iowa, Iowa City. Sample copies will be furnished managers and newsmen who write to the RTNDA's Executive Secretary Burleigh Downey, WKAR, Michigan State College, Lansing, Mich.

Managers and non-members are always welcome to attend the annual conventions of the organization. This year's convention will be held in Washington, D. C., and it appears that the program will be the best in the history of the newsmen's association.

Many of the leading managers and owners of stations in the radio and television field have given their stamp of approval to the RTNDA, and know that the organization's first objective is to help its members and their stations present the best in radio and TV news programs.
JAN MURRAY
MEET YOUR MATCH — N.B.C.
SUNDAY — 7 - 7:30
EASTERN STANDARD TIME
TELEVISION, literally, will begin to "come of age" in 1953. There will be vital decisions made within every segment of the industry, and the results therefrom will commence to delineate the ultimate dimensions of the medium.

The Federal Communications Commission has already exceeded the 200 mark in the issuance of post-freeze grants, a great majority of which are in the UHF channels. This unprecedented acceleration of action by the Commission is being matched by many of the permittees, who, with station construction immediately under way, are estimating inaugural operation dates hitherto thought impossible. Truly, an adequate one-word definition of television broadcasting today is—"speed."

Both the FCC and the industry are demonstrating ever-increasing faith in the UHF channels, not only engineering-wise, but in the economic aspects as well. It seems apparent, therefore, that 1953 will witness the first tests of the feasibility of UHF, not only in those markets where UHF stations are first on the air, but also where the new station will meet competition of established, pre-freeze stations.

The addition of these new grantees, and the shifting competitive aspects engendered by their operation, will bring into clearer focus the needs, requirements and demands of program availability. There will begin to develop the answer to the presently unresolved question of the equitable ratio between "live" and network programming and programming by film and kinescope.

As part and parcel of the programming question, the industry will face decisions regarding the availability of program sources for television broadcast. One of the most precedent-setting cases on this point, and one which will reverberate for years to come, is presently being argued in the Federal District Court in Philadelphia under the title of the National Professional Football case. Indeed, it is more than that; the vigor with which the Justice Department prosecutes the case—and the end result—will go far to establish whether or not many of the events people expect to witness by television in their homes at no cost will be reasonably available to them in the future.

Another question within the industry revolves around a date—June 2, 1953. That date marks the first anniversary of the allocation of channels by the FCC for non-commercial educational use. Some permittees of these channels have not yet taken action to utilize the grants; and the question is—what will become of such channels when the year of grace has passed? Will the Commission extend the deadline, or can commercial applicants petition to have these allocations thrown open to bidding by commercial interests? The FCC has not yet declared policy in this area.

Its critics to the contrary, television worked cooperatively and successfully with educational institutions of the nation to compile an excellent record of achievement in the field of education during the year just closed. And on its own, the sight-and-sound medium certainly set a new standard of mass education through its coverage of the conventions of the Republican and Democratic parties, the presidential campaign and the inaugural ceremonies that followed. Through the lenses of the TV cameras millions witnessed history in the making.

A major step toward self-improvement was taken by the industry with the promulgation of the NARITB Code of program standards. The Code was developed voluntarily within the industry as a means of better serving the public, and it is subscribed to presently by nearly one hundred individual stations and the four networks.

One of the primary objectives of television in the year ahead will be that of gaining free access to coverage of public events—particularly sporting events and legislative hearings. Broadcasters hold the unanimous belief that the public is entitled to such programming, and will make every effort to open these doors to television.

Though many other problems, and some solutions, are forecast in 1953 before Congress, the FCC, the markets and the laboratories, the foregoing are among those that come immediately to mind as major factors in the development of nationwide television broadcasting.
ROBERT MONTGOMERY

Presents

YOUR LUCKY STRIKE THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION         MONDAYS 9:30 - 10:30 PM EST
uled to be broadcast during the Spring.

Sales of radio sets continue to increase, enhanced by technical refinements and attractive designs. At the beginning of 1952, there were more than 105 million radio sets in the United States, including 25 million radios in automobiles. During the year, more than 9 million new sets were produced by the industry. Portable sets, because of their efficiency and convenience have gained in popularity and will continue to do so. Clock-radios and book-size receivers in light-weight plastic cases beautifully designed in a variety of colors have contributed to the novelty and usefulness of such instruments and have increased the public demand for them.

The popularity of the "Victrola" phonograph and recorded music continues to grow. Today there are 26 million phonographs in the United States as compared with 8 million in 1946. New, simplified and improved record-changers, smaller non-breakable records, new electronic techniques in recording, and attractively designed albums have all helped to increase the demand for phonographs and records.

The "45" records and 33 1/3-rpm Long-Play records have spearheaded the advance. Among the new developments in 1952 was the RCA Victor "EP" (Extended Play) "45" record which plays up to eight minutes a side, or a total of 16 for each 7-inch disk.

Modern record players provide the public with turntables that literally are concert stages with a catalog of music in every classification.

There is plenty of evidence at hand to show that television will by no means be limited to its present operations. The uses of TV in education are manifold. It may well be that the volume of business that can be developed in industrial television and electronics as well as television in education, will one day be larger than the volume of business now being done in the field of TV entertainment.

For security reasons the latest developments of electronics for defense cannot be discussed. It may be observed, however, that electronics is one of the most important building stones in that technology. Science links defense and industry as a bulwark on land, on sea, under the sea and in the air. Radar, robot planes, airborne television, electronically con-
trolled missiles and other devices now are vital elements in our military plans.

In recent years, a vast new field for exploration and development called "electronics of solids" has opened in the scientific world. So impressive are the developments, and so important the potentialities for the future, that scientists are acknowledging the electronics of solids as one of the most dramatic steps in technical progress.

The United States is fortunate in having a radio-television industry made up of so many competent organizations. The keen competition among them spurs continued effort on the part of all and stimulates scientific and economic advances matched by no other country.

These competing organizations, through their individual efforts, give the United States preeminence in all phases of radio, television and electronics. For defense, this industry provides superior equipment developed and produced by American ingenuity and craftsmanship. The finest radio-television instruments and services in the world, and at the lowest cost, are made available to the American home. In achieving this, the industry provides employment for hundreds of thousands of people and contributes substantially to the high standards of living enjoyed in this great country.

It is difficult to predict and unwise to limit the possibilities of the future in such a world-wide field of operations. In science, however, we are certain that progress will continue. The basis of our confidence is our faith in technology and in the ability of Americans to apply their talents in science, research, engineering and labor. The readiness of the American public to accept new ideas as well as new services and products is stimulating to all of these forces that operate within modern industry.

We must recognize, however, that progress, in its larger sense, depends upon other factors as well as upon science and invention. We must strive to achieve world peace, preserve our freedom and maintain our American way of life. These are the main essentials that call for our spiritual as well as our physical improvement. We enter the coming year with renewed hope.
VANESSA: Wayne, Woman, and Song

Latest instrumental composition is "The Magic Touch" from "More About Love," the Versailles restaurant's hit musical for which lyrics and music were written by

BERNIE WAYNE
FILM—BACKBONE OF VIDEO
Growing Demand Felt For Screened Programs

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

There is no better report on the status of filmed television today than the fact that three of Ziv's films are each being shown on about 70 stations. It's not a question of whether stations will telecast filmed or live shows—they need filmed shows. In many markets we are selling packages of six or eight programs.

Only this week I received a letter from a midwest educator who lamented the fact that although television has now come to his city, he will never see the many wondrous programs which have been broadcast over the national networks in the past few years. Because they were live they were as ephemeral as any sight or sound, which, once seen, vanishes forever. If all programs were on film, the new station in this man's area would be able to select the best and he and his neighbors would be able to sit back and watch entertainment that a king couldn't buy.

And this is true every time and every place where a new television station goes on the air.

In addition to the wonderfully entertaining programs that would be available, it would be a great public service for each new television station as it goes on the air to show on film the great news events, current events, sports, interviews, campaigns, political conventions, and the other significant history of the past five or six years. If it only started with the great political conventions in Philadelphia in 1948, say a wonderful, important daily or weekly feature could be shown the local audiences to bring them up to date on what television has been showing since that time.

This would not only be a great public service, it would also be an excellent instrument for local promotion. For example, this program could also be shown during the day at special school assemblies, and at other special, attention-getting groups. Because it would be on film, such flexibility and permanence would be possible.

We know that listeners don't know, or don't care, whether they are watching live or filmed television. Not only in the case of historical features which I mentioned above, but also for dramas, comedies, interviews, press conferences or even news. In other words, everything, certainly all news events, should be filmed as well as telecast live, not only for posterity but also for the man who happens to be busy in his office or driving his truck when the news event took place and who would love to see it that night.

In addition to the advantages film offers to stations, film is equally important to agencies, sponsors, writers, performers and technicians—more and more of whom are insisting they will work only in film. For their own varied and individual reasons, ranging from the artistic to the economic, these people are finding film the best medium for television programs.

These people like the ease and freedom they can get with film. They like films' exciting range from illusion to realism. The actors like the comparative freedom from the director's stopwatch as well as the reduced chance of ending up in a hospital; the writers like being able to create a scene that doesn't have to be played inside chalk marks; technicians like the opportunity film affords for perfection; sponsors and agencies like knowing what they are buying; producers and distributors like being able to place the programs on many stations; directors like the artistic liberty and freedom of creation they are permitted—and above all, audiences love the wonderful things that can be done on film, the plays and stories that could never be told except on film, the great illusions they can watch on film, and the security of knowing that no matter what is happening, anywhere, if there is a film camera anywhere around, sooner or later they can see it, too, on their television screens.

We don't want to debate the relative merits or advantages of film and live. Both are indigenous to television and each must certainly do its best to give the audience the programs it wants. We do point out, however, that there are increasing numbers of the creators and performers and sponsors who find film the perfect medium for them.
not only the design and construction of these transmitters, but advances in receiver design and the design and installation of new combination UHF-VHF antennas by the RCA Service Company.

Both VHF and UHF provide excellent telecasting service, but, because of the added frequency range, new dual-receiving equipment must incorporate the best possible technical design. This type of equipment includes combination VHF-UHF receivers, as well as conversion units for sets already in use. Our objective is to continue to provide excellent reception in the home at all stages of television's growth. In this connection, RCA has continued its engineering development of compatible color television as a future additional service to the public.

A major contributor to television's present stature, the National Broadcasting Company—a service of RCA—completed its twenty-sixth year in 1952. In both radio and television programming, NBC continued to offer new, high-calibre shows to the public. The network led all others in volume of business. For the first nine months of 1952, NBC radio and television sales totaled $92,093,592. Television scored a marked advance over previous years, with a sales total of $97,793,752 at the end of the third quarter of the year.

The most important developments in phonograph records in 1952 were those which helped to provide record buyers with "more music for less money." The pattern was set by RCA Victor's introduction of two major advances—Extended Play, which doubles the playing time of single 45-rpm records, and the "Bluebird Classics" albums. EP records make it practical to record—complete on one side—hundreds of shorter classical works which did not fit logically on previous records and, also they considerably reduce the cost of popular music albums. There has been an excellent response to the high-quality classical recordings issued on the new, low-priced "Bluebird" label.

One of the most significant releases during the year was RCA Victor's recording of the Ninth Symphony of Ludwig Van Beethoven under the direction of Arturo Toscanini with the NBC Symphony Orchestra. The list of great opera merchandise was strengthened with the addition of the full-length recordings of Puccini's "La Boheme," Verdi's, "Il Trovatore," Puccini's "La Tosca," Moussorgsky's "Boris Goudenoff," as well as albums offering the highlights from Bizet's "Carmen," Donizetti's "Lucia di Lammermoor," Mozart's "Idomeneo" and the celebrated "Amahl and the Night Visitors," which made a sensational success debut over NBC-TV.

A recapitulation of sales figures reveal that the top show albums for the year were "Wish You Were Here" and "New Faces."

By the end of 1953, the sale of 78-rpm records probably will amount to less than 25 per cent of the market, having been replaced by the newer, unbreakable, and easier-to-handle 45 and 33 1/3 rpm speeds. With the increased number of turntables now in use, including new three-speed players, and with the growth of interest in music apparent throughout the country, the phonograph industry can look forward to the greatest sales in its 75-year history.

The growth and expansion of the radio-television and electronics industry is an outstanding example of American industry's capacity for teamwork.

For our civilian population, this teamwork meant more and better television and radio sets, records, transmitting and industrial equipment, and all the other products that have enabled the people of our country to achieve their high standard of living.

For our Armed Forces, it meant military equipment and technical assistance to help keep our country strong and free.

Big companies and small companies worked together to make the products needed for our civilian use and defense. At RCA, for example, nearly 5,000 independently-owned companies helped supply the materials and services needed to manufacture finished products. Three-fourths of these suppliers are classified by the Government as small business firms, and they receive approximately half of the dollar volume of all RCA purchases.

The electronic symbol is a bright and guiding star that challenges science and industry to advance into new fields of endeavor, to create, and to improve with quality and efficiency as the standards.
ROY ROGERS
“King of the Cowboys”
AND TRIGGER
“Smartest Horse in the Movies”

Current Picture:
“Son of Paleface”
A Paramount Picture
in Technicolor
Commercial Tie-Ups
Roy Rogers Enterprises
1418 N. Highland Ave.
Hollywood 28, Calif.

Television & Radio — NBC Network
Sponsor, Post Cereals

Recordings — RCA Victor
Exclusive Management
Art Rush, Inc.
1418 N. Highland Ave.
Hollywood 28, Calif.

Public Relations
A. L. Rackin
1418 N. Highland Ave.
Hollywood 28, Calif.
RADIO-TV'S PATRIOTIC ROLE

Election Service Drew People Closer To Nation

By TOM FITZSIMMONS, Associate Editor
Radio Annual and Television Year Book

On January 20, 1953, Dwight D. Eisenhower was sworn in as the 34th President of the United States. Approximately 60,000,000 voters cast the ballots which chose the wartime leader and his youthful running mate, Richard M. Nixon, over their distinguished Democratic opponents.

The election of the Republican candidates marked the culmination of what was undoubtedly the most intensive radio and television campaign in the short but exciting history of these two industries, a campaign which pointed up impressively the unmatched superiority of these two media in reaching the homes and the firesides, the hearts and the minds, of the American people.

Both General Eisenhower and Mr. Stevenson waged spirited, sincere and essentially dignified campaigns in seeking the highest honor within the gift of the people, the former emphasizing the homey, man-to-man approach, with Mr. Stevenson impressing the viewer and the listener by his almost Churchillian command of the English language.

While both candidates sought to appeal primarily to the common sense of the voters, showmanship per se was employed effectively by both camps. The assistance of some of the foremost entertainers was enlisted by each party. While the “stunts” were at times lacking slightly in dignity considering the importance of the office involved, the value of their aid was conceded by both political organizations.

Drama was utilized skillfully by both sides, but in this department the Republicans undoubtedly had an edge, with the “Oscar” in this division going probably to the broadcast-and-telecast wherein Mr. Nixon explained the existence and source of his campaign funds, and included in his address a complete recapitulation of his personal finances as well as other details regarding his home and family life which went straight to the hearts of his audience.

Drama, also, there was in the six-and-one-half-hour “telethon” by Gov. Thomas E. Dewey of New York over WOR-TV on election eve. Making his first appearance of the day at 6 a.m., he was televised at least 15 minutes of each hour until 9:45 p.m., at which time he took over completely, remaining on camera until midnight, during which time he answered innumerable questions and introduced such “guest stars” as John Roosevelt, Clare Booth Luce, Mrs. Wendell Willkie and Mrs. Fiorello La Guardia. The “telethon” was sponsored by the New York State Republican Committee.

To adequately comprehend the magnitude of the vast campaign which surged to its climax last January 20, one must, logically, start at the beginning. That beginning was marked at a date some six months before the election when radio and television joined hands in a “Get Out the Vote” drive which bore fruit a half year later in what was aptly termed “the greatest single expression of public opinion in the history of the nation.”

More than 3,000 radio and TV stations participated in the get-out-the-vote drive in a co-operative effort sparked by the NARTB in association with the American Heritage Foundation and aided mightily by the state broadcaster organizations. Robert K. Richards, assistant to Harold E. Fellows, president of NARTB, was in charge for the association, with John H. Smith, Jr., as campaign co-ordinator.

Chairman of the industry committee for the drive was John F. Patt, president of the Goodwill Stations. Members of the committee included: Roger W. Clipp, WFIL, Philadelphia; Frank Fogerty, WOW-TV, Omaha; Kenneth D. Given, WLBJ, Bowling Green, Ky.; Paul Moriency, WTIC, Hartford, and Joseph Wilkins, KFBB, Great Falls, Mont.

Both the NARTB and AHF supplied radio and TV stations with campaign “kits” containing a wealth of suggestions, including text for announcements as well as ideas conceived especially for clubs and commercial organizations. These suggestions were used in toto or were utilized as a basis for other ideas put into practice by local community groups.

In commenting on the outstanding success of the get-out-the-vote campaign, Mr. Fellows, speaking as president of NARTB, declared: “There are three particularly (Continued on Page 798)
JOHN GART

COMPOSER - CONDUCTOR
As Networks Told the Election Story

NBC commentators shown in Studio 8-H are, reading clockwise: Bill Fitzgerald, W. W. Chaplin, George Hicks, Bill Weinstein, Bob Murphy, Crampton Savington and H. V. Kaltenborn.

Studio-TV-One, ABC's impressive election night news center on West 66th Street was a beehive of activity as returns came in.

Key man for CBS on election night was Bob Trout, shown at the mike above. Wells Church, CBS director of news, stands behind Trout.
TV FILM—FACT, NOT TRENDS
Now A Positive, Activated And Vital Institution

By CHARLES B. BROWN, Vice President,
Bing Crosby Enterprises, Inc.

A FRIEND asked recently, "What is the trend in film for television?" Upon checking the word trend in our Webster, we found that "trend" means "...an underlying or prevailing tendency or inclination to drift. ..." Upon this basis, there is no trend to film in television since the move to film is a positive, planned, activated movement rather than an unpremeditated, uncontrolled drift into film production.

Actually, the question of whether live shows or programs on film are best can never be an unqualified question because some programs, like special events, most quiz programs and others are best live while other certain programs are always best on film.

As we see it, the why of film growth in television, however, is not one of sheer production values alone, rather it is that film is the solution to four fundamental problems only one of which has anything to do with respect to program production quality as such. There are four problems. With the readers' indulgence, we should like to expand each of these four elements into a few brief paragraphs.

(1) **Program Quality and Suitability**: Full turn illusion as in dramatic programs can best be done on film for many reasons obvious to all. Fluffs can be edited, retakes are always possible and the fearful physical toll of continuous tension is eliminated. The week in and week out demands on live programs featuring a central character or cast is already too well known to require embellishment. Illusion can run the entire gamut of human expectation. A desert scene is just what it purports to be and the rapport of viewer with the unfolding story is doubly insured because of the sweep and scope of realism. No adjustment to scenic inadequacies is necessary.

The second problem is: **Time Zone Differences**. Nothing can be devised to move the unmovable; time differential with a visual medium simply offers an unscaleable obstacle to live TV other than special events of major significance. Seven o'clock Central Time is difficult for top-budget shows, but six o'clock Mountain Time and five o'clock Pacific Coast Time is out of the question. The viewer cost per dollar differential will not be accepted as a regular matter by any sponsor paying the tab for nighttime type program particularly when he can so simply solve his problem by spotting his program in these western markets at suitable time periods.

Number three on our list is: **National Marketing Problems**. Advertising strategy, in my opinion will be applied more than ever before to meet the specific and peculiar merchandising and sales problems of each particular organization in given markets. Mass advertising will, of course, still be an important factor, but "directive-placement" of advertising funds will be both a common term and a policy in the rough competitive selling days ahead.

(4) **Local Advertising Requirements**. Retail accounts will use television as they have never used local media other than newspapers in the past. Department stores, always slow to use anything but newspaper space, will be among television's strongest local supporters.

From the standpoint of the film producer, the most encouraging sign is the desire of more national, regional and local advertisers to place business on a minimum of 39 and quite often a 52-week basis. The service and sales impact of a television film program can be much more effective if longer term buying is possible because story properties can be planned, written and/or purchased with long-term values in mind both as to writing interest and story content.

Besides these intricate values, there is continuing viewer growth potential of the longer lived program.

Lastly, local advertisers or national advertisers using local markets desire program product which is equal to the best in network programming. There is obviously not sufficient high-level talent available for local programming thus, the only certain answer is a film program which alone can bring to the local viewer, during local station time, a standard of program performance which will secure and hold a viewing audience of sufficient size to pay the investment off with profit to spare.
RALPH PAUL

“STRIKE IT RICH”
CBS-TV

“ALDRICH FAMILY”
NBC-TV

“BOB TROUT NEWS”
CBS
“LIVE” network television is pricing itself out of the market. The sound financial future of the entire industry lies in top-notch filmed programs sold and resold at the local and regional level.

From a sales standpoint, therefore, the future of firms such as ours, which sells and distributes filmed television programming, is exceedingly and increasingly bright. New stations are opening both in this country and abroad. The advertisers in each new market area are being opened, and the new stations themselves, need good filmed programs and are potential sources of revenue to the sales agents and producers. Business is good now, and it will get even better.

My guess is that approximately $50,000 to $60,000 will be spent during 1953 to produce filmed television programming. Some of these programs are earmarked for single sponsorship at the national level. Others are being produced for sales at the local and regional levels to stations, advertising agencies, and either national and regional advertisers for “spot” coverage, or to local merchants.

The success stories of stations and sponsors who have been buying filmed “open end” television programs insure that our future will continue to be bright. Advertisers have discovered this is the best dollar-for-dollar buy available, a fact brought home to them by the enthusiastic reaction of the viewers who more and more are realizing the unmatched advantages of filmed programs.

There is no need to cite here the many advantages of filmed programming over live. By now the entire industry recognizes that film affords great flexibility in production, and that “open end” film permits maximum flexibility in programming, so that the largest possible viewing audience can be attracted to watch the show and the “commercial.”

These over-all “advantages” of film are, of course, great plus factors in helping firms like ours complete sales. Gradually even the most severe critics of film are coming to realize that the technical improvements of the past few years enable film to be received with as much clarity as any “live” show. By now, the best behind-the-scenes brains in the film industry are working in television - producing, writing, filming, scoring and editing television programs.

Naturally there are rotten apples in the film barrel, just as there are in the “live” barrel. But on the whole, “film” has grown up and become a healthy, husky young man, AND a powerful sales tool.

The problems, then, confronting the firms concerned with the selling of “open end” filmed shows are twofold:

1) To obtain distribution rights to sell produced programs which have a mass audience appeal.

2) To sell and properly distribute and service such programs.

The “key” persons are the salesmen in the field. They must have not only the programs to sell, but the experience needed to properly advise and help buyers obtain maximum benefits from the product. They must be able to point the way for the stations to effect sales to advertisers, and be able to point the way for advertisers to properly do the job in their communities through the use of television.

In our case, we insist that our salesmen have a wide media background, and that they confine their operations to a limited area so that they can best service the needs of the customers, as well as our needs.

To be of mutual service, both to customers and to ourselves, the salesman must keep abreast of the times in this rapidly changing industry. He must be at once a consultant and a researcher, a seller and an aid to the buyer. He must keep his finger carefully on the pulse of the television public in order that he may detect and interpret each trend.

As a concluding note, the market is excellent now for the sale of filmed programs to be re-run in cities where they already have been shown. Available figures prove that some re-run programs obtain a larger viewing audience than they had on first run! This is a healthy sign which bodes well for the future of the industry, since the assurance of re-run revenue is enabling producers to devote larger budgets to the production of better programs.
We thank the many TV stations, advertisers and agencies for their honored requests for Joe Palooka on TV.

Pressure of events and the wish to cooperate with the Armed Forces, Red Cross, Charities and others in their requests has held up our opportunity to get the show ready. It won't be long now!

Again Sincere
Thanks,

Ham Fisher and Joe Palooka
ILL 1953 be the peak year for radio and television manufacturers? It is questionable, taking a backward glance at the industry, that the peak was reached in 1952.

Inasmuch as Federal Communications Commission did not lift the TV freeze until April, and waited three more months before issuing the first TV grants, expansion of television did not really get under way until the latter half of the year. Thus, set sales in markets previously unserved by video, did not really develop until the last few weeks of the year.

With many new stations taking to the air in 1953, indications would seem to point to the fact that the real boom is yet to come. Delays in expansion of course may be caused by the threat of war and rearmament, but with any degree of normality, 1953 may be the year.

In addition to the manufacturing phase, the approval of the merger of the American Broadcasting Company and United Paramount Theatres is certainly of interest. With new capital, ABC threatens to move into the top brackets. Whether or not that development will come this year or next, or at some later date, remains to be seen.

One manner of evaluating the gains of the industry during the year of 1952 is looking at the trends of the various stocks on the New York Exchange. It is not a perfect picture however, since many of the concerns listed are engaged in other fields of endeavor other than the manufacturing of radio and television equipment and sets. But it does give a clue.

Stock prices of major radio-TV and electronic companies during 1952 showed little more than average gains in most instances, and in some cases, showed declines. For the most part, they followed general market trends, in spite of the lifting of the TV freeze and other industry factors.

Of special note is the fact that two firms, both involved in the merger of the American Broadcasting Company and United Paramount Theaters, showed declines. Du Mont Labs., starting the year at 16 1/4, wound up 1952 at 16, after minor fluctuations. ABC itself fell from 11 3/4 in January to 9 3/4 at year's end.

Other leaders in the field failed to show anything unusual, indicating that the full effects of the FCC "thaw" on television is yet to be felt by the industry. Major gainers were Zenith Radio, moving from 67 3/4 to 81 during the year and General Electric, from 59 1/2 to 72 3/4 on December 31. Both concerns, it may be noted, are involved in the appliance field, which could mean that their prices were due to other factors.

Other majors showed the more average gains. These include, Admiral, from 26 1/4 to 30 1/2; Philco common, 27 to 35 1/4; RCA common, 23 1/2 to 28%; Stewart-Warner, 19 1/2 to 22 1/4; and Westinghouse, 39 3/4 to 47 1/4.

CBS A and B stock showed similar gains. A stock rose from 34 1/4 to 39 and B rose from 34 1/4 to 39 3/4. The latter stocks gained despite generally adverse factors affecting the CBS color TV system, on which the company has spent heavy sums.

AT&T, partially affected by coaxial cables and lines supplied to the industry, rose from 150 1/4 to 159 3/4.

Another means of checking the gains or losses of industries in the year is through the year-end statements. For the most part, electronics manufacturers reported record or near record income for the year, while net incomes were proportionately lower. The latter was attributed by most of the concerns to increased taxes.

RCA gross income, for example, jumped 16 per cent in 1952 over the previous year to a new high of nearly $894-million, but at the same time, profits went from some $31-million in 1951 to only slightly more than $32 million in 1952.

Total sales by Westinghouse Electric rose 17 per cent in 1952 over 1951 to nearly $1.5 billion. But net income showed only a six per cent increase to about $68.6 million.

And General Electric sales jumped 13.1 per cent in 1952 over 1951 to $2.6 billion while net earnings rose 9.8 per cent to nearly $152-million.

Perhaps the law of diminishing returns was at work, perhaps it was the higher taxes or some other factor. Yet the gains were not enough to be of great importance when one considers the lower dollar value since the start of the Korean conflict.

With the rapid expansion of TV across the country, the foundation has been laid for new peaks. Given favorable conditions to operate (eased material controls, lower taxes, etc.) the industry could make 1953 far greater than 1952 and perhaps lead the way to an even better 1954.
Sign of Good Business

Here's a sign that ABC means business in radio...

It's the symbol of the new ABC... and a sign that big things are in the air!

New programs are being developed. New talent will be attracted. New facilities are going to be added. ABC now has a powerful combination of added experience and showmanship to make its leading position even stronger.

Yes, ABC means business. If you are an advertiser, this is the time to put ABC radio in your plans!

ABC Radio Network
Radio and Television

TELEPHONE NUMBERS
in CHICAGO

AM Radio Stations

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<thead>
<tr>
<th>Station</th>
<th>City</th>
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FM Radio Stations

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National Networks

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<td>Keystone Broadcasting System</td>
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<td>Mutual Broadcasting System</td>
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<td>National Broadcasting Co.</td>
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Station Representatives

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<tr>
<td>Avery-Knodel, Inc.</td>
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<tr>
<td>John Blair &amp; Co.</td>
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<tr>
<td>The Bolting Co.</td>
<td>Dearborn</td>
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<td>The Broyhman Co.</td>
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<td>Burnsmith Co.</td>
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<td>Thomas F. Clark Co.</td>
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<td>Crosley Broadcasting Corp.</td>
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<tr>
<td>Everett McKinney, Inc.</td>
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<td>Fidelity &amp; Co.</td>
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<td>Free &amp; Peters, Inc.</td>
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<td>Headley-Reed Co.</td>
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<td>George P. Hollingsbery</td>
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<td>Hall Holmes Co.</td>
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<td>J. P. McKinney &amp; Son</td>
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<td>Robert Markert Associates, Inc.</td>
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<td>John F. Perry Associates</td>
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Advertising Agencies

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<td>Aubrey, Finlay, Marley &amp; Hodgson, Inc.</td>
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<td>N. W. Buesch &amp; Son, Inc.</td>
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<td>A. N. Baker Adv. Agency, Inc.</td>
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<td>Gordon, Best, Co., Inc.</td>
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<td>Blackett Hill, Inc.</td>
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<td>Leo &amp; Howard Co., Inc.</td>
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<td>Erwin Wasey &amp; Co.</td>
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<td>Albert Frank-Guenther, Ltd.</td>
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<td>Foote, Cone &amp; Belding, Inc.</td>
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Radio-TV Program and Transcription Cos.

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<td>Green Associates</td>
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<td>Jewel Radio Productions</td>
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Radio and Television

TELEPHONE NUMBERS in CHICAGO

Herbert S. Laufman .................................. Webster 9-2302
Les Lear Productions Corp ...................... ANdover 3-7233
Art Linick Enterprises .......................... Superior 7-3311
Magnetron Radio Mfg. Co., Inc. ................. ANdover 3-7109
Morten Radio Productions, Inc. .................. Central 6-4144
Music Corp. of America ......................... Delaware 7-1100
NBC Radio Recording Division ................. Superior 7-8300
Radio Features, Inc. .............................. Franklin 2-4922
RCA Manufacturing Co. .......................... WHitehall 4-4600
Standard Radio Trans. Service, Inc. ............ STate 2-3153
Hal Tate Radio Productions ..................... Hald rake 3-3880
Tele-Radio Creations, Inc. ....................... MOhio 4-0015
Television Adv. Productions, Inc. .............. STate 2-5941

Wright Radio Productions ......................... STerling 7-1280
Frederic W. Ziv Co. .............................. FJefferson 2-8917

News Agencies and Ass.'s.
Associated Press ..................................... STate 2-7700
International News Service ...................... ANdover 3-1234
Press Association, Inc. .......................... STate 2-4581
Transradio Press Service ......................... STate 2-7904
RADIO DAILY ........................................ MOhawk 4-4737
United Press ........................................ RAndolph 6-4172

Radio. Television and Government

TELEPHONE NUMBERS in WASHINGTON

Federal Departments and Agencies

American National Red Cross .................... Republic 7-8300
Archives, National ................................ Republic 7-7500
Capital, U. S. (Senate, House of Reps.) ........ National 8-3120
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  National Association of Radio and TV Broadcasters ............... Decatur 2-9300
  National Press Club ............................ Republic 7-2500
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  Radio-Television Manufacturers Association National 8-3902
  Radio Corporation of America ................ District 7-1260
  Westinghouse Radio Stations ................... STerling 3-0903

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WLR .................................................. Jackson 7-7800
WEAM ................................................. Jackson 7-7100
WFAX ............................................... JEfferson 2-0900
WGAY ................................................. JUniper 9-1050
WGBS ............................................... Executive 3-8676
WINX ................................................. POplar 2-4357
WMAL ................................................. KElllogg 7-1100
WOL ................................................ MOhpotamian 8-0010
WODK ................................................. Republic 7-8000
WPIK ................................................ OVerlook 3-3000
WRC ................................................ Adams 5-5400
WTOP ................................................ MOhpotamian 8-3200
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WBUX ................................................. Jordan 8-1300
WCFM ................................................ Republic 7-6888
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WOK-FM ............................................. STerling 3-7652
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News Services
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CBS ................................................ MOhpotamian 8-3200
MBS ................................................ MOhpotamian 8-1551
NBC ................................................ Adams 5-5400

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Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

KALI (Pasadena)  RYan  1-7114
KYW (Los Angeles)  KFAC  2-7111
KECA  2-2121
KFOX  Dünkirk  2-2121
KFV (San Francisco)  HEMPstead 5151
KFOX  2-2121
KFWB  Dünkirk  2-2121
KGER  MADison  2-2121
KGFJ  Hillside 2021
KGI (Sherman Oaks)  STanley  7-3467
KIHJ  HEMPstead 2-2121
KMGW  Texas 0-3311
KMPR  HOLlywood 9-5431
KNX  HOLlywood 9-1212
KOWL (Santa Monica)  EBrook 4-6761
KRCD  TUCKer 7111
KUSC  7-2299
KWWK (Pasadena)  RYan  1-6744
KXLA (Pasadena)  RYan  1-6951

FM Radio Stations

KECA-FM  HUdson 2-3141
KFAC-FM  Dünkirk 4-1231
KFIN  HUdson 2-2121
KGMG  Texas 0-3311
KNX-FM  HOLlywood 9-1212
KRRD-FM  TUCKer 7111
KUSC-FM  HEMPstead 5151

Television Stations

KECA-TV  NOmpndy 3-3311
KFI-TV  Dünkirk 2-2121
KBJ-T  HUdson 2-2121
KBLA  HUdson 2-7311
KMBZ  HOLlywood 9-6161
KNXT  HOLlywood 9-3181
KTLA  HOLlywood 9-1212
KTLV  HOLlywood 9-1212
KTTV  HUdson 2-7111

Networks

American Broadcasting Co.
American Broadcasting Co., TV Center
Columbia Broadcasting System, Inc. Hollywood 9-1212
NBC Television
National Broadcasting Co.
Mutual Broadcasting System
Pacific Regional Network

Station Representatives

American Jewish Broadcasting
Atkinson Co.  CRESTview 6-3408
Avery-Moore, Inc.  TU 2435
Walter Bidecker Co.  HEMPstead 6103
John Blair & Co.  GRANite 6103
Blair TV, Inc.  HEMPstead 6103
Bulling Co., Inc.
The Brown Co., Inc.
Howard C. Brown Co.
Burn-Smith Co., Inc.

CBS-Radio Spot Sales
F. M. Reps., Inc.
Forjee & Co.
Free TV, Inc.
Gene Grant & Co.
W. S. Grant Co.
Irwin Griffith Co.
Harrington, Righter, & Popons, Inc.
Headley-Reed Co.
H-R Representatives, Inc.
George P. Hollingbery
Keenan & Ekelberg
Lincoln Deller Radio Stations
Joseph Hershey McGilvra, Inc.
Tracy Moore
NBC-KNBH Spot Sales
Oakes, Harlan G., Associates
Lee F. Kole, Inc.
John Pearson Co.
Edward Petry Co.
Radio Sales
Weed & Company

Advertising Agencies

Abbott Kimball Co., of Calif.
Ad Associates
Advisors Production Agency
Advertising Engineers Corporation
Alber, R. H., Co.
Allied Advertising Agency
Altman, Bruce, Adv. Agency
Anderson-Bever-Grant, Inc.
Anderson-McConnell Adv. Agency
Arc Advertising Agency
Arnold, Rupert, Adv. Agency
Assay, Wm. F., Agency
Associated Advertising Agency
Atchison, B. A., Adv. Agency
Atheron Advertising Agency
Ayres, W. W., & Son, Inc.
Baldwin, Ben, Adv. Agency
Ball, Ted H., & Co.
Benning Co.
Barnes Chase Co.
Barnes, John, & Assoc.
Bass, Louis, Co.
Batten, Barton, Durstine & Osborn
Bewley Co., Inc.
Bishop & Assoc., Inc.
Block Advertising Agency
Blythe, W. L., Co., Inc.
Bogarts, The
Booker-Cooper, Inc.
Bowman, Deute, Cummings, Inc.
Boyd, John R., Co.
Bozzell & Jacobs, Inc.
Brand, Michael, Assoc.

Radio & Television Numbers
### Radio and TV Artists Agencies

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<td>Allen, Larry</td>
<td>HEmstead 0421</td>
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<tr>
<td>Allied Casting</td>
<td>HEmstead 7124</td>
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<td>Alvarado, Carlos</td>
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<td>American Federation of Radio Artists</td>
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<td>American Federation of Radio Artists</td>
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<td>Auer, Miles</td>
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<tr>
<td>Barnet, William Agency</td>
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<td>Bender-Ward</td>
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<td>Bergerman, Stanley, &amp; Co.</td>
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<td>Bernie, Herman</td>
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<td>Beyer, Leon</td>
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<td>Bloom, Phil, Agency</td>
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<td>Brandies, Bob, Agency</td>
<td>GLadstone 6978</td>
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<td>Business Administration Co.</td>
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<td>Carling, Cliff</td>
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<td>Chaplin, Lita</td>
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<td>Charney, William B.</td>
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<td>Columbia Artists Management</td>
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<td>Cooper, Allen</td>
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<td>Cukor-Lipton</td>
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<td>Darrow, Agency</td>
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<td>Donlan, Jack</td>
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<td>Dilson, Clyde</td>
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<td>Edington-Cloutman Agency</td>
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<td>Famous Artists</td>
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<td>Federal Telefilm, Inc.</td>
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<td>Feil, Murray, Artists' Manager</td>
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<td>Gertz, Mitchell</td>
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<td>Goldstone, Jules</td>
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<td>Grossman, Milton M., Agency</td>
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<td>Linsk, Lester</td>
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<td>McConkey Artists Corp.</td>
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<td>Mark, Roy &amp; Lewis, Agency</td>
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<td>McMillan, Hazel, Agency</td>
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<td>MacQuarrie Agency</td>
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<td>Manuel-Baird</td>
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**Publications**

- Billboard Publishing Co. | Hollywood 9-5831
- Broadcasting-Telecasting | HEmstead 8181
- Hollywood Reporter | Hillside 7432
- Radio Artists Directory | Hillside 1001
- **RADIO DAILY** | GLadstone 8436
- Radio-Television Life | Hillside 9275
- Radio-Television Mirror | Crestview 6-6293
- Radio News, Inc. | Crestview 6-7546
- TV Time Magazine, Inc. | GLadstone 2104
- Televison Magazine | Hollywood 9-1935
- Variety | Hollywood 1141

**Radio-TV Audience Surveys**

- Coffin, Cooper & Clay, Inc. | HUdson 2-7251
- Facts Consolidated | WY 3181
- C.E. Holcomb | HEmstead 5653
- Moffett Research Co. | HEmstead 5653

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MARKET

Akron, Ohio
Atlanta, Ga.
Baltimore, Md.
Billings, Montana
Buffalo, N. Y.
Cincinnati, Ohio
Columbus, Ga.
Detroit, Mich.
Fort Worth, Tex.
Hartford, Conn.
Jacksonville, Fla.
Lansing, Michigan
Lawrence, Mass.
New Orleans, La.
Opa-locka, Fla.
Port Huron, Mich.
Richmond, Va.
San Francisco-Oakland, Cal.
Savannah, Ga.
Utica-Rome, N. Y.
Wilkins-Baron, Pa.

Albany, New York
Augusta, Ga.
Bangor, Maine
Birmingham, Ala.
Canton, Ohio
Cleveland, Ohio
Concord, N. H.
Elmira, N. Y.
Fresno, Cal.
Houston, Tex.
Kalamazoo, Mich.
Los Angeles, Cal.
Milwaukee, Wis.
New York, N. Y.
Orlando, Fla.
Portland, Oregon
Roanoke, Va.
Springfield, Mass.
Valdosta, Ga.
Wilmington, Dela.

Albuquerque, N. M.
Battle Creek, Mich.
Beaumont-Port Arthur, Texas
Boston, Mass.
Charlotte, N. C.
Columbia, S. C.
Corpus Christi, Tex.
Eric, Pa.
Grand Rapids, Mich.
Indianapolis, Ind.
Kansas City
Louisville, Ky.
Minn.-St. Paul, Minn.
Norfolk, Va.
Providence, R. I.
Rochester, N. Y.
Seattle, Washington
St. Louis, Mo.
Washington, D. C.

Allentown, Pa.
Bakersfield, Cal.
Brunswick, Ga.
Chicago, Ill.
Columbus, Ohio
Dallas, Texas
Flint, Mich.
Greenville, S. C.
Jackson, Mich.
Lancaster, Pa.
Miami, Fla.
New Haven, Conn.
Northern New Jersey
Pittsburgh, Pa.
Reading, Pa.
San Diego, Cal.
Scranton, Pa.
Tulsa, Okla.
Waterbury, Conn.
York, Pa.

For Information About Pulse Radio Markets and Over 47 Pulse Television Markets—Write . . .

The Pulse, Inc.
15 West 46 Street
New York 36, N. Y.
ADVERTEST RESEARCH
133 Albany St., New Brunswick, N. J.
Phone: Charter 1-1564

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

CROSSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone: Bryant 9-5462
And
Mercer St., Princeton, N. J.

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

FACTS, INC.
150 West 52nd St., New York 22, N. Y.
Phone: Judson 2-5252

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

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

MARKET RESEARCH CORP.
OF AMERICA
122 East 42nd St., New York 17, N. Y.
Phone: Murray Hill 6-7040
425 N. Michigan Ave., Chicago 11, Ill.
Phone: Mohawk 4-6600

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 8-2600

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 7-4900

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

ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 36, N. Y.
Phone: Vanderbilt 6-0600

DANIEL STARCH AND STAFF
Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: Mamaroneck 9-5401
101 E. Ontario St., Chicago, Ill.
Phone: Delaware 7-2888

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

VIDEODEX
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 7-8837
For clear sailing through all of '53...
calling at all the ports you please
... the 560 affiliated stations of the MUTUAL broadcasting system
THE year 1953 marks the 10th Anniversary Year for the National Association of Radio Farm Directors. The organization's informal beginning was in May, 1943, when a handful of farm broadcasters talked about forming a national organization while attending the Institute of Education by Radio at Columbus, Ohio. The first official meeting followed in December in Chicago. From this small beginning NARFD has increased its membership to 323 persons representing 41 states in the union, from Canada and several foreign countries in various parts of the world.

Farm broadcasting is as old as radio itself. But since the close of World War II there has been a substantial increase in the number of farm directors employed by radio and television stations, and a rapid increase in the number of hours stations are devoting to farm service programs. This has accounted for the rapid growth of NARFD. The addition of television has added new personnel to farm developments. Regular farm television shows have been on the airwaves since 1949.

Economics has been the major factor behind the growth of farm radio and farm television departments. Station managers have found that by developing a sound farm department, they are able to make more money for the station and at the same time provide the service necessary in fulfilling the requirements of their federal license.

Radio is already the key means of obtaining information on the farm, and television is making rapid headway. BMB has reported that 98.1 per cent of the nation's farm homes have radios. Tens of thousands of sets are in farm automobiles, trucks, tractors and in the milkhouse or barn.

The instantaneous nature of broadcasting, which makes weather and market news available within minutes after the news is made, materially aids the farm director in his work. These principles, multiplied by the sheer weight of numbers of receiving sets, has clinched a place in the broadcasting future for the farm director who has the background and inclination to serve the farmer over the airwaves.

Generally speaking, the men who provide this service belong to the National Association of Radio Farm Directors. The association itself has a constitution which states that its objectives are cordial relations and better understanding between commercial radio farm broadcasting and farm organizations, advertising agencies and other groups interested in reaching farm people, and the station management itself. In addition, the objectives are to keep this kind of service on a high plane, spread farm service to areas where it is now lacking and advance the welfare of those engaged in farm broadcasting.

With these fundamental principles setting the course, NARFD is built on a regional basis... a logical step because agriculture is largely regional in nature. There are eight regional chairmen who serve with the elected national officers on the executive committee. Officers for 1953 in addition to the author, are vice-president, C. W. (Jack) Jackson of KCMO, Kansas City, Mo; secretary-treasurer, Frank Atwood, WTIC, Hartford, Conn., and historian, Herb Plambeck of WHO, Des Moines, Iowa.

In 1952, under the leadership of President Sam Schneider of KVOO, Tulsa, Okla., the organization sought improvement in relationship among the basic triangle with which the farm director is always concerned... namely, the farmer, the sponsor, and the agricultural college.

In 1953 NARFD has many goals. Under the general subject of improving public relations for agriculture, farm broadcasters need to tell the story of the importance of agriculture to the consuming public. There are numerous misunderstandings between town and country that must be corrected.

Within the radio and television industry itself, a segment of management must be made aware of the commercial potentials of good farm service programming. And even more important, the advertisers, both of farm products and consumer products, must be informed of the tremendous farm market that can be reached effectively, quickly and at reasonable cost through specialized farm shows on radio and TV.
How much does it cost to keep a bear?

If he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear—or with any kind of entertainment, in person, in print, or on the air—is always the same: to find a balance between how much an attraction costs and how much it attracts. A way that is gaining new conviction among America’s leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded ad-
vertising program, with frequency that keeps impressions fresh. And it leaves ample funds for merchandising and dealer promotion. In radio, the costs of attractions, for the numbers they attract, are lowest on CBS Radio. It has more of the traffic-building top shows than all other networks combined... and its sponsors invest 24 to 178 per cent more than on the other networks. So draw the crowds on CBS Radio—where entertainment is like a bear that performs on a birdlike appetite.

CBS RADIO NETWORK
Where America Listens Most

113
makes big sales after sunset

And anyone who thinks otherwise about nighttime radio had best look closely at the new A. C. Nielsen Coverage Survey just published.

Among other things, Mr. N. points out that NBC Radio is heard in more than 16,000,000 homes on the average night — 25,466,870 different homes by the end of a week.

When you realize that this multi-million audience is delivered by NBC at a cost-per-thousand lower than any of the other networks — far lower than any of the leading magazines . . .

you begin to realize why NBC Radio glows in the dark.

NBC
radio network
A REPORTER LOOKS AT '53
Sees Optimism Reflected In Washington Scene

By TED KELLOGG
Washington Bureau, Radio and Television Daily

THE radio-TV industry may look forward to its greatest year of expansion in 1953.

From the standpoint of a reporter covering Washington for the two industries which have become, apparently, inseparable, there were great events in 1952—the events of 1953 may not be so spectacular, but they will probably be more fundamental to the growth of radio and TV.

No one can deny that the biggest "story" of 1952 from a radio-TV reporter's point of view was the lifting of the freeze on new television stations.

This was brought about by the issuance, on April 11, 1952, of the Federal Communications Commission's Sixth Report and Order, which not only lifted the "freeze" imposed on September 30, 1948, but assigned 70 UHF channels, promulgated a new nation-wide table of TV frequency assignments, making available 2,053 assignments in 1,291 communities, and provided for a change of frequency for 30 of the then-existing 108 VHF stations.

In the interim between the freeze-lift and the end of 1952, the FCC, badly understaffed, managed to authorize 165 new TV stations, of which 21 were on the air at the close of the year and others were coming along.

But that does not tell the radio story: As of January, 1952, there were 2,406 AM stations authorized; as of the end of the year, there were 2,524, most of them on the air. Applications on hand at the end of December 1952 amounted to 251; FM stations authorized at the end of 1952 totaled 630, with 12 applications on hand.

However, these are merely figures, indicating past performance of the regulatory agency controlling the radio and TV media. Any look into the future must be "hedged."

It seems likely that 1953's biggest story (again from a Washington reporter's viewpoint) may be the Commission's decision in the Theater-TV case, now before it and being heard day by day. The case, as everyone who reads the trade press knows, involves the assignment of specific channels for the transmission of TV for use in theatre exhibition.

Another news development from Washington which may be expected this year is investigation by a new Republican Administration of the FCC. It will be remembered that the Commission was established, and has always functioned, under an administration of the Democratic party; it is known that there are some, now on the Republican "majority" side of the legislative branch, who may demand an investigation of the communications commission policies.

From a news-coverage standpoint, the declaration by President Eisenhower's press-radio secretary, James C. Hagerty, that his "boss" not only will continue to hold regularly scheduled news conferences with give-and-take verbal questions and answers, but will broadcast and telecast some of these conferences, implies a new official acceptance of the latter-day media of communication.

Just as 1952 was the first year in which educational, non-commercial television was recognized as a cultural medium, so 1953 will perhaps mark the greatest utilization of the medium.

Of the channels allocated under the Sixth Report and Order of last April, 242 were set aside for non-commercial educational TV. By the end of 1952 only 11 stations had been granted for the utilization of these channels, although the Commission members, severally and individually, had exhorted educational groups to avail themselves of the opportunity presented.

In the field of educational FM stations, there were 87 on the air as of the end of 1952, and 12 others authorized and under construction.

Those are the highlights of the coming year, as seen from Washington. There will undoubtedly be continuations of investigations of the industry's conduct (such as the Harris investigation of 1952); of its bearing on anti-trust surveillance by the Dept. of Justice, and of other angles.

But it may be said unequivocally that radio-TV news out of Washington in 1953 will be of continuously intensified interest as the industries about which it reports continue their inevitable and sensational expansion.
AGENCIES
RECORD MEN
RADIO PRODUCERS
TV FILM PRODUCERS*

Let us show you how much time and money you can save by using

CAPITOL RECORDS STUDIO & RECORDING SERVICES

FOR ALL YOUR RECORDING NEEDS

1. Live and off-the-line recording.
2. Skilled tape editors who know their business.
3. Large and small studios — audience accommodations.
4. Most modern facilities and equipment.
5. Most up-to-the-minute Know How.
6. Finest quality mastering — processing — pressing.
7. Fastest — most dependable service.

Custom recording? the very best!

That Capitol Sound
That Capitol Quality
Now available to you through

STUDIO & RECORDING SERVICES SALES DIVISION
CAPITOL RECORDS DISTRIBUTING CORP.
5515 Melrose Avenue Hollywood 38, Calif.

HEmpstead 7114

* A special money-saving recording technique that gives TV sound proper phonograph record balance for life-like reproduction on home instruments.
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: Robert W. Brown

Press Association, Inc. (Associated Press)
New York—50 Rockefeller Plaza

Executives
President: Frank J. Starzel
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
North American Service Editor: Charles B. Lynch

Telenews Productions, Inc.
New York—630 Ninth Ave.

President: Herbert Scheftel
Exec. Vice-President: Alfred G. Burger
General Manager: Charles N. Burris
Editor-in-Chief: E. P. Genock

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 News Manager: John J. Madigan
V.P., Mgr. Movietonews: William C. Payette
V.P. & General Sales Manager: Leroy Keller
Continuity music programs that sell ready for immediate use smooth, well-written scripts for a variety of program purposes.

According to the Record (five minutes, daily)
The Teen Age Book Parade (quarter hour, weekly)
Music and Sports (quarter hour, 3 times 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.

Pin Up Sheets Convenient and timely reference to the current song leaders pop hits, folk favorites, rhythm and blues successes issued monthly.

Copyright Research Thorough, up-to-the-minute information on music clearance — a complete basic catalog and regular weekly supplements of newly published music with consolidated indices provided semi-annually.

Newsletter Personal monthly message to the broadcasters. An exchange of radio and music ideas.

Music Memo Monthly informational bulletin — the radio man's guide to BMI music...contains Recordata, the Platter Spinners Parade and Tips on Tunes.

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 mailed to stations frequently.

Performinder Handy, time-saving catalog 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.

Broadcast Music, Inc.
580 Fifth Avenue, New York, N.Y.
Chicago Hollywood Toronto Montreal

118
TELEVISION is now old enough and experienced enough to brave a direct comparison with radio in news coverage.

And the plain hard fact is that day in and day out the newer medium can't yet match the standards of the older one.

It would be easy to choose a few exceptions, in which TV has done an exciting and superlative job, and argue the other side. When TV focuses on an event-in-progress it is often gripping and dramatic. But news is rarely action. Nowadays it's largely ideas. And it has been said before that there is no power in the world so great as the power of an idea whose hour has come.

Nearly always an idea must be expressed in words, not in pictures. Words are radio's strength—in too many instances they have been one of television's few weaknesses.

Indeed there may be some evidence to support a belief that watching the newscaster actually lessens the viewer's comprehension.

Television executives realize this, of course, and so they have gone in strongly for gimmicks of all kinds—newsreels, stills, charts, maps, animations and cute art. The result is that many news shows are elaborately overproduced on TV—with presentation of facts taking second place to skill in the shifting of camera focus.

Television, as I've said, is at its best in watching history-in-the-making, whether it's a political convention, a baseball or football game or a parade. But even here there are some faults.

One is that no broadcaster seems as yet to have fastened upon the proper formula as to how much he should talk.

This is probably because viewers themselves differ so markedly. Take the simple common situation of a ball game in which there's one man out and a runner on first.

The batter, we'll say, rolls an easy one to short.

Now there's one type of baseball announcer who will describe the play in toto.

But there's another kind of announcer who would say only: "Rizzuto has it. Will they get two? They do."

Your long-time baseball fan undoubtedly prefers the second announcer. The only question in his mind from the time the ball is hit is whether it will result in a double play. But how about the viewer who isn't quite as knowledgeable? He may want the full description supplied by the first announcer.

That's a tough one and I confess I don't know the answer.

Then there's another irritation in regard to multi-camera coverage. In most cases the cameras are trained on a single action to give the director a choice of a long or medium shot or a close-up. Rarely is there a cameraman instructed to "rove" to try to pick up subordinate aspects of the event.

And, even if there is one, the director is usually not news trained. He knows his pictures but too often he doesn't know news. TV news will get better as more news-trained personnel is placed in command of special events coverage.

At any rate, radio too can improve greatly upon the news it's giving in most communities. In a recent talk before news directors I outlined a five-point program for better radio news coverage.

I will now plagiarize myself and list the points all over again. Here they are:

First, more and more local news. The fastest growing large city in the world (San Diego) is still a pretty small town—but so's New York, for that matter.

Secondly, get on the phone and talk with people. Then record it and use it whenever you get a chance. We put on a half-hour program once a week that consists of nothing but recorded interviews with townspeople and visitors.

Thirdly, don't take your press association or your network for granted. When service on a story or the writing is bad, take the time to tell them so.

Fourthly, try to get the boss to take advantage of his FCC-given right to editorialize. Is there anything more listenable than crackling controversy?

Fifthly, do things. Don't go along this week with exactly the same schedule you had last week. Make people talk about you.

By PAUL W. WHITE, Executive Editor. KFMB and KFMB-TV, San Diego, Cal.
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 CRENESSÉ — Director in North America

972 Fifth Avenue • New York 21, N. Y. • REgent 4-150
TRANSMITTER FIELD BOOM
FCC ‘Green Light’ Finds Manufacturers Ready

By HERBERT E. TAYLOR, JR.,
Manager, Television Transmitter Division,
Allen B. Du Mont Laboratories, Inc.

THE year 1953 will mark a new era in the development of the television transmitter manufacturing industry. After four long years in which the “freeze” brought the building of new television stations to a grinding halt from coast to coast, the new Federal Communications Commission allocation plan has finally been launched and is well under way. The ensuing months will witness the greatest period of expansion in the transmitter field that the industry has ever experienced.

Although, relatively speaking, we have scarcely entered this new period of growth and development, we can already limn its broad outlines and begin to anticipate in some measure the enormous task which lies ahead of those who are now building the nation's television stations.

During 1953 the volume of business for the transmitter manufacturing field will be in excess of $50-million. About 75 new television stations will go on the air in the coming year and equipment for an additional 75 stations will be shipped during the same period. This together with new sales of transmitters and associated station and studio equipment will easily account for the $50-million volume in the future.

While the financial picture is a bright one, it is only part of a story of an expansion which will have far reaching beneficial effects on all segments of the industry.

Perhaps the most important development in 1953 will be the opening up in earnest for the first time of the huge field of UHF telecasting. At this writing there already have been more than 125 construction permits granted for the building of new commercial UHF stations and 9 CP’s for UHF educational outlets.

The wide geographic distribution of these permits plus the flood of UHF applications not acted upon makes several important facts evident: (1) Prospective broadcasters in all areas have readily accepted UHF. (2) There is adequate financial backing to build a truly nationwide TV service in record time. (3) The desire for TV is at a fever pitch in all parts of the country.

Although UHF and VHF production will both be stepped up far beyond all previous levels, it is impossible to say exactly how much UHF equipment as compared to VHF can be manufactured or shipped in 1953. This is due to several factors. TV manufacturers face the question of split production capacity in plants which previously produced only VHF and UHF simultaneously. The speed with which UHF can be manufactured will remain unknown until quantity production gets under way. Material availability and production for defense are the important factors which can reduce output of both UHF and VHF.

There is also the question of how rapidly the FCC will be able to conclude hearings and OK licenses, plus the kind of construction permits granted. If the FCC speeds the granting of VHF and slows UHF grants, or vice versa, production will be affected accordingly.

In the field of industrial television, greatly increased activity can be expected. Many industries such as oil, railroading, and steel have experimented widely with television during 1952. Indications are that they will start using TV on an expanding scale in 1953.

The television industry, particularly those sections of it devoted to the manufacture of broadcast equipment will supply our armed forces on an expanding scale with the electronic products necessary for our common defense. The atomic energy program will bring increased production of special electronic equipment.

Television and electronics are destined to play an increasingly important part in our lives. Up to now the manufacture of broadcast television equipment has been conducted under severe limitations, probably greater than those ever imposed on an industry in any period of our history. Those limitations have now been removed and the year 1953 will mark the turning point for the industry. In providing the country with a truly nationwide television service, the manufacturers of television broadcasting equipment face heavy responsibilities. They will more than live up to them in the year to come.
What kind of pressure creates the best advertising?

It usually isn’t the pressure of time, or work—not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a man puts on himself—the pressure to keep seeking a better way of doing something which is already being done well.

It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & 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

Station Representatives
### American Broadcasting Co. 1952 Sponsor Expenditures (AM Radio)

<table>
<thead>
<tr>
<th>Advertiser/Company</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Mills</td>
<td>$5,745,055</td>
</tr>
<tr>
<td>Swift &amp; Co.</td>
<td>2,420,147</td>
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<tr>
<td>Sterling Drug, Inc.</td>
<td>2,386,829</td>
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<td>Bristol Myers Co.</td>
<td>1,779,764</td>
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<td>Philco Corp.</td>
<td>1,721,040</td>
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<tr>
<td>Phillip Morris &amp; Co., Ltd.</td>
<td>1,109,472</td>
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<tr>
<td>Prudential Insurance Co. of America</td>
<td>1,318,319</td>
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<td>P. Lorillard Co.</td>
<td>1,108,903</td>
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<td>General Foods Corp.</td>
<td>1,077,590</td>
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<td>Equitable Life Assurance Co. of the U.</td>
<td>938,463</td>
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<td>Later Brothers</td>
<td>950,283</td>
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<td>Gospel Broadcasting Association</td>
<td>837,675</td>
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<tr>
<td>Gillette Safety Razor Co.</td>
<td>764,494</td>
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<td>Stokely—Van Camp, Inc.</td>
<td>745,387</td>
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<td>Tonti Co.</td>
<td>736,374</td>
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<td>Gulf Oil Corp.</td>
<td>698,293</td>
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<td>Political</td>
<td>539,885</td>
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<td>Goodyear Tire &amp; Rubber Co.</td>
<td>522,643</td>
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<td>American Chicle Co.</td>
<td>400,239</td>
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<td>Billy Graham Evangelistic Ass’n Inc.</td>
<td>493,311</td>
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<td>Serutan, Inc.</td>
<td>489,396</td>
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<td>Kelco, Inc.</td>
<td>483,635</td>
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<td>General Motors Corp.</td>
<td>476,432</td>
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<td>R. J. Reynolds Tobacco Co.</td>
<td>460,602</td>
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<td>H. C. Heinz Co.</td>
<td>416,674</td>
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<td>Carter Products, Inc.</td>
<td>404,783</td>
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<td>Electric Company</td>
<td>403,591</td>
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<td>Burton Dixie Corp.</td>
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<td>Churches of Christ</td>
<td>345,728</td>
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<td>Admiral Corp.</td>
<td>314,215</td>
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<td>Texas Co.</td>
<td>306,615</td>
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<td>Kellogg Co.</td>
<td>296,210</td>
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<td>O’Cedar Co.</td>
<td>287,317</td>
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<td>Union Oil Co.</td>
<td>254,711</td>
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<td>Seeman Bros. Inc.</td>
<td>219,738</td>
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<td>Voice of Prophecy, Inc.</td>
<td>216,111</td>
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<td>Warner-Hudnut, Inc.</td>
<td>170,472</td>
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<td>Quenon Watch Co.</td>
<td>156,336</td>
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<td>American Bakers Co.</td>
<td>144,296</td>
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<td>Christian Science Publishing Society</td>
<td>139,298</td>
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<td>Lambert Co.</td>
<td>127,143</td>
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<td>Free Methodist Church of North America</td>
<td>123,559</td>
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<td>General Products</td>
<td>116,518</td>
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<td>Hot Point Co.</td>
<td>105,916</td>
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<td>M. J. B. Co.</td>
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<td>Sylvania Electric Products, Inc.</td>
<td>99,100</td>
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<td>Durkee Foods</td>
<td>75,000</td>
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<td>John H. Dulaney &amp; Son, Inc.</td>
<td>61,160</td>
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<td>Dr. Wyatt</td>
<td>47,601</td>
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<td>Looz &amp; Co.</td>
<td>47,216</td>
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<td>Club Aluminum Products Co.</td>
<td>41,829</td>
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<td>F. Jordan Church in the Home</td>
<td>41,068</td>
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<td>Brick Motor Co.</td>
<td>36,593</td>
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<td>Zenith Radio Corp.</td>
<td>28,859</td>
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<td>Planters Nut</td>
<td>23,363</td>
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<td>Charles Antell</td>
<td>23,193</td>
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<td>Jackson Perkins Flower Div.</td>
<td>21,048</td>
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<td>Dr. H. H. Shute &amp; Sons</td>
<td>19,769</td>
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<td>Chemicals, Inc.</td>
<td>17,437</td>
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<td>Peter Paul, Inc.</td>
<td>15,320</td>
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<td>Fisher Body</td>
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<td>Roman Meal Co.</td>
<td>13,523</td>
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<td>Ben Hur Products</td>
<td>13,124</td>
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<tr>
<td>Graystone Press Co.</td>
<td>13,091</td>
</tr>
</tbody>
</table>

### Network Billings

#### Agency and Sponsors 1952

<table>
<thead>
<tr>
<th>Sponsor/Agency</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institute of Religious Science</td>
<td>12,191</td>
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<tr>
<td>Imperial Candy</td>
<td>11,651</td>
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<tr>
<td>American Medical Association</td>
<td>11,186</td>
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<td>Stanley Home Products</td>
<td>8,582</td>
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<td>Vitamin Corp. of America</td>
<td>7,963</td>
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<td>Shipstald Johnson</td>
<td>6,050</td>
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<td>Commercial Tel. Union</td>
<td>6,011</td>
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<td>Sun Ware Co.</td>
<td>5,696</td>
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<td>Fred Fear</td>
<td>5,468</td>
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<td>Bu Tay Products</td>
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<td>Sealy Mattress</td>
<td>5,400</td>
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<tr>
<td>Hoffman Radio Stores</td>
<td>4,713</td>
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<td>National Labor Management Foundation</td>
<td>4,042</td>
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<td>Musical Hall of Fame</td>
<td>3,706</td>
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<td>American Larder Supply Co.</td>
<td>3,306</td>
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<td>Lee Pharmaceutical</td>
<td>3,052</td>
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<td>Colonial Dames, Inc.</td>
<td>1,840</td>
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<td>Happy Land Comm.</td>
<td>704</td>
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<td>Protestants Clarif Prop.</td>
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<td>Marie Kruse Nurseries</td>
<td>704</td>
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<tr>
<td>Garden at Eden Plant Food</td>
<td>508</td>
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<tr>
<td>Penn Saw Corp.</td>
<td>438</td>
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<td>Home Craft</td>
<td>300</td>
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<td>National Optic</td>
<td>240</td>
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<tr>
<td>Assembled Unit</td>
<td>120</td>
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</tbody>
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$34,391,316

### American Broadcasting Co. 1952 Gross Billings (AM Radio)

<table>
<thead>
<tr>
<th>Sponsor/Agency</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daneker, Fitzgerald, Sample, Inc.</td>
<td>$5,818,090</td>
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<tr>
<td>J. Walter Thompson Co.</td>
<td>2,421,599</td>
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<tr>
<td>Knox Equity Advertising, Inc.</td>
<td>2,298,841</td>
</tr>
<tr>
<td>Calkins, Holden, Carlock, M.</td>
<td>2,091,836</td>
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<tr>
<td>Clinton &amp; Smith</td>
<td>1,980,011</td>
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<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td>1,721,040</td>
</tr>
<tr>
<td>Hutmacher &amp; Hutmacher Co., Inc.</td>
<td>1,455,262</td>
</tr>
<tr>
<td>Leo Burnett Co., Inc.</td>
<td>1,423,645</td>
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<tr>
<td>Doherty, Clifford, Shenfield, Inc.</td>
<td>1,419,672</td>
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<td>Cecil &amp; Pressey, Inc.</td>
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<td>Kudner Agency, Inc.</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Lennen &amp; Mitchell, Inc.</td>
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<tr>
<td>Warwick &amp; Legler, Inc.</td>
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<td>R. H. Alber Co.</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
<td>748,961</td>
</tr>
<tr>
<td>Turner Advertising Agency</td>
<td>658,111</td>
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<tr>
<td>Walter F. Bennett Co., Inc.</td>
<td>615,770</td>
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<tr>
<td>Roy S. Durstine, Inc.</td>
<td>598,498</td>
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<tr>
<td>Tatham Laird, Inc.</td>
<td>519,873</td>
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<tr>
<td>Gardner Advertising Co.</td>
<td>483,634</td>
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<tr>
<td>Kenyon &amp; Eckhardt, Inc.</td>
<td>468,691</td>
</tr>
<tr>
<td>William Esey Co., Inc.</td>
<td>460,602</td>
</tr>
<tr>
<td>Ted Bates &amp; Co.</td>
<td>409,728</td>
</tr>
<tr>
<td>Ross Roy, Inc.</td>
<td>331,728</td>
</tr>
<tr>
<td>Russell M. Seeds</td>
<td>314,215</td>
</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>236,216</td>
</tr>
<tr>
<td>Grey Advertising Agency</td>
<td>219,192</td>
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<tr>
<td>Pedlar &amp; Ryan, Inc.</td>
<td>218,114</td>
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<tr>
<td>Joseph Katz Agency</td>
<td>195,022</td>
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<tr>
<td>Dean Slages</td>
<td>187,440</td>
</tr>
<tr>
<td>Lennen &amp; Newell, Inc.</td>
<td>164,553</td>
</tr>
<tr>
<td>McCann, Erickson, Inc.</td>
<td>156,430</td>
</tr>
<tr>
<td>Batten, Barton, Durstine &amp; Ecker</td>
<td>114,574</td>
</tr>
<tr>
<td>Tucker Wayne &amp; Co.</td>
<td>144,286</td>
</tr>
<tr>
<td>Walton Butterfield Advertising</td>
<td>138,398</td>
</tr>
<tr>
<td>Lambert &amp; Feasley, Inc.</td>
<td>127,185</td>
</tr>
</tbody>
</table>
Again in 1952, as in years past—more Americans chose Bulova than any other fine watch in the world.

Again, we at Bulova continued to depend upon spot radio and spot television as our principal advertising media. And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you — our sincere appreciation. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE NEW YORK
Sullivan, Stauffer, Calwell & Bayles, Inc. 126,399
Poltiples—Direct 118,208
Furman, Feiner & Co., Inc. 90,043
Weiss & Geller 57,438
W. Earl Bothwell 61,160
Century Advertising Agency 47,600
Artistic Agencies 44,603
Henri Hurst & McDonald 40,195
Raymond R. Morgan, Co., Inc. 35,554
TV Advertisers Association, Inc. 23,191
Hal Steinberg & Co., Inc. 19,709
Sidney Garfield & Associates 17,473
Guild Baseam & Bonfigli 13,522
Morgan & Co., Inc. 13,124
Pacific National Advertising Agency 11,650
Campaigns, Inc. 11,186
Milton Weintraub Advertising Agency 10,994
Charles W. Hoyt Co., Inc. 8,582
Walter McCreevy, Inc. 6,000
Hilton & Riggo 5,166
Dan B. Miner Co. 5,459
Quality Bakers of America Cooperative 5,400
The Keilson Co. 5,338
C. Franklin Brown 5,155
Crisp & Harrison Agency 5,098
M. J. Jacobs, Inc. 3,306
Arthur Meyerhoff & Co. 1,043

$31,391,316

American Broadcasting Co.
AM Radio Classifications

Food and Food Products $11,500,356
Drug and Toilet Goods 7,061,742
Cigars, Cigarettes & Tobacco 2,988,367
Radio, Ref., Electrical Appliances 2,685,177
Insurance and Personal Loans 2,284,214
Religion 2,063,689
Automobiles, Trucks & Acc. 1,056,760
Lubricants, Petroleum Products & Fuel 1,001,910
Laundry Soap and Cleaners 912,732
Household Furnishings and Acc. 936,660
Confections 549,573
Politicals 536,085
Sports 254,747
Jewelry and Accessories 156,430
Publications 151,789
Miscellaneous 97,199
Clothing and Dry Goods 19,769
Institutional 11,187

$34,391,316

American Broadcasting Co.
1952 TV Gross Broadcast
Sponsors

General Mills $2,090,483
Kellogg Co. 1,492,135
P. T. Barnum & Co. 1,022,538
Rosefield Packers 827,209
Nash Kelvinator Corp. 823,573
Mars, Inc. 741,882
Sterling Drug, Inc. 489,363
C. A. Swanson & Sons 452,238
Ironrite, Inc. 441,492
Procter & Gamble Co. 439,714
Ralston Purina Co. 404,907
American Tobacco Co. 389,576

Bendix Home Appliances 383,463
Sweets Co. of America 349,561
Canada Dry Ginger Ale, Inc. 335,389
Frigidaire Division 339,511
Bayuk Cigars 288,310
Celanese Corp. of America 275,092
American Chicle Co. 274,009
Billy Goat Exclusives, Inc. 270,910
C. H. Masland & Sons 266,006
Bristol Myers Co. 259,930
Clutey, Steward & Co., Inc. 248,185
Voice of Prophecy, Inc. 245,388
Goodyear Tire & Rubber Co., Inc. 245,397
Jacques Kreisler Mfg. Co. 241,860
Carter Products 235,890
Warner-Hudnut, Inc. 229,300
Political 207,839
Peters Shoe Co. 182,836
Charles Antell 172,905
Admiral Corp. 162,591
Young People’s Church of the Air 159,772
F. W. Amend Co. 157,163
Green Jewel 153,413
Hazel Bishop, Inc. 152,051
Toni Co. 136,017
Kiehl’s Chemical 131,126
Gruen Watch Co. 126,195
Kaiser-Frazer Sales Corp. 124,655
A. C. Weber & Co. 123,988
Wine Corporation of America 123,899
Anthracite Institute 119,139
Hotpoint 117,795
McKesson & Robbins, Inc. 106,102
Lambert Co. 101,940
Minute Maid Corp. 99,601
Arthur Murray Productions 93,000
Lever Brothers Co. 92,612
Sheblering Rubber Co. 89,231
Word of Life Fellowship 82,287
Vitamin Corporation of America 75,250
Frank H. Fleer 71,830
S. Johnson 66,360
Standard Oil of Ind. 55,330
Brown Shoe Co. 50,580
Hollywood Candy Co. 42,513
American Bakersies Co. 42,218
Herby Foods 41,000
M & M. Ltd. 36,048
Burton Dixie 31,506
Ranger Joe & Dukes 27,072
Rhodes Pharmaceutical Co., Inc. 15,690
Crosley Division of Avco Mfg. Corp. 14,939
Clorox Chemical Co. 14,889
Fisher Body 9,204
Miller Brewing Co. 8,750
Pilchco Corp. 8,590
Chicago Bears, Inc. 2,985

$17,697,140

American Broadcasting Co.
1952 TV Gross Network Sales Agencies

Dancer Fitzgerald Sample, Inc. $3,285,001
Kenyon & Eckhardt, Inc. 1,109,899
Leo Burnett Co., Inc. 1,022,538
Lennen & Mitchell 1,023,354
Tatham Laird, Inc. 853,705
Gould, Leslie & Co., Inc. 829,060
Geyer, Newell & Gauger, Inc. 823,378
Young & Rubicam 741,301
Ellington & Co., Inc. 650,931
Brookings, Smith, French & Dorrance, Inc. 489,895
Foote, Cone & Belding 466,529
American Broadcasting Co.

TV Industrial Classifications

**Food** ........................................ $5,033,877

**Radio, Ref., Electrical** .................................. 2,293,756

**Appliances** ........................................ 2,000,573

**Cigars, Cigarettes & Tobacco** .................................. 1,701,171

**Confections** ........................................ 1,679,285

**Clothing and Dry Goods** ................................ 761,154

**Religion** ........................................ 758,556

**Laundry Soap & Cleaners** ................................ 611,299

**Automobiles, Trucks & Accessories** .......................... 468,032

**Beverages** ........................................ 466,082

**Household Furnishings & Aec.** ......................... 421,004

**Jewelry and Accessories** ................................ 371,654

**Politicals** ........................................ 297,589

**Lubricants, Petroleum Prod. & Fuel** .......................... 173,689

**Miscellaneous** ..................................... 96,419

**$17,697,140**

Mutual Broadcasting System

1952 Gross Network Sales Advertisers

S. C. Johnson & Son, Inc. .................................. $3,650,191

Sterling Drug, Inc. .................................. 1,828,720

P. Lorillard Co. .................................. 1,379,435

Miles Laboratories, Inc. .................................. 1,352,606

**American Federation of Labor** .................................. 1,504,352

**Quaker Oats Co.** .................................. 1,419,847

**Johns-Manville Corp.** .................................. 818,318

**Kellogg Co.** .................................. 768,387

**Wildroot Mfg. Co.** .................................. 762,085

**Falstaff Brewing Corp.** .................................. 633,548

**Kraft Foods Co.** .................................. 605,933

**Credit Union National Ass'n** .................................. 582,618

**Derby Tobacco, Inc.** .................................. 536,105

**Amana Refrigeration, Inc.** .................................. 456,979

**VCA Laboratories** .................................. 434,127

**Lutheran Laymen's League** .................................. 306,854

**Charles and Nat'l Health Aids, Inc.** .................................. 364,607

**Radio Bible Class** .................................. 361,183

**State Mutual Auto Ins. Co.** .................................. 335,144

**R. J. Reynolds Tobacco Co.** .................................. 322,128

**Motor Products Corp.-Deepfreeze Division** .................................. 301,688

**American Protem Corp.** .................................. 298,797

**The C. F. Sauer Co.** .................................. 283,666

**Pal Bird Co.** .................................. 272,375

**Orange-Crush Co.** .................................. 262,139

**Naumkeag Steam Cotton Co.** .................................. 241,373

**Williamson Candy Co.** .................................. 238,757

**Dawn Bible Students Ass'n** .................................. 232,871

**Noxvex Chemical Co.** .................................. 200,910

**Beltone Hearing Aid Co.** .................................. 192,193

**Miller Brewing Co.** .................................. 165,285

**American Protem Corp.** .................................. 159,277

**The Munsie Co., Inc.** .................................. 150,690

**Pal Bird Co.** .................................. 115,472

**Motorola, Inc.** .................................. 110,562

**General Mills, Inc.** .................................. 105,500

**Walking Doll Co.** .................................. 83,427

**White House Co.** .................................. 83,124

**Admiral Corp.** .................................. 74,097

**American Chicle Co.** .................................. 73,761

**Seabrook Farms Co.** .................................. 70,517

**Benjamin Moore & Co.** .................................. 68,198

**Chevrolet Motor Div.-General Motors Corp.** .................................. 63,602

**Toni Co.** .................................. 62,500

**American School** .................................. 51,566

**Lettuce, Inc.** .................................. 52,808

**National Republican Senatorial Committee** .................................. 51,351

**Stevenson-Sparkman Forum Committee** .................................. 45,566

**General Tire & Rubber Co.** .................................. 42,000

**Vick Chemical Co.** .................................. 39,243

**Plymouth Motor Corp.-Div. Chrysler Corp.** .................................. 36,756

**Republican National Committee** .................................. 35,387

**Gillette Safety Razor Co., of Canada** .................................. 33,288

**Libby, McNeill & Libby** .................................. 31,698

**Olson Rug Co.** .................................. 23,668

**Citizens Committee for Eisenhower-Nixon** .................................. 23,355

**B. T. Babbitt, Inc.** .................................. 23,018

**Democratic National Committee** .................................. 19,572

**National Volunteers for Stevenson** .................................. 19,299

**The Basin Co.** .................................. 17,810

**Committee for Young Men in Government** .................................. 17,301

**McCarthy Broadcast Dinner Committee** .................................. 16,873

**Senator Joseph R. McCarthy Broadcast Committee** .................................. 16,603

**Farm Journal, Inc.** .................................. 15,906

**Mutual Benefit & Accident Ass'n** .................................. 14,593

**Michigan for Eisenhower Committee** .................................. 14,071

**Russell for President Headquarters** .................................. 10,182

**Grass Roots Boy Radio Committee** .................................. 9,063
WILLIAM BOYD
"Hoppy"
<table>
<thead>
<tr>
<th>Category</th>
<th>Bills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drugs and Toilet Goods</td>
<td>$5,796,753</td>
</tr>
<tr>
<td>Food and Food Products</td>
<td>$3,012,572</td>
</tr>
<tr>
<td>Soaps, Sundries and Polishes</td>
<td>$2,034,865</td>
</tr>
<tr>
<td>Cigars, Cigarettes and Tobacco</td>
<td>$1,701,663</td>
</tr>
<tr>
<td>Religious</td>
<td>$1,553,874</td>
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<tr>
<td>Labor and Polities</td>
<td>$1,510,018</td>
</tr>
<tr>
<td>Building Materials, Equipment and Fixtures</td>
<td>$866,616</td>
</tr>
<tr>
<td>Beer</td>
<td>$798,653</td>
</tr>
<tr>
<td>Major Appliances</td>
<td>$758,697</td>
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<tr>
<td>Confectionery and Soft Drinks</td>
<td>$675,955</td>
</tr>
<tr>
<td>Institutional</td>
<td>$630,140</td>
</tr>
<tr>
<td>Insurance</td>
<td>$349,837</td>
</tr>
<tr>
<td>Household Fabrics and Finishes</td>
<td>$213,373</td>
</tr>
<tr>
<td>Dairy, Poultry and Livestock Feed</td>
<td>$236,610</td>
</tr>
<tr>
<td>Medical Appliances and Equipment</td>
<td>$192,493</td>
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<tr>
<td>Radios, TV Sets and Phonographs</td>
<td>$185,655</td>
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<tr>
<td>Miscellaneous</td>
<td>$171,355</td>
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<tr>
<td>Automotive</td>
<td>$168,538</td>
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<tr>
<td>Schools</td>
<td>$63,396</td>
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<tr>
<td>Household Furnishings</td>
<td>$23,668</td>
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<tr>
<td>Publishing and Media</td>
<td>$28,808</td>
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<tr>
<td>seeds, Bulbs and Nursery Stock</td>
<td>$6,259</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,100,976</strong></td>
</tr>
</tbody>
</table>

* December Bills Estimated.

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**Mutual Broadcasting System 1952 Agency Gross Billings**

- Needham, Louis & Brophy, Inc. $84,917.43
- J. Walter Thompson Co. $2,038,667
- Dancer-Fitzgerald-Sample, Inc. $2,034,865
- Lenox & Snowell, Inc. $1,372,535
- Geoffrey Wade Advertising $1,232,690
- Furman, Feiner Co., Inc. $1,227,653
- Shuman & Marquette, Inc. $1,810,017
- Batten, Barton, Durstine & Osborne, Inc. $987,369
- Leo Burnett Co. $768,387
- Maury, Lee & Marshall $156,979
- Thompson-Koch Co., Inc. $127,303
- Getham Advertising Co. $366,854
- Television Advertising Associates, Inc. $361,497
- Stanley G. Boynton Co. $361,483
- Aubrey, Finlay, Marley & Hodgson $348,834
- William Esty Co. $322,128
- Roche, Williams & Cleary, Inc. $301,688
- Wesco Advertising, Inc. $298,797
- Glenn-Jordan-Stoeltz, Inc. $293,866
- Sullivan, Stauffer, Colwell & Bayles, Inc. $281,957
- Maxon, Inc. $272,775
- Dowd, Redfield & Johnstone, Inc. $216,616
- Kasior, Farrell, Chiesley & Clifford, Inc. $215,051
- Jackson & Co. $214,573
- Ollan & Brunner, Inc. $217,059
- Wm. C. Green & Co. $222,874
- Direct $208,810
- Duane Jones, Inc. $208,473
- Fitzmorris & Miller Advertising $202,881
- Mathisson & Associates, Inc. $165,385
- Al Paul Lefton Co. $115,873
- Kaufner Agency $114,053
- Tatham-Latred, Inc. $91,690
- National Mail Order Network $83,124
- Hilton & Riggio, Inc. $77,759
- Joseph N. McCauley $75,819
- Russel M. Seeds Co. $74,993
- St. Georges & Keves, Inc. $68,198
- Campbell-Ewald Co. $63,600
- H. W. Kates & Sons $60,258
- John Cohan Adv., Inc. $52,808
- Foote, Cone & Belding $48,097
- Morse International, Inc. $39,343
- N. V. Ayer & Son, Inc. $36,756
- Spitzer & Mil's, Ltd. $33,288

Presba, Fellers & Presba, Inc. $23,668
Knox-Reeves Adv., Inc. $23,330
Wm. Weintraub & Co., Inc. $23,018
Erwin, Wasey & Co., Inc. $17,810
Kal, Erdle & Merrick Adv., Inc. $17,361
C. Franklin Brown $16,872
Weiss & Geller $14,103
Bezell & Jacobs $14,493
Young & Rubicam $14,071
Huber Hoge & Sons $11,036
French & Preston $10,016
Gregory & House $9,003
Campaigns, Inc. $5,822
Arthur Meyerhoff & Co. $3,002
International Adv., Inc. $1,930
Elliott Naoms Advertising $816
Rogers & Smith $635

* December Bills Estimated.
*Thanks to the folks who deliver our goods*

*To the announcers and performers who help us sell our clients’ goods on radio,

BBDO sends its appreciative greetings.

BBDO
Batten, Barton, Durstine & Osborn, Inc.
Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT
ADVERTISING AGENCIES
WHY WE BELIEVE IN RADIO AND TELEVISION

BECAUSE their primary function is to operate in the public interest.

BECAUSE they have become important cultural and social forces in our American way of life.

More than 9 out of 10 American families are influenced by them every day.

BECAUSE they have given us, and our clients, two of the most useful of all media for selling people by telling people.

There is no more intimate means of communication than the human voice.

BECAUSE in their unlimited future of spontaneous, educational, sales-producing entertainment . . . lies our future, too!

FOOTE, CONE & BELDING

NEW YORK • CHICAGO
LOS ANGELES • HOLLYWOOD • SAN FRANCISCO
HOUSTON
ADVERTISING AGENCIES

A. D. ADAMS ADVERTISING
277 Broadway, New York 7, N.Y.
Phone: REctor 2-6980

Owner..........................A. D. Adams
Radio Accounts: Spirling Products Co.
(indoor TV antenna), New York; Dynavox
Corp. (phonographs), Long Island City,
N.Y.

TV Accounts: Dynavox Corp. (phonographs),
Long Island City, N.Y.; Spirling Products
(indoor TV antenna), New York.

A. W. ADV., INC.
6 E. 39 St., New York 16, N.Y.
Phone: MU 4-3320

President .................Bliss Woodward

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Phone: HGigate 4-6380

Owner, Radio & TV Director........Ad Fried
Radio, TV Time Buyer........May Constance
Music Director, Librarian.........Elaine Fried
Program Director................Mark Mallen
TV Art, Production Dir........Gerhard Jacobi

Radio Accounts: American Upholstering
Co. (Furniture Mfr.), Oakland; Bower-
Smith Co. (Marine Switches), Oakland;
Bigelow Films (Motion Picture & TV Films),
Berkeley; California Metal Crafts
(Garden Items), Oakland; Cochran & Celli
Chevrolet Dealers (Chevrolet), Oakland;
Commercial Sales Co. (Trucks), San Lea-
dro; Davi Miracle Foam (Rug Cleaners),
Oakland; Betty Elizabeth Shampoo (Sham-
poos), Oakland; Duplex Dean Plans (Real
Estate), Danville; Elefin Supreme Formula
(Vitamins), Berkeley; Fidelity Roof Co.
(Siding, Roofing, etc.), Berkeley; Rhodes
& Jamieson, Ltd. (Ready-Mix-Concrete),
Oakland; Buy Rite Truck & Equipment Co.
(Surplus Equipment), Port of Oakland;
Dick's Home Furnishers (Home Furnish-
ings), Oakland; Smith Bros. (MAC Com-
ounds), Walnut Creek; Oakland Police &
Firemen (Campaigns), Oakland; Oakland
Light Opera Assn. (Musicals), Oakland;
Lo Fare Cab Co. (Taxi Service), Oakland;
Martin Construction Co. (Paints), Los An-
geles; Fox West Coast Theaters (Motion Pic-
tures), Oakland; Grimshaw Nurseries
(Plants, etc.), Hayward; Gardiner Mfg. Co.
(Garden Tools, etc.), Oakland.

TV Accounts: American Upholstering Co.
(Furniture Mfg.), Oakland; Bell Smoked
Fish Co. (Tarabell Brands), San Francisco;
Betty Elizabeth Shampoo (Shampoos), Oak-
land; Davi Miracle Foam (Rug & Uphol-
stery Cleaners), Oakland; Roto-Rooter of
Bay Area (Sewage Service), Oakland-
Richmond; Martin Construction Co. (High
Pressure Paints), Los Angeles; The Quiet
Hour (Religious), Oakland; Lo Fare Cab
(Taxi Service), Oakland; G & W Refrigera-
tion Co. (Ice Machines), Oakland; Grim-
shaw Nurseries (Plants, etc.), Hayward;
Elefin Supreme Formula (Vitamins),
Berkeley; Dick's Home Furnishers (Furni-
ture), Oakland; Lake Merritt Hotel (Night
Club), Oakland; San Francisco Police &
Firemen (Campaign), San Francisco; Wood-
minster Amphitheater (Civic Stage Produc-
tions), Joaquin Miller Park; Quality Laun-
dries (Service for Cleaning Firms), Oakland.

WILLIAM HART ADLER, INC.
720 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5210

Pres. Treas..............William Hart Adler
Exec. Vice-President......Kenneth C. King
Secretary .....................Bettilou Sickinger
Prod. Manager..............John Petrie
Art Director................Leslie Petrie
Acct. Executives............W. H. Adler,
K. C. King, A. B. Stone, Thorpe Wright
NETWORK TELEVISION
California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO
American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesbrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

...the air is filled with McCANN-ERICKSON clients!

It takes a lot of time and talent to keep selling the products and services of these McCann-Erickson clients! Thanks to all of you who have contributed to the successful 1952 Radio and TV advertising of these great companies.
SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.
Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

McCANN-ERICKSON INC. Advertising

There's always room at the Top...

KUDNER AGENCY, INC.
for Tops in Television
NEW YORK  SAN FRANCISCO
DETROIT  WASHINGTON

BUICK CIRCUS HOUR (Buick Motor Division)
TEXACO STAR THEATER (The Texas Company)
MARTIN KANE, PRIVATE EYE (United States Tobacco Co.)
CRIME SYNDICATED and THE JACKIE GLEASON SHOW (Schick Incorporated)
ADMASTERS ADVERTISING, INC.
514 Tenth St., N.W., Washington 4, D. C.
Phone: District 0551

PPA

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

ADVERTISERS' B'CASTING CO.
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TV Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Corkran, Hill & Co., Inc. (Div. of Swift & Co.) (Meats), Baltimore; Girard Trust Corn Exchange Bank (Banking), Philadelphia; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia.
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Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.; Consumers Gas Co.; Eastern Gas Assn.; Ontelaunee Orchards.

TV Accounts: Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Lancaster County Gas Co. (Public Utility); The Lebanon Valley Gas Co. (Public Utility); The Harrisburg Gas Co. (Public Utility); York County Gas Co. (Public Utility).

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Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

Radio-TV Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Your Lucky Star Lobster (Foods), New York, N. Y.

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Radio Accounts: Association of American Railroads; General Foods Corp. (Post's 40% Bran Flakes, Post's Sugar Crisp, Post's Cereal Bran, Post's Puffed Products, Diamond Crystal Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Ridgways Tea, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Chocolate, Certo, Sure-Jell); Bittersweet Coal Instiute; The Procter & Gamble Company (Tide, Camay, Ivory Snow, Prell, The White Naphtha); The Best Foods Company (Hellman's Mayonnaise, Best Foods Mayonnaise, Nucoa, H-O Oats, Presto, Farina, Old Homestead French Dressing); The AVCO Manufacturing Corp.—Crosley Division (Crosley Electric Ranges, Freezers, Dishwashers, Air Conditioners,
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Radio Accounts: Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrer), New York, N. Y.

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Radio Accounts: Coyne Electrical School (Trade School), Chicago; Foell Packing Company (Rose Brand Canned Meats), Chicago; G. Heileman Brewing Co. (Old Style Lager Beer), La Crosse; Key Worth Clothes, Inc., Fort Scott; Milner Products Co. (Pine-Sol, Anti-K & Gala Powder Bleach), Jackson; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago; Helene Curtis Industries, Inc. (Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago.


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Phone: GArfield 1-4854
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Accounts: American Home Products,
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Lines; Bulova Watch Co.; Eversharp, Inc.
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Hotel (Hotel), Seattle, Wash.; Lucky Stores
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(Potato Chips & French Fries), Stockton,
Calif.; Western Peat Co., Ltd., New West-
minster, Canada; Wiggins Co., Inc. (Motor
Oil), Portland, Ore.

TV Accounts: Olympia Brewing Co.
(Olympia Beer), Olympia, Wash.; Robt. S.
Atkins Co. (Retail Clothing), San Francisco,
Calif.; Foster Lunch Systems (Moor’s Caf-
eterias), San Francisco, Calif.; Sego Milk
Products (Sego Evaporated Milk), San
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Jantzen Knitting Mills (Jantzen Swim Suits
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Co. (Crispie Potato Chips & “Small Fry”
French Fries), Stockton, Calif.

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Production Manager.......William Cook
Radio Accounts: General Electric Supply
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157
Kleinhans Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances).

TV Accounts: General Electric Supply Corp. (Radios, TV, & Major Appliances); J. N. Adam & Company (Department Store); Buffalo Electric Co. (Westinghouse Appliances); The Kleinhaus Co. (Men's & Boys' Clothing); Weed & Company (Hardware & Appliances); North Park Furniture (Furniture & Appliances); Kobacker's (Department Store); Iroquois Gas Corp. (Gas Appliances); Fantasheire, Inc. (Nylon Hosier).

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Phone: Randolph 5428

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Washington, D. C.

Phone: Sterling 2106

Manager ............... Don Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Foods), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg., Co. (Macaroni Products, Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horsethroat Shows, Rodeos, etc.), Omaha; Stock Yards Nat'l. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Products Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.). Fremont, Nebr.; Andrew Murphy & Son (Chrysler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-State Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha Co. & Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Store Mate), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elec. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro Util. Dist., Omaha; Skinner Mfg., Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O.; Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American;
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TV Accounts: Mullins Mfg. Corp., The
Ironite Ironer Co., Hudson Motor Car Co.,
Goebel Brewing Co., Sparks Withington
(Sparton Radio-TV Div.), Jackson, Mich.

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Company, Western Stove Company.

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Phone: Hillside 7237
Manager...............................Howard Blake
Radio Accounts: North American Accident
Insurance Co., Fashion Frocks, SitRoux Tissues,
SuruCo. T
TV Accounts: Bowman Gum, Inc., Phila.,
Pa.; Walter H. Johnson Candy Co., Chicago;
Fashion Frocks, Inc., Cincinnati; Bishop &
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Phone: CRestview 5-5231
155 Montgomery Street, San Francisco

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Phone: ATlantic 2125
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Ptnr., Dir. Radio-TV...............Adam Reinemund

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Phone: Financial 6-4616
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General Manager.....................S. S. Kain
Art Director..........................Al Jacobs
Production Manager...................S. E. Miller
Media Manager.......................Fred Walder
Radio Accounts: Arvey Corp. (R. V. Lite
Window Material), Blue Crown Spark Plug
Co. (Spark Plugs), Chicago, Ill.
TV Account: Blue Crown Spark Plug Co.,
Chicago, Ill.
BURNET-KUHN ADV. CO.
520 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3800
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Radio Director ............. William Coop

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Branch Offices
677 Fifth Ave., New York 22, N. Y.
Phone: Murray Hill 8-9480
Manager ................. Donough Prince
1680 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7374
Manager ................... William Coons
Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, CooCooBar, 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, Rohrell, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; 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, Mexican Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.

WALTON BUTTERFIELD ADV.
33 West 42nd St., New York 36, N. Y.
Phone: Wisconsin 7-7341
Owner, Manager ........ Walter Butterfield
Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Maggyanke, Inc. (Wearing Apparel), Los Angeles, Calif.; Pulaski Monuments Co. (Monuments), New York, N. Y.

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Radio-TV Directors ........ Martha Sullivan, John D. Metzger
Account Executives .......... Sandy Hallock, Reg Testament, Herbert Wise, W. P. Brown, F. W. Munro, Pr., Nicholas Popa, Gene Hameroff
Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambrinus beer and Augustiner beer), Columbus, O.; Neon Products, Inc. (signs), Lima; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Farm Bureau (petroleum div.), Columbus; Columbus Academy of Medicine (public service), Columbus; Buckeye Foods (potato chips), Columbus; State of Ohio (annual fair), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; Wood-Nesbitt, Inc. (automotive dealer), Columbus; The Syron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; State of Ohio (annual fair), Columbus; T. Marzetti Co. (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus; Kahn’s Jewelers, (jewelry), Columbus.

HAROLD CABOT & CO., INC.
136 Federal St., Boston 10, Mass.
Phone: Hancock 6-7600
AAA—ABP—ANPA—ABC—AFA
President ............... Harold Cabot
Exec. V.P. & Treasurer .......... Richard P. Holland Secretary .................. Edward Glacy Production Manager .......... Phyllis L. Burlingame Editorial Chief ............... H. W. Patterson Copy Chief ............... Courtney Crandall Art Director ............... William H. Ganick Director of Radio ............ Kay Chille
Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Bos-
Cahin-Miller, Inc.

510 St. Paul Place, Baltimore 2, Md.

President: Louis F. Cahn
Vice-Pres. & Treas: C. Leroay Miller
Radio & TV Dir: Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Stag Paints (Paint), Baltimore.

TV Accounts: Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Hanline Bros. (paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

Cahin-Miller, Inc.

McClinton & Smith, Inc.

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

President: Harold L. McClinton
Vice-Chairman of Board: J. Sherwood Smith
Chairman of Exec. Comm.: Z. C. Barnes
Vice-Presidents: M. E. Carlock, Paul Smith

Art Director: Wilfred L. Chausse
Copy Director: George S. Thomson
Production Manager: Fred Oughton
Manager Outdoor Dept: F. J. Fitzgerald
Media Director: Thomas H. Young
Research Director: Thomas P. Crollus
Merchandising Dir. : D. C. Shea
Director of Radio-TV: Henry F. Hull

Branch Offices

333 No. Michigan Ave., Chicago, Ill.

Manager: Philip M. White
Citizens National Bank, Los Angeles, Calif.

Phone: York 5145

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

President: Henry G. Little Sr.
Vice-Pres. & Mgr: E. E. Rothman
Sr. V-P., Secy-Treas: L. R. Nelson
Sr. V-P., Dir. Media Dir.: J. H. Hartigan
Comptroller: H. P. Cook
V-P., Copy Chief: L. T. Robinson


CAMPBELL-MITHUN, INC.
1370 Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone: Lincoln 8824

ABC—ABP—ANPA—APA—NOAB—PPA
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Exec. Vice-President........Albert R. Whitman
Vice-Presidents............John W. Forney,
Lester J. Will, Arthur H. Lund
Treasurer..................Beatrice N. Sandquist
Secretary..................Evelyn Brugette
V.P., Radio-TV Dir............Arthur H. Lund
V.P., Art Dir.................E. W. Turner
V.P., Copy Dir...............Phelps Johnston
Copy Chiefs.................Mort Henderson,
Arnold Aslaksen, Leon Kennedy
Acct. Execs.: Blake Cox, Lawrence Dunham,
R. L. Forrest, Walter Gecker, E. C. Herbert,
Charles Mittelstadt, B. E. Howard

Branch Office
1024 Palmolive Bldg., Chicago 11, Ill.
Phone: Delaware 7-5553

Vice-President................Lester J. Will


SOLIS S. CANTOR ADV. AGENCY
1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141
PPA—ABC—ABP—ANPA
Pres. & Acct. Exec. ..............Solis S. Cantor
Vice-President .................Kathryn Cantor
Secretary .....................Corrine Kolb
Art Director ..................Robert Hersch
Acct. Execs. ...................Robert Weiner,
Bernard Binnick

CARTER ADV. AGENCY
912 Baltimore, Kansas City 5, Mo.
Phone: HA 1356
ABP—ANPA—APA—NAAN—NOAB—PPA
President....................Charles W. Carter
Exec. Vice-President..........William G. Rowe
Vice-President...............Fred Klemp, Jr.
Sec't., Treas................Josephine Dahlin


CASMIR ADVERTISING CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014
Pres. & Treas................David C. Casimir
Vice-Pres.....................Marvin Casimir
Copy Chief.....................Elizabeth Park
Art Director..................William E. Burgess


CAYTON, INC.
9 East 40th St., New York 16, N. Y.
Phone: LEXington 2-1711
ABP—AFA—ANPA—ABC
President.....................William D'Arcy Cayton
Secretary.....................D. R. Roberts
Art Director...................Bob Lee
Production Manager..........C. F. Luechee
Radio-TV Director.............Allen Black
Asst. Radio-TV Dir...........Lenora Thuna,
Donna Quigley
Copy Chief.....................Fred Laderman


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
V.P., Treas....................David C. Thomas
ADVERTISING AGENCIES


Branch Office
Union Central Bldg., Cincinnati, O.
Manager....................R. L. Lowander

Radio Accounts: The Block Drug Co., Inc. (Ami-ident, Polident, Poligrip, Py-Co-Pay, Green Mint Mouth Wash), Jersey City, N. J.; The Electric Auto-Lite Co. (Spark Plugs, Batteries and parts), Toledo, Ohio; McCormick & Co. (Tea, Spices, Extracts, Hy-Gro, B-Brand Insecticide), Baltimore, Md.; The Nestle Company, Inc. (Cookie-Mix, Ever-Ready Cocoa, Bars, Quick, Semi-Sweet), White Plains, N. Y.; Redtop Brewing Company (Redtop Beer & Ale, 20 Grand Ale), Cincinnati, Ohio; Topps Chewing Gum (Chewing Gum and Candy), Brooklyn, N. Y.; Union Dime Savings Bank, N. Y. C.; Whitcomb Pharmaceutical Co. (Neet, Chloro- Stick, Petroxylium, Kriptin), N. Y. C.

TV Accounts: Block Drug Company, Inc. (Ami-ident, Polident, Poligrip, Py-Co-Pay, Green Mint Mouth Wash), Jersey City, N. J.; The Electric Auto-Lite Co. (Spark Plugs, Batteries and parts), Toledo, Ohio; McCormick & Co. (Tea, Spices, Extracts), Baltimore, Md.; The Nestle Company, Inc. (Cookie-Mix, Ever-Ready Cocoa, Bars, Quick, Semi-Sweet), White Plains, N. Y.; Philip Morris & Co., Ltd. (Marlboro, Philip Morris), N. Y. C.; Redtop Brewing Company (Redtop Beer & Ale, 20 Grand Ale), Cincinnati, Ohio; Sylvania Electric Prod., Inc. (TV Sets, Fluorescent Lighting Fixtures, Photo Lamps, parts), N. Y. C.; Whitcomb Pharmaceutical Co. (Neet, Chloro-Stick, Petroxylium, Kriptin), N. Y. C.

NELSON CHESMAN COMPANY
240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-1942
ABP—APA—SNPA


TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

CHICAGO ADV. AGENCY
20 W. Jackson Blvd., Chicago 4, Ill.
Phone: WEBster 9-4240
ANPA—PPA—ABP
Pres. & Space Buyer............J. L. Wade Account Exec..............Roland Berns Account Exec..............M. E. Snow Radio Director.............Simon Levin

Radio Accounts: Junex Products (reducing plan), Chicago, Ill.; Elip Corporation (medicinal), N. Y. C.; Murray-Foster Co., Inc. (mattresses), Chicago, Ill.; Romart (mail order mdse.), Chicago, Ill.

JAMES THOMAS CHIRUGR Co.
414 Park Square Bldg., Boston 16, Mass.
Phone: Hancock 6-7310
AAA—ABC—ABP—ANPA—APA
NOAB—PPA—SNPA

President............James Thomas Chirurg Treasurer..................Leo J. Hardiman V.P. in Chg. of Mdsig., Benjamin Shattuck Media Director............Edward B. Pope 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-TV Accounts: Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; W. L. M. Bensdorp Co. (Cocoa), Boston; H. C. Baxter & Bro. (Canned White Potatoes), Brunswick, Maine; Garcelon Stamp Co. (Stamps), Calais, Maine; New England Coke Company (Fuel), Boston.

C. P. CLARK, INC.
James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179
Pres. & Treas................D. G. Goodwin V.P. & Secretary............Sara Nolan


ROBT. E. CLARKE & ASSOC., INC.
Ingraham Bldg., Miami 32, Fla.
Phone: 3-5486
ANPA—PPA—SNPA—NOAB

Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.
Phone: Ruttenhouse 6-0236
ANPA
President..................Alice V. Clements V.P. & Copy Chief...........Elizabeth M. Zindel 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-President-Treas. ......... Edith S. Cohen
Exec. Vice-President .......... 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 Pharmacal Co. (Dew Deodorant, "Ennds" 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.


The Arnold Cohen Corp.
460 W. 34th St., New York, N. Y.
Phone: Plaza 7-7370

Pres., Treas. .................. Arnold Cohen
Secretary ..................... Edna Fleischman


Russell C. Comer Co.
Land Bank Bldg., Kansas City 6, Mo.
Phone: Harrison 3964

APA—ANPA—PPA—ABP
Partners ... Russell C. Comer, Ruth E. Comer
Acct. Executives ............ Gardner Reams, Bart Nelson
Radio-TV Director .......... Jon Yost

Media Dir. ..................... Mrs. E. W. Gollier

Compton Advertising, Inc.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2800

ANPA—PPA—NOAB—ABC—APA
ABP—AAAA

President .................. Robert D. Holbrook
Vice-Pres. & Secy ............. Leonard T. Rush
V.P. & Dir. of Radio & TV Prod. ...... L. H. Titterton
V.P. & Dir. of Radio & TV Copy ........ Muriel Haynes

Dir. of Publicity ............ Joseph Field
V.P. & Dir. of Media ........ Guy Richards
Asst. Media Dir. ............ Frank B. Kemp
Head Time Buyer .......... Henry Clochéssy
Time Buyers .................. Francis Velthuys, Martin Hansen, Richard Hurley, Alfred Ritter, Genevieve Schubert, Donald Carret, Jeanne Bahr, John Neale

Branch Offices
Bd. of Trd. Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.

Manager ..................... L. O. Holmberg
Assistant Manager .......... Keith Bldg., Cincinnati, O.
Manager ..................... Robert P. Marsh
Manager ..................... Richard Davis

Equitable Bldg., Hollywood 28, Cal.
Phone: Hollywood 9-8107

V.P. & Mgr. ............ Floyd R. Holm

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 Procter & 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 2322

APB—ANPA—APA
Partners .................. Henry W. Comstock
Partner ...................... H. Earl Close
Partner ...................... Frank J. Hess

Dir. of Media & Research .......... T. Sloane Palmer

Media Dir. ..................... 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), Hammondsport, N. Y.; O-Cel-O, Inc. (Cellulose Spots) Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross & Blue Shield), Niagara Lithograph Co., Buffalo, N. Y.
**ADVERTISING AGENCIES**

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

**CONNER, JACKSON, WALKER, McCURRY**
461 Market St., San Francisco 5, Calif. Phone: YUkon 6-0196  
ABP—ANPA—APA—NOAB—PPA  
President: ......................... E. W. Conner  
Exec. Vice-President ........... Shirley Walker  
Vice-President ................. J. H. Jackson  
Treasurer ....................... B. H. McCutcheon  
Copy Chief ...................... Audrey Janisen  
Art Director .................... Fernando Penalosa  
Production Manager .......... Marie Scholtz  
Media Buyer .................... Billie Grove  

**Radio Accounts:** Golden Nugget Sweets, Ltd. (Big Hank Candy Bar), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.; The Fox Shoppe (Restaurant), 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: Garfield 3456  
AAAA—ABP—ANPA  

President: ..................... Thomas F. Conroy  
Art Dir: .......................... Albin J. Paulson  
Personnel Dir. .................. F. E. Weinhold  
Media Dir. ...................... Robert M. Richards  
Production Dir. ............... E. E. Ogilvie  

**Radio Accounts:** Anderson, Paul, Co. (Stationers), San Antonio, Texas; Bohnet Baking Co. (Baking), San Antonio, Texas; Colam Cottons (Manufacturing), New Braunfels; Fomby'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; Mission Provision (Meat Packers), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Sommers Drug Stores (Chain Drug Stores), 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; 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 ............... Lou DeNunzio  
Exec. Producer ................ Lester "L" Wolff  
Dir. TV & Radio .............. Arthur Peltz  
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.; Pioneer Food Stores.  


**COX & TANZ ADVERTISING**
Phone: Lombard 3-1720  
Director ....................... Eugene R. Tanzer  
Prod. Mgr., Research Dir. ...... M. Glassman  
Copy Chf., Rad-TV Dir. ........ John Lillback  
Time Buyer .................... L. Muncey  

**Radio-TV Accounts:** Apex Venetian Blind Mfg. Co.; Badder and Snode (Jarman Shoes); Colonial Floor Covering; Kaiser Build Products; Linton's; Vanis Co. (Deodorants).

**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 .............. James F. Kelly, J. Clement Boyd, Stuart D. Cowan, Jr.  
Media Director ............... A. Marie Maus  
Radio-TV Director .......... J. T. H. Moore, Jr.  

**Radio Accounts:** Frank C. Shattuck Co. (Schratta Stores & Restaurants), New York; Bankers Trust Co., Lone Star Cement Co., Seamless Rubber Co.
JOHN GILBERT CRAIG ADV., INC.
913 Washington St., Wilmington, Del.
Phone: 5-6185

ABP—ANPA—APA—PPA

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

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosins & Smedley (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 1, Wis.
Phone: DAlry 8-3500

AAAA—ABC—ABP—ANPA—AFA

President.........................A. W. Seiler
Exec. Vice-President..............H. N. Pasteur
Vice-Pres.Treas....................C. W. Faude
Secretary________________________F. Aumuller

Radio Accounts: Plankinton Packing Co. (Meat 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.; A. O. Smith Corp. (Hearing Division) (Heating Equipment), Milwaukee, Wis.; Pake Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Plurgradt 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 (Gas Utility), Milwaukee, Wis.; Plurgradt (Heating Equipment), A. O. Smith


CREAMER & COMPANY
Phone: GReat 4137

ANPA

President.........................C. R. Creamer

Media Buyer......................Edward Loveton
Production Chief...............J. J. Franz, Jr.
Creative Chief...................Chas. Hutchings

Merchandising....................James Loughran

CRITCHFIELD & COMPANY, INC.
720 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 73061

ANPA—APA—PPA—NOAB—ABC—ABP

President.........................E. P. Nesbitt
V.P., Radio-TV.....................R. D. Cunningham
Vice-President....................P. J. Johnson
Secretary________________________C. J. Nesbitt

Media Director....................E. Groenboom

CRUTTENDEN & EGER
69 W. Washington St., Chicago 2, Ill.
Phone: FInancial 6-3630

ABP—ANPA—PPA—NOAB—APA

Partners...Edmond I. Eger, Harley B. Hobbs
Associates...Leon H. Lewis, George M. Stern

Media Director....................Harry C. Pick
Art Director......................Harry J. Beier

CUNNINGHAM & WALSH, INC.
260 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB

ABC—APA

Pres., Treas........................F. H. Walsh
Exec. Vice-President..............J. P. Cunningham
Secretary________________________R. L. Strobridge
Radio-TV Dept.

Vice-Preis in Charge...............William Reydel
Radio-TV Director................John Sheehan
V.P. in Chg. of Media.............N. F. McEvoy

Branch Office

3420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131


TV Accounts: Chestefield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).
DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: O'Regan 9-0600
AAAA—ANPA—APA—PPA

Chairman of Bd. .............. C. L. Fitzgerald
President ..................... H. M. Dancer
Vice-President ............. F. T. Leighty
Compt. & Asst. Treas. .... Wm. Moquah
Asst. to Pres. ............ J. H. Gilmour
V. P. Radio-TV Dir. .......... Adrian Samish
V. P. & Acct. Exec. ......... C. T. Birch


Branch Offices

221 N. La Salle Street, Chicago 1, Ill.
Phone: FI 6-7400
Exec. Vice-President ...... F. Sewall Gardner
V. P. & Acct. Exec. ......... E. R. Detchen
1680 N. Vine St., Hollywood 28, Cal.
Phone: Hudson 2-3256
V. P. Mgr. .................. Al Kahaker
Dancer-Fitzgerald-McDougall, Inc.
114 Sansome St., San Francisco 4, Cal.
Phone: DO 2-5107
President ................... Charles McDougall
6 King Street East, Toronto 1, Ontario
Phone: EMPire 3-2851
Manager ..................... Gilbert Nunns


D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: Central 6700
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Board .......... P. J. Orthwein
President .................... J. F. Oberwinder
Vice-President—Treasurer .......... E. D. Cronk

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone: Plaza 2-6000
Vice-President ............... J. Y. Brown, Jr.
V. P. Radio-TV Director ...... Paul Louis
Terminal Tower Bldg., Cleveland 13, O.
Phone: TOwn 1-3911

Vice-President ............. Stanley P. Seward
57 Bloor St. W., Toronto, Ontario, Can.
Phone: Princess 3991
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. Daugherthy
Secretary-Treasurer ...... Pauline Otto Daugherthy


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: 8-0666
APA—ABP

Owner ...................... Ben Dean
Production Manager ...... Mildred Juneau
Account Executive ........ Ben Dean, Jr.

HERSCHEL Z. DEUTSCH & CO., INC.

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

President ............... Herschel Z. Deutsch
Secty. ................. M. A. Deutsch
Treas. ................. Robert Stone
Copy Chief .............. Michael Riese
Research Dir. ............ Shirley Walode
Media Director ........... Madeleine Allison

DEUTSCH & SHEA, INC.
230 West 41st St., New York 18, N. Y.
Phone: LOngeac 4-5900
ABP—APA—AAAA—ANPA
President .................. Arnold R. Deutsch
Vice-President .......... Van M. Evans
Secretary ................. Henry Geissenheimer
Production Mgr. .......... Richard Gazley
Space Buyer ............. Erwin Lowen

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—APA—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: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Bd. Lawrence L. Shenfield
President ............... Donald K. Clifford
Secretary .............. 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. Raynolds, Samuel L. Frey, Joel F.
Jacobs, Dr. Philip Reichert, Robert Hayes,
Robert E. Shaw
Dir. of Radio & TV .... Chester MacCracken

Radio Accounts: Bristol-Myers Company
(Trushay, Sal Hepatica, Ipana, Bufferin and
Resistab, Ammen Vitalis, Mum, Vitalis Hair
Cream, Benex), New York, N. Y.; The Borden
Co. (Borden’s Instant Coffee), New York.

TV Accounts: Bristol-Myers Company
(Ipana, Vitalis, Resistab, Sal Hepatica,
Trushay, Bufferin, Mum), Welch 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 3-1113
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

Radio Director .......... Hobart Britton
Radio Dir. .......... T. Michaux Moody
Media & Space Buyer (Mag.) .. Phyllis King

Branch Office
Woodward Bldg., Washington, D. C.
Phone: RRepublic 1420
Manager .......... Philip Rosenfeld

Radio Accounts: Ethicon Hat Co., Inc.,
Chesterfield Hat Corp., Richmond, Va.;
East Coast Freight Lines, Richmond, Va.;
Home Brewing Co., Richmond; Planters
Fertilizer Co., Charleston, S. C.

DONAHUE & COE, INC.
1270 Ave. of Amer., New York 20, N. Y.
Phone: COLUMbus 5-4252
ABP—ANPA—APA—NOAB—PPA
SNPA
President ............... E. J. Churchill
Dir. Motion Picture, Radio
& TV Div ......... A. Carl Rigrod
Time Buyer .......... Evelyn Jones
Radio-TV Dept .. Walter Scott, David Pollard

Branch Office
411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAn 5662

Vice-President .............. H. L. Morrill

Radio Accounts: Burlington Mills, Inc.
(Bur-Mil Cameo Hosier), New York, N. Y.;
Institute of Commercial Art (Famous Artists
Course), New York, N. Y.; Loew’s, Inc. (Mo-
tion Pictures, Loew’s Theatres), New York,
N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M
Pictures), New York, N. Y.; Monarch Wine
Co. (Manischewitz Wine), New York, N. Y.;
New York Herald-Tribune (Newspaper),
New York, N. Y.; New York World-Tele-
gram & Sun (Newspaper), New York, N. Y.;
River Brand Rice Mills, Inc. (Carolina &
River Brand Rice), New York, N. Y.; Rocke-
feller Center, Inc. (Radio City Music Hall),
New York, N. Y.

TV Accounts: Amer. Financial and Devel-
opment Corp. for Israel (Israel Bonds), New
York, N. Y.; Burlington Mills, Inc. (Bur-Mil
Cameo Hosier), New York, N. Y.; Cosmo-
politan Magazine, New York, N. Y.; Federa-
tion Bank & Trust Co. (Bank), New York,
N. Y.; General Cigar Company (Robt. Burns
Cigar), New York, N. Y.; Institute of Com-
mmercial Art (Famous Artists Course), New
York, N. Y.; Irish Linen Guild (Irish
Linen), Belfast, Ireland; Loew’s, Inc. (Loew’s
Theatres), New York, N. Y.; Metro-
Goldwyn-Mayer (Motion Pictures), New
York, N. Y.; Monarch Wine Co. (Mani-
schewitz Wine), New York, N. Y.; New
York Herald-Tribune (Newspaper), New

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbard 2-8050
ANPA—NOAB—PPA
Radio & TV Dir...Theodore R. Pitman, Jr.
Space & Radio Time Buyer...Wm. D. Walsh
Branch Offices
*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275
President...................John C. Dowd

* Affiliated office.


DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrrey Hill 8-1275
ABC—ABP—ANPA
Chairman...............L. L. Redfield
President.............John C. Dowd
Exec. Vice-Pres........Edmund F. Johnstone
Sect.-Treas.............Edward D. Parent
V.P., Gen. Mgr.........Michael A. Raymond
Radio-TV Director.....Harry H. Patterson
Radio & TV Time Buyer......Betty Nasse

Radio Accounts: Block Drug Company (various drug products), Jersey City; American Protam Co. (reducing products), New York; Save-By-Mail, Inc. (mail order products), New York; Stahl-Meyer, Inc. (canned meats), Bonoil Packing Co. (olive oil products), Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Meyers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleeping capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Stahl-Meyer, Inc. (meat products), New York; Block Drug Co. (Omega Oil, Poslams), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York; Ruby Red Tooth Paste (tooth paste), New York.

L. J. DUMAHAUT ADV. AGENCY

Phone: WO 2-3246
Owner................L. Jerome Dumahaut
Production Manager......Georgiana E. Park
Radio Time Buyer......Hazel R. Belman
Copy Chief...............David G. Parkes

DUNDES & FRANK, INC.

64 West 43th Street, New York 19, N. Y.
Phone: Plaza 7-0750
President...............Ben Frank
Treas. & Sec............Harold Dundes
Space Buyer...............Daisy Grosswirth

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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, J. R. Gilman
Treasurer...............T. Arnold Rau
Head Art Dir...........Harvey A. Spooner
Art Director..........J. Burton Stevens
Radio-TV Time Buyer.....Maria Carayas
Radio Prod.............Hubert Wilke

Branch Offices
3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.-In-Charge........William D. Sloan
156 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-6917
Exec.-In-Charge........Robert B. England

Radio Accounts: Sylvania Electric Products, Inc. (Radio & Television Division) (television sets, radios, radio clocks), Buffalo, N. Y.; J. C. Penney Company (department store), New York, N. Y.; Van Houten & Zoon, Inc. (cocoa), New York, N. Y.; Clarke-Cleveland, Inc. (Thyroquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyroquent), Binghamton, N. Y.; J. C. Penney (department store), New York, N. Y.; Graybar Electric Company, Los Angeles & San Francisco; Modglin Company, Los Angeles, Cal.; Pa-
cific Cau Company, San Francisco, Cal.; Podesta Baldochhi (flowers, gifts), San Francisco, Cal.; American Cyanamid Company (Superset), New York, N. Y.

ADAM F. EBY & ASSOC.
336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MAdivdson 2921
Owner..........................Adam F. Eby
Treasurer.....................................Virginia Eby

Radio Accounts: Jacobi Bros. (Men's Furnishings), Buffalo, N. Y.; Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage Co. (Wiener's and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Hulligan Soft Water (Water Softening Service), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Food Exhibit (Show), Buffalo, N. Y.

TV Accounts: Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wiener's & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Hulligan Soft Water (Water Softening), Buffalo, N. Y.; Food Exhibit (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

EDELSTEIN-NELSON ADV. AGENCY, INC.
203 North Wabash St., Chicago 1, Ill.
Phone: ANDover 3-3867

ABP

President ..............Edward Edelstein
Vice-President ..................Irving Karlin

Radio and TV Accounts: Conway Camera Co. (photo retailer), Chicago.

ELLINGTON & CO., INC., ADV.
535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA

President...............Jesse T. Ellington
Vice-Presidents................Theodore S. Strong,
Hyland L. Hodgson, Charles W. Marshall,
Chauncey L. Landon, Van Davis, William A. Bartel

Treasurer........................Gordon M. Kingman
Exec. Dir. Radio & TV..............Hal James
Exec. Producer....................A. Burke Crotty
Radio & TV Time Buyer..............Dan Kanc

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKeown & Robbins (Drugs).

TV Accounts: Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKeown & Robbins; Bayuk Cigars, Inc.; L. Wiss & Sons (Seaweed & Shears).

ELLIS ADVERTISING CO.
Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: CL 6730

ABP—ANPA—APA—NOAB—PPA

Partners..................Michael F. Ellis, Jerome R. Ellis
Radio-TV Director........Josephine Williams

Branch Offices
77 York St. W., Toronto, Ont.

Manager...........................Al May
448 Seymour St., Vancouver, B. C.
Phone: Ma 2631
Manager...........................W. Van Warren

Radio Accounts: Nenmer Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; William C. Mauz (Insulation and Heating), Buffalo, N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), McEl's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank).

TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nenmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

ROBERT J. ENDERS ADVERTISING, INC.
1415 K St., N.W., Washington 5, D. C.
Phone: Sterling 2222

President....................Robert J. Enders
Exec. Vice-President...............Howard A. Enders
Vice-President....................Rudy Vallee
Secretary-Treasurer...............Melvin Alan Bank

Account Executives...............Sylvia Devey,
William Fitzgerald, Robert L. Friend

Radio-TV Director...............Mary Griffin, Jr.
Traffic Manager...............Dorothy Shick
TV Film Director...............Robert L. Friend

Branch Offices

Manager ..................Al Fingerman
270 Park Ave., New York, N. Y.
Phone: PLaza 5-4952
ADVERTISING AGENCIES

Howard Ray
Milton Robert
Fred Howard
James Glen
M. E. Thorances


President & Treasurer............Frank L. Engel
Vice-Pres. & Sec..................M. L. Engel
Art Dir. & Copy Dir................A. L. Rumry

Radio Accounts: Superior Match Pants 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 2-8700

AAAA—ANPA—APA—NOAB—PPA
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treasurer................Howard D. Williams
Vice-Presidents.................George E. Wasey,
David B. Williams

Sec.-Treas..................James F. O'Connor
Exec. Dir. Radio-TV............James C. Douglass
Business Mgr., Radio-TV......Keith B. Shaffer
Dir. Radio-TV Creative Prod., Michael Levin
Time Buyer....................Ray Simms
Radio Dir. (L. A.)..............Robert L. Redd
TV Dir. (L. A.)................Charles F. Lowe
Time Buyer (L. A.)............Glen Bohannan
Time Buyer (Chicago)........John Gwynn

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Manager......................L. R. Northrup
5045 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres................Emmett C. McGaughhey
523 Marquette Ave., Minneapolis 2, Minn.
President........................Mae Martin
1st National Bank Bldg., Oklahoma City, Ok.
President........................Howard D. Williams
1170 Bay St., Toronto, Ont., Can.
Manager......................Ralph L. Lawson
1121 St. Katherine St. W., Montreal, Que.,
Canada
Manager......................William C. Stannard

Radio Accounts: Barbason Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, 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.; Seeck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; KRO Company (Rodenticides),

ENGLISH ADVERTISING, INC.
185 N. Wabash Ave., Chicago 1, Ill.
Phone: RANDolph 6-7220

ANPA—PPA—APA—NOAB
WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: Murray Hill 5-1900
ABC—ABP—ANPA—AFA
Chairman of the Board.............. William Esty
President................. James J. Houlahan
Vice President........... Dr. Wallace H. Wulfweck
Secretary-Treasurer........ W. H. Cummings
V.P. Chg. TV Program........... Kendall Foster
Acting Radio Director........ Wendell Adams
V.P. Chg. TV Commercial........... Stanley A. Lomas

Branch Office
Exec. Prod.-Dir.................. Arnold J. Wester

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" antifreeze), New York; R. J. Reynolds Tob. Co. (Cigarette Cigars, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; Hawley & Hoops, Inc. (M'&M's Candy), Newark; National Carbon Co. ("Eveready" Batteries, "Prestone" antifreeze), New York; R. J. Reynolds Tob. Co. (Cigarette Cigars, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; Parquin, Inc. (Silk 'n Satin), New York.

EVANS & ASSOCIATES
Dan Waggomer Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners............. Albert Evans, Jr., Stanley Schlenther

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dairies (Texas Plains); Ft. Worth Macaroni Co.


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

President...................... Clarence R. Evans
Art Director............. John Robert Work
Continuity Director............. Imogene Kundig


THE EVERLING ASSOCIATES, INC.
1015 Chestnut St., Philadelphia 7, Pa.
Phone: Market 7-2617
ABP—ANPA
Pres., Radio-TV Dir. .Frank J. Corkery
V.P. & Dir. of Art. .Reynold Abbruzzi
Sec., Treas. .......... Alice L. Mooney
TV Prod. .................. Lester J. Harmon

Radio Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Fleming & Bates (Coal), Philadelphia.

TV Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Valspar Dealers (Paints), Washington, Baltimore, Binghamton.

FARQUHAR AND COMPANY, INC.
First National Bank Building, Utica 2, N. Y.
Phone: 2-6109

President...................... John T. Farquhar
Vice-President ............ Ted R. Darvooe
Secretary...................... Roger H. Williams
Treasurer..................... Jay C. Anderson
Radio-Television........... John T. Farquhar
Media Buyer.................... Eleanor Crimmis

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.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica.

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.; Bonide Chemical Co., Utica; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Philipson & Co. (Investments), Utica; Ribyat's Furniture, Utica.

FEIGENBAUM & WERMAN ADVERTISING AGENCY
1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536
ABP—ANPA—NOAP
Partner .....................Harry Feigenbaum
Partner .....................David Wermen
Radio-TV Director..........Stanley Goldstein

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (saving and loan), Philadelphia; Hardwick & Magee Furniture (rugs & furniture), Philadelphia; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Garden State Motors (automobiles & motors), Camden, N. J.; Bandler's (furniture), Philadelphia; Reliable Pontiac (automobiles), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; B. S. Pincus & Co. (meat products), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men's apparel), Philadelphia; New Yorker Cheese Co. (cheese products), Philadelphia.

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


TV Accounts: Eastern Wine Corp., Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY
410 Larned Bldg., Syracusee, N. Y.
Phone: 2-4175
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
Secy.-Treas............. Lucille Pierce Ferguson
Radio Copy Dir........... Joseph McJimsey
TV Director............. Walter J. Kerwin
Art Director............ Lee Perri
Production Manager...... William Cooper
Time Buyer ............. Beatrice Pientka

Branch Offices
43 Rockefeller Plaza, New York, N. Y.
Manager .............. Philip N. Jackson
Manager .............. Richard Nall


LAWRENCE FERTIG & CO., INC.
149 Madison Ave., New York 16, N. Y.
Phone: Murray Hill 9-7100
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Exec. Vice-Pres. & Sec. .... Alexander Slavitt
Vice-President ......... Philip Lukin
Space Buyer .............. Miss Selma Grossworth
Art Director ............. Stanley Dusek
Production Manager ...... Mel Lewis
Radio-TV Time Buyer, Dir....... Jos. H. Mintzer
ROBERT G. FIELDS & CO.
Sudekum 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; Red Ace Petroleum Co. (Coal & Oil); Hester Battery Co., Nashville.

FIRESTONE-GOODMAN ADV. AGENCY, INC.
445 Loeh 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. Kochler

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2, Ill.
Phone: Central 6-1610-1611
Owner: Jack L. Fisher
Time Buyer: Helen Heinz
Radio & TV Dir.: Jack L. (Bud) Fisher, Jr.
Radio Accounts: 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; Nat’l Foundation for Infantile Paralysis, Chicago & N. Y.; United Artists Corp.; Universal-International Pictures Corp.

FITZGERALD ADVERTISING AGENCY
Lee Circle Building, New Orleans, La.
Phone: Tulane 3131

Robert G. Fields & Co.

TV Film Director: Tom Newman
Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoeo and Crustene Shortening), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; Higgins, Inc. (Flooring & Misc. Products), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La State Rice Milling Co. (Rice), Abbeville, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil & Snowdrift & Crustene), New Orleans, La.; Maison Blanche Company (Department Store), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Southern Shell Fish Co. (Canned & Frozen Seafoods), Harvey, La.

FLACK ADV. AGENCY, INC.
1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129

AAA—ABP—ANPA—APA—PPA
President: John B. 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 1-490

President: Robert B. Foley
Sec.-Treas.: Helen M. Little
Director: A. B. Foley
Radio and TV Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findley Wallpaper & Paint Co., Cleveland.

THE RICHARD A. FOLEY ADV. AGENCY, INC.
1328 Walnut St, Philadelphia 2, Pa.
Phone: Kingsley 5-1560

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.
Time Buyer: David Smith

176
Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Beneficial Saving Fund (banking), Philadelphia; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester.

FOOTE, CONE & BELLING
247 Park Ave., New York 17, N. Y.
Phone: MURray Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—NOAB
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V.P. & Director............ Frank E. Delano
V.P. Chg. Finance, Secretary & Director............ A. E. Rood
V.P. & Director............ Rolland W. Taylor
V.P. & Director............ Elwood Whitney
V.P. Chg. International Division............ M. P. Franceschi
V.P.-Radio & Telev........ Edmund L. Cashman
V.P. Chg. Media............ Harold H. Dobberteen
V.P. Chg. Research........ Paul E. J. Gerhold
V.P. & Mgr. Eastern Mot.
Pic. Div............ Harold Holt
V.P.-Radio & Television........ Roger Pryor
Asst. Treas. & Asst. Sec........... Charles H. Newbrand
Dir. of Merchandising........ Everett F. Braden
Dir. of Prog. Devel........... Thomas McDonnell
Dir. of Publications............ Joseph S. Spiegel
Mgr. Production Dept........ J. A. Koehler
Time Buyer............ Lillian Selb
Dir. Radio & Telev. Prod........ George Wolf
Office Manager........... Tyrell G. Rogers

Branches Offices
155 E. Superior St., Chicago 11, Ill.
Phone: SUperior 7-4800

Statler Center, 900 Wilshire Blvd.,
Los Angeles 17, Cal.
Phone: MAdison 9-3611
Chairman Exec. Comm........... Don Belding
V.P. & Director............ William J. Pringle
V.P. & Director............ Jack Smock
V.P. & Art Dir............ Robert Freeman
Dir. of Media............ George Weaver
Dir. of Research........... Paul Henley
Mgr. Prod. Dept........... Broughton J. Morris
Radio Time Buyer........... Lydia R. Hatton
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........... C. Burt Oliver, Elinson Vinson
Box 4223, Houston 14, Texas
Phone: ATwood 8561
Manager............. Stephen R. Wilhelm
Pacific Bldg., Portland 4, Oregon
Phone: 8Roadway 3732
Leith F. Abbott


MARSHALL FORD ADV. AGENCY
918 11th St., Sacramento 14, Calif.
Phone: GILbert 2-3645
APA
President.................. M. J. Ford
Publicity Director........... William Queale

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6, N. Y.
Phone: COrlandt 7-5060
ABP—ANPA—APA—NOAB—PPA

177
CURT FREIBERGER & CO.
1439 Court Place, Denver 2, Colo.
Phone: Alpine 2048
AAAA—ANPA
President.......................... C. J. Freiberger
Secretary......................... Charles A. Haskell
Treasurer.......................... Doris Fleischer
TV Director....................... Bob Swysgood
Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Brecht Candy Co. (candy), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), Denver; Sears Roebuck & Co. (dept. store), Denver; Sheridan Brewing Co. (beer), Sheridan; Toner's, Inc. (peanut butter), Denver; Vincent Syrup Co. (syrups), Denver.

TV Accounts: Brecht Candy Co. (candy), Denver; Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; Tivoli Union Co. (beer), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Denver Conv. & Visitors Bureau (travel), Denver; A. Carbone & Company (wines), Denver.

FEITAG ADV. AGENCY
988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345-6
ANPA—APA—NOAB—PPA—AAAN
Owner............................ J. V. Freitag Prod. Mgr. & Art Dir........... H. J. Torgesen
Space Buyer..................... M. K. McGowan
Secretary, Radio Dir........... R. W. Wallace

OAKLEIGH R. FRENCH & ASSOCIATES
4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEwstead 0037
AAAA—ABC—ARP—NOAB—ANPA
PPA—APA—APA
Partners......................... Oakleigh R. French, Mazie G. French
Art Director...................... Matthew Falk
Dir, Client Service.............. Richard C. Lynch
Media Director................... C. Sewell Panganan
Radio Accounts: Mercantile Trust Company (banking services), St. Louis; Reisch Brewing Company (Gold Top beer), Springfield, Ill.; Jefferson Hotel (hotel service), St. Louis; Medart's Restaurants, St. Louis; H P Coffee Company, St. Louis.

AD FRIED ADVERTISING AGENCY
(See Complete Listing Under "A")

FRIEND REISS MCGLONE
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FULLER & SMITH & ROSS, INC.
1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700

President, Financial Mgr. 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
Mediap Mgr. (Cleveland) W. G. Chalkley

Phone: 7-8030
ABP—ANPA—AFA

B. E. Helen R. Allen
Harry J. Edwin Nathan Karl Leo Harvey

Racing
Marblehead, Mass.; Sons V.P. President Appliances, General
tric Mass.; tlon, Marblehead, Chip
Newspaper Treasurer Magazine Sec'y-Assl. Vice-President President
AAAA— Marshmallow N. Levolor N. log),
Production Radio-TV Partner Partner
C; TV Accounts: Merkin Paint Co., N. Y. C.;
Levolor Lorentzen (Venetian Blinds), N. Y. C.; Aptitude Shoe Co., N. Y. C.

HARRY M. FROST, CO., INC.
260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-0133
ANPA—APPA

President Karl M. Frost
Vice-President Harold E. Bessom
Asst. Treasurer H. M. Frost
Secretary F. A. Dondero
Radio Dir. Harvey P. Newcomb
Editor Anna V. Turner


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

FURMAN, FEINER & CO., INC.
117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-3933
ABP

Pres., Radio Time Buyer Norman Furman
Vice-President Irving J. Gottlieb
Secretary Nathan Rothenberg
Art Director Edwin R. Swaback
Acct. Execs Helen Grobin, Lon Shaw
Space Buyer Laura Lustig


GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

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President E. G. Marshutz
Sec. & Treas. E. V. Kirchhoff
V.P., Radio-TV Roland Martini
Radio-TV Director William Fisher

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

Vice-President Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, El
dorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; 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, III.

Phone: Superior 7-8388
APAP—ANPA—PPA—NOAB
Sec., Space & Radio Time Buyer...G. P. Schill
V. P. & Acct. Exec. ................. Earl Lines
Art Director ..................... O'Cal Hansol

GEARE-MARSTON, INC.
228 Locust, Philadelphia 3, Pa.

Phone: LOcust 4-0530
AAAA—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
Dir. of Service ............... Bates Compton
Public Relations Director .... Wm. C. Faust
Radio-TV Dir. ................. Frank C. Murphy

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880
Vice-President ....... Charles S. O'Donnell


TV Accounts: Western Saving Fund Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

GERTH-PACIFIC ADV. AGENCY
604 Mission St., San Francisco 4, Calif.

Phone: Garfield 1-1081
AAAA—APA—ABP—ANPA—NOAB
Owner ......................... E. P. Gertth
Account Executive .......... J. W. Clark
Acct. Exec., Media Dir. ...... G. C. Emmons

Branch Office
3080 High Tower Dr., Hollywood 28, Calif.

Manager ...................... Orson Hauter


TV Account: Calif. Fruit Products, Ltd.

THE GETSCHAL CO., INC.
49 E. 51st St., New York 22, N. Y.
Phone: Plaza 9-1332

ABP—ANPA
President ...................... Budd Getschal
Vice-President ................. Len Stein

Radio-TV Accounts: Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Michaels Brothers (dept. stores), N. Y. C.; Good Neighbor Stores (appliances), B'klyn.

GEYER ADVERTISING AGENCY, INC.
745 Fifth Ave., New York 22, N. Y.

Phone: Plaza 1-3300
AAAA—ABC—ABP—ANPA—APA

President ...................... B. B. Geyer
Vice President ............... Alden Kenyon
Exec. V. P. & General Manager .. Harold Jaeger
Treasurer ...................... John R. Kunz
V. P. & Copy Director .......... Amedee J. Cole
V. P. & Media Director ......... George Duram
Vice President ............... Frank Kearney
Vice President ............... Donald Gill
V. P. & Art Director .......... W. J. Loveman
V. P. & Art Director .......... A. A. Surin
V. P. & Dir. Public Rel. ........ E. F. Thomas
V. P., Dir. of Radio-TV ........ Norman Blackburn
Director of Radio-TV .......... George Kern
Time Buyer .................... Elizabeth Powell
Radio-TV Copy Chief .......... William Lewis
TV Film Supervisor ............ James Manilla
TV Art Director ................ Paul Martin
Radio-TV Bus. & Traffic Super. ........ Don McGuinn

Branch Offices
Phone: Webster 3-5520
V. P.—Assoc. Mgr. .............. Walker R. A. Graham
V. P.—Assoc. Mgr. .............. Ralph Wolfe
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145

Vice President & Mgr. .......... E. G. Frost
1680 North Vine St., Hollywood 28, Calif.
Phone: Granite 6-114

Vice President ............... Wright Nodine

Radio Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliance), Detroit, Mich.; Zippo (Cigarette lighters, Lighter Fluid); U. S. Industrial Chemical Co., U.S.I. (Super-Pyro Anti-Freeze); American Home Products (Household products), N. Y. C.; Boyle-Midway Inc. (Aerowax, Aerosol, Aerovane Instant Lather, 3-in-one oil, Autobrite, etc. 108 items in all); American Home Foods (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off oven cleaner), Hartford, Conn.; Weston Biscuit Co. (Cookies), Pasaic, N. J.; Flottot Products, Inc. (Tasti-Diet).
TV Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home Products (Household Products), N. Y. C.; Boyle-Midway, Inc. (Aerowax, Aeromist, Aeroflame Instant lighter, 3-in-1 oil, Auto-brite, etc., 108 items in all); American Home Foods, Inc. (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off Oven Cleaner), Hartford, Conn.; Kenwill Corp. (Magi Koter Paint Roller), Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

**GIBBONS ADVERTISING AGENCY, INC.**

302 Daniel Bldg., Tulsa 3, Okla.  
Phone: 4-2444  
ABC—ABP—ANPA—AFA—SNPA—APA  
Pres. & Treas. ................. J. Burr Gibbons  
Vice President .................. John B. Gibbons  
Secretary  ....................... Viola Neese  
Radio-TV Dir. ................. Mercedes (Dee) Freiday  
Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley’s Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Hale-Halsell Co. (coffee and canned foods), McAlester; Wertz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & re-capping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City; Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; John Brown University (schools and camps), Siloam Springs, Ark.; Long Beach & Glendora, Calif.; Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (real estate & home building), Tulsa; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Prayson Candles Co. (candy), Tulsa; Hope Lumber and Supply Co. (appliances, paint & lumber), Tulsa; Comet Moving & Storage Co. (moving and storage), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Hope Lumber & Supply Co. (appliances, paint & lumber), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti-freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wertz Biscuit Co. (crackers and cookies), Fort Smith, Ark.

**J. J. GIBBONS LIMITED**

200 Bay St., Toronto, Ont., Canada  
Phone: Empire 4-2111  
AAA—ABC—CDNA—CWNA—CNN & PA  
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Chairman of Board............. R. A. Stapelis  
President ....................... Mrs. J. J. Gibbons  
Managing Dir. ................. H. M. Tedman  
Vice-Pres. & Gen. Mgr. ....... R. B. Pattinson  
V.P. & Secy-Treas. ............. E. T. Saunders  
Vice-President .................. J. G. Russell  
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  

Rad-TV Accounts: Bonaside Mills, (Bonn Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y., Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs. Representatives of non-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); Safety Zip-er Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bona Fide Mills, Inc. (Bonn Maid Linoleum), N. Y. C.

**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., Radio-TV Dir. ............ Victor V. Bell  
Time Buyer ...................... Esther Cook  

Radio 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; 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-Serpelli Macaroni Co. (Frittletas, 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; Sego Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Searor Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, 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 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 Cookies, 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: BR 6-5948

AAAA—ABC—ABP—ANPA—AFA

Owner...........................................Bert S. Gittins
Prod. Dir........................................Stewart Carlson
Media Dir.....................................Esther Block
Copy Dir........................................Harold Nelson
Ind. Copy Dir................................Franklin J. Breetzley
Office Mgr......................................Erwin R. Holtz
Radio & TV Executive......................Gerald L. Seaman
Radio & TV Executive......................Verne Laustsen

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

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

AAAA—ANPA—PPA

President...............................G. F. Glasser
Vice-President.........................P. E. Gailey
Secretary-Treasurer...............Howard W. Gambrill
Art Director.............................J. Gelchel Seaker

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

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

ABP—ANPA

President.................................Francis K. Glew


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

ABP—ANPA—AFA

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, III.
Phone: SUperior 7-6746

AAAA—ANPA—ABP

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Exec. Vice-President........Harlow P. Roberts
Treas. & Copy Chief........Garrick P. Taylor
Secy. & Media Dir........Florence A. Neighbors
Vice President....................Henry Nathan
Vice President....................Joseph J. Klein


GOTHAM ADVERTISING CO.
2 W. 46th St., New York 36, N. Y.
Phone: LUXemburg 2-2880
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President: Duncan D. Sutphen, Jr.
Exec. V.P. & Treasurer: Arthur A. Kron
Vice President: Robert F. Kendall
Vice President: Arthur F. Connolly
Secretary: Chester A. Priest
Dir., Radio & Television: Arthur A. Kron
Spot Time Buyer: Kathleen K. Barton

Branch Offices
Gotham de Mexico, S. A.
Bolivar 8, Despacho 607, Mexico D.F., Mexico

Director: Edwin J. Ryan
Coudrey-Gotham Prop. Ltd.
5-7 Barrack St., Sydney, Australia

Director: C. J. Coudrey

Radio Accounts: Lutheran Laymen’s League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; L. A. V. (Venezuelan Airlines), New York, N. Y.

TV Accounts: Lutheran Laymen’s League (Lutheran Church-Missouri Synod), St. Louis, Mo.

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

Partner: Jerome B. Gray
Partner: Edmund H. Rogers
Partner: Robert W. Graham
Partner: Sherman G. Landers


Radio-TV Dept. Head: Walter M. Erickson


GREEN-BRODIE
420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-9533

ANPA—PPA

Partners: Julian P. Brodie, Alan Green
Space & Time Buyer: Betty Gershon
Art Director: Cecil Baumgarten
Production Director: Melford Brodie
Copy Chief: Mark Isaacs


TV Accounts: Kradsle Foods, Inc. (Canned Foods), New York, N. Y.

MONROE GREENTHAL CO., INC.
445 Park Avenue, New York 22, N. Y.
Phone: PLaza 9-8640
ANPA—APA—PPA

Pres., Treasurer: Monroe W. Greenthal
Vice-President: Albert L. Reinitz
Vice-President: Clark Ramsay
Production Mgr.: Gene Gofsky
Radio & TV Dir.: Samuel G. Gallu
Media Dir., Space Buyer: Herb Hauser

Branch Office
Universal Studios, Universal City, Calif.
Phone: Stanley 5953

Manager: Clark Ramsay

GREY ADVERTISING AGENCY, INC.
166 W. 32nd St., New York 1, N. Y.
Phone: CHickering 4-3900

AAAA—ABP—ANPA—APA—NOAB—PPA

President: Lawrence Valenstein
Executive Vice-President: Arthur C. Fatt
Media & Research Dir.: Herbert A. Vitriol
V.P. & Radio-TV Dir.: Wm. A. Chalmers

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.; Pharmacol Laboratories, Inc. (Shampoo); Phillips-Jones, Inc. (Van Heusen Shirts & Men’s Wear), New York, N. Y.


THE GRISWOLD-ESHELMAN CO.
Terminal Tower, Cleveland 13, O.
Phone: TOWER 1-3232

AAAA—ANPA—PPA—APA—ABP

NOAB—ABC—SNPA

President: Kenneth W. Akers
Vice President: Charles Farran
Vice President: S. A. Lewis
Vice President: E. R. Preble
Secretary-Treasurer: John F. Davis

Media Dir.: William A. Weaver
Dir. of Radio & TV: John R. Schmunk

Branch Office
307 West Broadway, Louisville 2, Ky.
Phone: Amherst 2474

Radio Accounts: 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 Mats 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.

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.
Phone: 7-7179
ABP—NAAN
Pres., Treas., Pub. Dir. —— Julian Gross
Vice-President —— Beulah Gross
Art Director —— Declan Powers
Sec. Media Dir., Radio Time
Buyer —— Libby Dunn
Radio Accounts: (21 Local and Regional.)

ART GRUBER ASSOCIATES, ADVERTISING
3316 S. Girard Ave., Minneapolis 19, Minn.
Phone: REGent 1307; 0733
APA—PPA
Pres., Treas. —— Arthur R. Gruber
Secretary —— E. M. Gruber
Art Director —— Donald Layman
Radio Accounts: 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.


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
207 State St., Schenectady 5, N. Y.
Phone: 2-0492
Partners: John L. Halpin, Marion G. Halpin
Copy Chief —— A. E. Fowler


HANLY, HICKS & MONTGOMERY, INC.
500 Fifth Ave., New York 18, N. Y.
Phone: LONGacre 5-5053
AAAA—ABP—ANPA—PPA—APA
NOAB—ABC
Chairman of Board —— C. P. Hanly
President —— H. M. Montgomery
Sec-Treas. & Media Dir. —— H. E. Lehman
Branch Office
Wallace-Ferry-Hanly Co.
490 W. Madison St., Chicago, Ill.
Phone: FRanklin 2-6440
President —— L. T. Wallace

HART-CONWAY CO., INC.
Geneese Val. Tr. Bldg., Rochester 14, N. Y.
Phone: LOCust 3520
ANPA—PPA—ABP—ABP
President & Treasurer —— H. Lyman Hart
Exec. Vice-President —— Harold E. Kennedy
Vice-President —— Joseph Brown
Secretary —— John P. Street
Account Executives —— E. Ward Phillips, John M. Nixon
ADVERTISING AGENCIES

Chester, N. Y.; Sears, Roebuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Builtick, Inc. (Buick Distributor), Rochester, N. Y.


GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1, Ill.
Phone: SState 2-0055

ABP—ANPA—APA—NOAB—PPA
President............ George H. Hartman
Vice-President......... Rowland Laughlin
Secretary-Treasurer.... Frank R. Hartman
V.P., Radio-TV Dir...... Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starek Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dark.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

TV Accounts: Nelson Bros. (Furniture).

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
V.P......................... H. W. E. Pepler
V.P......................... D. J. Leonard
Radio-TV Director......... R. D. Amos

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-C's), 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 (Nucoa Margarine), Hamilton, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeeters 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: FRanklin 2-9180

AAAA—ABP—ANPA—APA—NOAB—PPA
Chairman of Bd. of Dir...... W. D. McDonald
President........................ W. B. Henri
Exec. Vice Pres.............. E. F. Hascall
Treasurer..................... R. H. Eaton
Radio-TV Director.......... Charles Pumpani


TV Accounts: Thor Corporation, Chicago, Ill.; Fred W. Amend Co. (“Chuckles” and Chuckles Spice Drops), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc. (Railroad Transportation), Chicago, Ill.; Cooper’s Inc. (“Jockey” Underwear and Cooper’s Sportswear and Socks), Kenosha, Wis.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand Branch, Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room and Bedroom Furniture, Theatre Chairs), Naperville, Ill.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon
Television & Radio Corp. (Mfrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.

AL HERR ADVERTISING AGENCY
225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-8040
AAA—ABP—ANPA
Pres., Acct. Exec. .............. Al Herr
Radio Time Buyer ............... John Rock
Radio and TV Dir. ............... Pat Kocien
Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Keller's, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

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.

HEWITT, OGLIVY, BENSON & MATHER, INC.
575 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-6100
ANPA—APA
Chairman of Bd. .......... Anderson F. Hewitt
President ................. David Ogilvy
Vice-Presidents .......... Olin A. Saunders, Lucille Goold, Garrett A. Lydecker, Robert C. Barker, Rollin C. Smith, David Margett
Treasurer .............. Shelby H. Page
Dir. of Radio-TV ...... Clinton F. Wheeler
Radio-TV Creative Head .. Dean Coords
Radio-TV Time Buyers ... Walter J. Bowe, Martin Kane
TV Art Director .......... William Binzen
Radio Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.; Lever Brothers Co. (Good Luck Margarine), New York, N. Y.

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

HICKS & GREST, INC.
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9135
ABP—ANPA—APA—PPA—NOAB
President & Secretary ......... H. L. Hicks
V.P. & Treasurer .......... E. H. Grest
Space Buyer ................. Mrs. E. M. Sheldon
Radio & TV Director ........... Peter A. Krug
Art Dept. Mgr. ............... Howard Stall
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. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.
745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900
ABC—ANPA—APA—PPA
President ....................... Sidney Garfield
Exec. Vice-Prese ............... Lewis Nemerson
Vice-President ................ Judah Katz
Gen. Mgr. ....................... Julian Braun
Radio & TV Director ......... Robert F. Lewine
Business Mgr. ............... William Sheppard
Production Svpr. ............ Eli Guterman
Executive Sec. .............. Thelma Silverman

Branch Offices
Park Square Bldg., Boston, Mass.
Phone: Liberty 2-0485
Executive-in-Charge .......... Gabriel Stern

Radio Accounts: Adam Hat Stores (Men’s Hats & Furnishings), New York, N. Y.; Miles Shoes (Men’s, Women’s & Children’s Shoes), New York, N. Y.; Mexsana Skin Cream (Plough Drug) (Medicated Skin Cream), Memphis, Tenn.; Prentis Clothes (Men’s & Boys’ Clothing), New York, N. Y.

TV Accounts: Adam Hat Stores (Men’s Hats & Furnishings), New York, N. Y.; BVD (Men’s Furnishings), New York, N. Y.; Cameo Hosiery (Burlington Mills) (Ladies’ Hosiery), New York, N. Y.; Galey & Lord (Burlington Mills) (Fabrics), New York, N. Y.; Jacques Kreisler Mfg. Corp. (Watchbands), North Bergen, N. J.; Miles Shoes (Men’s, Women’s & Children’s Shoes), New York, N. Y.; Prentis Clothes (Men’s & Boys’ Clothes), New York, N. Y.; U. S. Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.
136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—PPA—AAAA
President ....................... J. Paul Hoag
Vice-President ............... Paul H. Provandie
Vice-President ............... Langley C. Keyes
Production Mgr. .............. Bertha L. Aldrich

W. F. HOLLAND
Holland Bldg., Cincinnati 19, Ohio
Phone: CApitol 1252-34
Owner ....................... William F. Holland
Radio-TV Director .......... Earl Holland
ADVERTISING AGENCIES

ROBERT HOLLEY & CO., INC.
511 Fifth Avenue, New York 17, N. Y.
Phone: Murray Hill 2-8408
ABP—APA
Pres., Treas. ............................ Robert Holley
V.P. & Acct. Exec. .................. Charles J. Cutajar
Media Director ......................... N. C. Albin
Art Director ......................... E. L. Mazon

HOUCK & COMPANY, INC.—
ADVERTISING
625 First St., S.W., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA
President ................ C. B. Houck
V.P., Radio-TV Dir. ............ William B. Houck
Secretary ......................... Kathryn H. Ferguson
Art Director ......................... Edwin R. Deady
Copy Chief ......................... Otto Whittaker, Jr.
Production Manager ............ Paul H. Long
Asst. Production Mgr ......... W. Leon Mitchell

Branch Office
Houck & Co. of Florida, Inc.
(Separate Corporation)
Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391
President .................. Karl Bishopric
Time Buyer .................. Nona Sonstey
Radio-TV Director ............ Robert Venn
Art Director .................... Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc.
(Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Croweey Sausage Company (Meat Products), Kellessville, 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 (Sanitorium), 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 & 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.
511 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-8408
ABP—APA
Pres. & Treas. ......................... Robert Holley
Vice-Prea. ......................... Charles J. Cutajar
Secy. & Media Dir. ............... Leo Litwin

HONIG-COOPER COMPANY
333 Montgomery, San Francisco 4, Calif.
Phone: Exbrook 2-7004
AAAA—ABC—ABP—ANPA
President & Treasurer .......... S. R. Hutton
Exec. Vice President ............ Louis Honig
Vice President ................ Heber Smith
Vice President ................ Warren E. Kraft
Secretary ......................... Fred Glauer
Media Dir. & Time Buyer ...... John W. Davis
Asst. Time Buyer ............... Gail Myers

Branch Office
455 Skinner Bldg., Seattle 1, Wash.
Phone: Main 6435
Vice President ................ Warren E. Kraft

Radio Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Hotel Mark Hopkins (Hotel), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; Duart Manufacturing Co., Ltd. (Kolor-treet Shampoo), San Francisco, Calif.; National Lead Co. (Dutch Boy Paints), San Francisco, Calif.

TV Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; National Lead Company (Dutch Boy Paints), San Francisco, Calif.; Haas Bros. (Trupak Foods), San Francisco, Calif.; A. Giurlani & Bro. (Star Olive Oil), San Francisco, Calif.

HORTON-NOYES COMPANY
1800 Industrial Trust Bldg.,
Providence 3, R. I.
Phone: Dexter 1-3316
AAAA—ABC—ABP—ANPA
Partner ................ Frederick C. Noyes
Partner ................ C. Darrell Prutzman
Partner ................ Carroll H. Rickard
Media Buyer ................ Eben S. Church
Asst. Media Buyer ...... Peter W. Swanson, Jr.
Radio-TV Prod. ................ Mildred C. Tilley

Radio Accounts: Brownell & Field Co. (Autocrat Coffee), 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.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.
TV Accounts: Brownell & Field Co. (Auto- 
coin Coffee), Providence, R. I.; General Ice 
Cream Corp. (R. I.) (Ice Cream), Providence, 
R. H.: Industrial Trust Company (Banking), 
Providence, R. I.; The Stanley 
Works (Hand & Electric Tools), New Brit-
in, Conn.; Westfield Mfg. Co. (Bicycles), 
Westfield, Mass.

LELAND K. HOWE ASSOCIATES, 
INC. 
150 East 35th St., New York 16, N. Y. 
Phone: ORegon 9-4998 
Pres., Radio-TV Dir.: Joseph R. Horenstein 
Research Dir.: Nina Katz 
Radio Accounts: Babylon Chamber of 
Commerce, Babylon, N. Y.; National Elec-
trical Appliance Co. of New York.

CHARLES W. HOYT Co., INC. 
551 Fifth Ave., New York 17, N. Y. 
Phone: Murray Hill 2-2000 
Radio-TV Director: Wm. Philip Smith 
Branch Office 
15 Lewis St., Hartford 3, Conn. 
Vice-Pres. & Mgr., Hartford Office 
Frank A. Whipple

Radio Accounts: Blueberry Cooperative 
Assn. (Tru-Blu-Berries), New Lisbon, N. J.; 
Charles Gulden, Inc. (Gulden's Mustard), 
New York, N. Y.; Mail Pouch Tobacco Co. 
(Kentucky Club Tobacco), Wheeling, 
W. Va.; Monticello Drug Co. (666 Cold 
Tablets), Jacksonville, Fla.; F. Ad. Richter 
& Co., Inc. (Pain Expeller), Brooklyn, 
N. Y.; Stanley Home Products (Household 
Products), Westfield, Mass.; Knox Gelatine. 

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), Plain-
ville, Conn.; Chas. B. Knox Gelatine Co. 
(Knox Gelatine), Johnstown, N. Y.; Monti-
cello Drug Co. (666 Cold Preparations), 
Jacksonville, Fla.; F. Ad. Richter (Pain 
Expeller), Brooklyn, N. Y.

H. B. HUMPHREY, ALLEY & 
RICHARDS 
Phone: Liberty 6100 
370 Lexington Ave., New York, N. Y. 
Phone: LExington 2-3020 
Ch. of Board: H. L. Wittmore 
Vice-Pres. & Secy.: H. M. Billerbeck

HUTCHINS ADVERTISING CO., INC. 
42 East Ave., Rochester 4, N. Y. 
Phone: Hamilton 1160 
APA—ANPA—PPA—ABP—NOAB 
Director: Frank A. Hutchins 
Director: F. Irving Hutchins 
President: Frank M. Hutchins 
Vice-Presidents: John P. McCarthy, 
William F. Lacey, Homer C. Scheek, Ray-
mond P. Weis, Charles S. Wilkinson 

Branch Offices 
3701 N. Broad St., Philadelphia 40, Pa. 
Vice-Presidents: John R. Maxwell, 
Max Enelow 
16-18 W. 46th St., New York, N. Y. 
Vice-Presidents: H. Pierson Maps, 
James K. Martindale 
1244 Dufferin, St. Toronto Ont., Canada 
Manager: H. C. Caverhill

Radio Accounts: Philco Corp., Schulers 
Potato Chip Co., Lincoln Rochester Trust 
Co., McCurdy & Co., Scramton's; Beaucaire, 
Inc., Boller-Clark, Inc., Star Palace Laundry, 
E. E. Bausch & Son Co., H. B. Graves, Hub 
Oil Co. 

TV Accounts: Philco Corp., Schulers Po-
tato Chip Co., Beaucaire, Inc., Lincoln 
Rochester Trust Co., Wearbest Clothing 
Market.

ROCKLIN IRVING & ASSOCIATES 
32 W. Randolph St., Chicago 1, Ill. 
Phone: RANDolph 6-2324 
President: Irving Rocklin 
Continuity Director: M. Loring 
Account Executives: Sidney Bernberg, 
Lou Burrows 
Radio Director: Trina Shueat 
TV Director: Irving Rocklin 
Production: Betty Zidell 

Radio Accounts: Walton Motors (Chrysler-
Plymouth dealer); Union Life Insurance Co. 
(Insurance); Linoleum City (Floor cover-
ings); Chicago Furniture Mart (Furniture); 
Bailey's, Inc. (Clothing); Famous Appliance 
(Appliances); Balaban Floor Covering 
(Floor coverings); Lake TV Sales (Tele-
vision sets); Studebaker on Devon. 

TV Accounts: Balaban Floor Covering 
(Floor covering); Walton Motors (Chrysler-
Plymouth dealer); Bailey's, Inc. (Cloth-
ers); United Slip Cover (Slip covers & 
drapery); Cole-Finder, Inc. (Mercury 
dealer); Linoleum City (Floor coverings); 
Modern Merchandisers (Cleaners); Roxy 
Rug & Linoleum Co. (Floor coverings); 
Picturesque Foods (Foods).

JACKSON & COMPANY 
62 Worth St., New York 13, N. Y. 
Phone: WOrth 4-7005 
ABC—ABP—ANPA 
Managing Partner: Paul E. Jackson 
General Manager: John Yeargain 
Production Manager: Gerald Duggan 
Radio & TV Director: Joan A. Coyne 

Radio Accounts: Pequot Mills (Sheets & 
Pillowcases), Salem, Mass.; J. W. Valentine 
Co., Inc. (Institutional), New York, N. Y.; 
Heyward Hosiey, Ipswich, Mass.
JESSOP ADVERTISING CO., INC.
1st National Tower Bldg., Akron 8, Ohio
Phone: FFranklin 2169
President & Treas. .................. M. K. 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
ABC—AP—ANPA—AFA
Chairman of Bd. & Pres. ................. Duane Jones
Vice-Pres. & Treas. .................. Lawrence J. Leaman
Act. Exec. & Asst. Secy. ................. John Quick
Art Director .................. Thomas McManus
Production Mgr. .................. Gerald DaCosta
Radio Accounts: National Re-Clean Corp.
(Home Cleaner), Brooklyn, N. Y.; Vitamin Corp. of America
(Rybutol, Jevanal, Vyons), 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., 6-0’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
AAA—ABC—AB—ANPA—AFA
Pres. & Treas. .................. C. M. Robertson, Jr.
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

KAL, EHRlich & MERRICK, INC.
314 Evening Star Bldg., Washington 4, D. C.
Phone: EExecutive 3-3700

ANPA
President .......... Norman C. Kal
1st Vice-President ................. Harry L. Merrick
Secretary ................. Bernard R. Linkins
V. P. in Chg. of Radio-TV ............. Alvin O. Ehrlich
Radio-TV Dir. ................. David P. Thomas
Time Buyer .................. Nella Manes
Account Executives ................. Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwistle, Philip Berne, Wm. Roberts.

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEentral 6-5331
ABC—NOAB—ANPA—APA—APA
President .................. A. G. Kastor
V.P. & Gen. Mgr. .................. Marvin Harms
Vice-President .................. Herman Kastor
V.P. & Copy Chief .................. Ashley Belbin
Radio-TV Director ................. James H. West
Radio Accounts: Procter & Gamble Co.
(American Family Flake), International
Milling Co. (Robin Hood Flour), Union
Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
274 Madison Ave., New York 16, N. Y.
Phone: ORegon 9-4440
ABP—ANPA—APA—NOAB—APA
President .................. H. Kastor Kahn
Exec. Vice-Pres. .................. W. S. Chesley, Jr.
V. P. & Copy Director ................. C. E. J. Clifford
V. P. & Medja Director ................. J. B. Peters
Radio & TV Dir. .................. Harry Walsh
Radio Accounts: Hickok Mfg. Co., Rochester,
N. Y.; Schnefel Bros., Newark, N. J.;
Pierce’s Proprietors, New York.
TV Account: Hickok Mfg. Co., Rochester,
N. Y.

THE JOSEPH KATZ COMPANY
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223
AAA—ANPA—AP—AB—APA—NOAB
President .................. Joseph Katz
V. P. & Mgr. .................. Nat C. Wildman

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

Vice Pres. .................. Robert G. Swan
Vice Pres. .................. J. T. McHugh
Radio Accounts: American Oil Co., Globe
Brewing Co., Madera Bonded Wine & Liquor
Co., Maryland Pharmaceutical Co., Pompeia
Co., Inc., Cellowax Company (Cellowax &
Bluko), Baltimore, Md.; Block Drug Company
(Mercury Dry Shampoo, Alkaid),
Jersey City, N. J.
TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.,
Baltimore Contractors, Inc., Baltimore, Md.;
Madera Bonded Wine & Liquor Co., Balti-
more, Md.; Maryland Drydock Company,
HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

Senior Partner.................. Henry J. Kaufman
Wm. F. Sigmund

Account Executives.............. J. A. Abel,
A. H. Edelson, A. A. Sarra, K. White

Production Manager............ Betty Darling Gwyer
Art Director.................... E. T. Hoover
Radio-TV Creative Dir........ Robert S. Maurer

Radio Accounts: Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's. Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (furs); Simon Distributing Corp. (elect. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

TV Accounts: C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: PL 1476
ABPA—ABP—ANPA—ABC

Pres. & Treas................. Hal R. Keeling
Exec. V.P. & Secy............. Wm. M. Huthison
Vice-Presidets................ Ralph B. Roberts,
Lowell H. Stormont, Lawrence T. Sogard,
Victor G. Varno

Radio-TV Dept.

Time Buyer.................... M. C. Dill


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

KEELER & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

President...................... P. R. Hume
Exec. V.P.-Treas............. J. T. Nolan, Jr.
Secretary...................... H. J. Darby
Radio-TV Director............ A. A. Radkey

THE KEILSON CO.

117 W. 16th St., New York 36, N. Y.
Phone: JUdson 2-1797

Partners............. M. Keilson, J. Keilson, I. Keilson
Art Director............. Janet Sternberg
Program Director......... Phyllis Pion

Branch Office

120 N.E. 6th Street, Miami 18, Fla.
Phone: 2-1141

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

Radio and TV Accounts: Julius Grossman
Shoes, Inc. (Shoes), New York, N. Y.;
Kirsch's Beverages (Soft Drinks), Brooklyn,
N. Y.; I. Rokeach & Sons, Inc. (Foods and
Cleansers), Farmingdale, N. J.; Horowitz-
Margareten (Baked Goods), Long Island
City, N. Y.; Breakstone Bros. (Cheese
Products), Miami, Fla.

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APA—SNPA—ANPA

President...................... Virgil A. Kelly
Vice-Pres. & Space Buyer........ W. W. Zahrdnt
Secretary...................... E. M. Kelly
Aud. Execs............... Robert Kelly, Ray Kelly,
Wm. Thomson

Radio Accounts: Visit St. Louis Committee,
St. Louis; Joseph A. Mazrek Moving &
Storage, St. Louis; Board of Education, St.
Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm............... Dwight Mills
President...................... William B. Lewis
Sr. Vice-President............... Edwin Cox
Vice-Presidets................... David C. Stewart
Sec.-Treas. & Gen. Mgr........ Glenn Wiggins

Departments

Art Director..................... Gerald Link
V.P., Copy Dir................ Thomas K. Carpenter
V.P., Copy Sprvsrs........ Garth Montgomery,
Leslie Munro, Howard M. Wilson

rated Milk), Union Federal Sav. & Loan
Assn., Indianapolis, Ind.

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APA—SNPA—ANPA

President...................... Virgil A. Kelly
Vice-Pres. & Space Buyer........ W. W. Zahrdnt
Secretary...................... E. M. Kelly
Aud. Execs............... Robert Kelly, Ray Kelly,
Wm. Thomson

Radio Accounts: Visit St. Louis Committee,
St. Louis; Joseph A. Mazrek Moving &
Storage, St. Louis; Board of Education, St.
Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm............... Dwight Mills
President...................... William B. Lewis
Sr. Vice-President............... Edwin Cox
Vice-Presidets................... David C. Stewart
Sec.-Treas. & Gen. Mgr........ Glenn Wiggins

Departments

Art Director..................... Gerald Link
V.P., Copy Dir................ Thomas K. Carpenter
V.P., Copy Sprvsrs........ Garth Montgomery,
Leslie Munro, Howard M. Wilson

rated Milk), Union Federal Sav. & Loan
Assn., Indianapolis, Ind.

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APA—SNPA—ANPA

President...................... Virgil A. Kelly
Vice-Pres. & Space Buyer........ W. W. Zahrdnt
Secretary...................... E. M. Kelly
Aud. Execs............... Robert Kelly, Ray Kelly,
Wm. Thomson

Radio Accounts: Visit St. Louis Committee,
St. Louis; Joseph A. Mazrek Moving &
Storage, St. Louis; Board of Education, St.
Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm............... Dwight Mills
President...................... William B. Lewis
Sr. Vice-President............... Edwin Cox
Vice-Presidets................... David C. Stewart
Sec.-Treas. & Gen. Mgr........ Glenn Wiggins

Departments

Art Director..................... Gerald Link
V.P., Copy Dir................ Thomas K. Carpenter
V.P., Copy Sprvsrs........ Garth Montgomery,
Leslie Munro, Howard M. Wilson

rated Milk), Union Federal Sav. & Loan
Assn., Indianapolis, Ind.

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2343 Hampton Ave., St. Louis 10, Mo.
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PPA—APA—SNPA—ANPA

President...................... Virgil A. Kelly
Vice-Pres. & Space Buyer........ W. W. Zahrdnt
Secretary...................... E. M. Kelly
Aud. Execs............... Robert Kelly, Ray Kelly,
Wm. Thomson

Radio Accounts: Visit St. Louis Committee,
St. Louis; Joseph A. Mazrek Moving &
Storage, St. Louis; Board of Education, St.
Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm............... Dwight Mills
President...................... William B. Lewis
Sr. Vice-President............... Edwin Cox
Vice-Presidets................... David C. Stewart
Sec.-Treas. & Gen. Mgr........ Glenn Wiggins

Departments

Art Director..................... Gerald Link
V.P., Copy Dir................ Thomas K. Carpenter
V.P., Copy Sprvsrs........ Garth Montgomery,
Leslie Munro, Howard M. Wilson

rated Milk), Union Federal Sav. & Loan
Assn., Indianapolis, Ind.
V.P., Media Dir..........Joseph P. Braun
V.P., Prom. Dir...........Hal Davis
V.P., Dir. of Radio-TV...Wickliffe W. Crider
V.P., Dir. of Research...C. Maxwell Ule
Talent Buyer.............Sylvan Taplinger
Publicity Director ..........Herb Landon
Time Buyer Director ......Philip C. Kenney
Time Buyers...........Mary Dwyer, Lucy Kerwin, Thomas Viscardi

Branch Offices
345 Griswold St., Detroit
Vice Pres................Don C. Miller
Equitable Bldg., Hollywood, Cal.
Vice Pres................Robert D. Wolfe
620 Market St., San Francisco
Vice Pres................Sydney G. Walton
304 Bay St., Toronto, Ont.
Vice Pres................William J. Frost


TV Accounts: Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.
411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President ..................George Ketchum
Exec. V.P. ..................Robert E. Grove
Radio & TV Dir.............Lansing B. Lindquist
Asst. Radio & TV Dir..Edgar J. Donaldson
Asst. Radio & TV Dir.....John D. Held
Radio & TV Timebuyer ......James B. Tafel

Branch Offices
Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.
Field Rep......................David Fernow
State Street Bldg., Harrisburg, Pa.
Field Rep......................George K. Keet
1627 K Street, N.W., Washington, D. C.
Field Rep......................W. J. McIlhenny
1601 Central Nat'l Bank Bldg., Richmond 19, Va.
Field Rep......................Robert Milford

Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; Dairymen's Cooperative Sales Association, Pittsburgh; Hamburg Brothers; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck-McJunkin Dairy Co.; Thoroare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.


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

President .................H. M. Kiesewetter
Vice-President ............R. Wetterau
Radio-TV Exec............Horace Hagedorn
Radio-TV Exec.............Samm S. Baker
Radio-TV Time Buyer ......E. Thompson
Radio-TV Copy.............Arthur Davidson
Pub. Relations............Gloria Brown
Radio-TV Art Dir..........Frederick Russell

Radio Accounts: Bathsweet Corp. (Bathsweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), Norwich Pharmacal Co. (NP-27 for Athlete's Foot), Norwich, N. Y.; Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products).

TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Liniment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries).

ABBOTT KIMBALL CO., INC.
250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABC—ABP—APA—ANPA
NOAB—PPA—AFA

Chairman ..................Abbott Kimball
President ..................W. C. Matthews
Comptroller ................Monica Riley
Dir. of Radio-TV ...........Arthur M. Ehrlich
LEW KING ADVERTISING
1315 N. Central, Phoenix, Arizona
Phone: 45548
ABP—ANPA—AFA
Owner: Lew King
Sec-Treas: Elinor Klein
Media Dir: David Jones
Radio & TV Dir: Jack Beveridge
Talent Buyer: William Collins

KIRCHER, HELTON & COLLETT, INC.
19th Floor, Hulman Bldg., Dayton 2, O.
Phone: Fultan 5161
AAA—APB—ANPA
President: Rolf C. Kircher
Vice-President, James M. Hadley
Vice-President, R. M. Collett, Watson B. Metcalfe
Treasurer & Gen. Mgr: Carter B. Helton
Art Director: Floyd Johnson
Production Manager: Hap Moon
Secretary: R. L. Mills
Radio & TV Dir: C. B. Helton

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

KOEL, LANDIS & LANDAN, INC.
588 5th Ave., New York 19, N. Y.
Phone: JUdson 2-1370
ABP—ANPA—APB—NOAB—PPA
Pres. & Treas: Albert E. Koehl
Vice-Pres. & Sec: A. A. Landis
Space Buyer: A. Lasisy

KUDNER AGENCY, INC.
575 Madison Ave., New York, N. Y.
Phone: MU 8-6700
President: J. H. S. Ellis
Vice-President: Sam D. Fuson, Myron P. Kirk, Schuyler Kudner, E. J. Owens, Norman Nash, Shafto Dene, C. M. Rohrbaugh, J. J. Cochran
Exec. Dir. TV & Radio: Myron P. Kirk
Asst. Dir. TV & Radio: Frank Harting
Business Manager: Al Reibling
Time Buyer: John Marsich
 Casting: Mickey Alpert
Directors: John C. Wilson, A. A. Coughlin, Frank Burns, Hugh Brown, J. P. Ellis, Hank Ladd, Mann Holiner

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 Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.
Executive in Charge .......... J. H. Hornell
Radio Accounts: General Motors Corp.,
Detroit, Mich.; Sonotone Corp., N. Y. C.;
The Goodyear Tire & Rubber Co., Inc.,
Akron, Ohio; United States Tobacco Co.,
N. Y. C.; The Texas Co., N. Y. C.

TV Accounts: The Texas Co.; United
States Tobacco Co.; General Motors Corp.;
Buick, Flint, Mich.; Schick, Inc., Stamford,
Conn.; The Goodyear Tire & Rubber Co., Inc.

KUFF & FELDSTEIN
5 West Preston, Baltimore 1, Md.
Phone: VErnon 3654-5-6
President .................. I. Harold Kuff
Vice-President ................... Harry Feldstein
Art Director .................. Stan Mossman
Media Director ................ Patricia Coan

KUTTNER & KUTTNER, INC.
646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7910
AAAA— ANPA
TV Director .................. S. S. Korshak
TV Time Buyer .............. Stanley C. Kuttner
Acct. Execs .................. Harold E. Kuttner,
Chester D. Kuttner, Milton J. Klee
Branch Office
New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358
Radio Accounts: Douglas Lumber Co.,
Chicago; Sampson Company (Major
appliances), Chicago; Holleb & Company (whole-
sale groceries), Chicago; Capitol Dairy, Chi-
icago; Franks Dept. Store, Chicago; Shain-
berg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home
builders), Chicago; Regular Fells (dept.
stores), Chicago; Theatre At Night, Chicago;
Breakfast Party, Chicago; Labor For Stev-
enson, Chicago; Finders Mfg. Company, Chi-
icago.

LAKE—SPIRO—SHURMAN, INC.
Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ABP—ANPA—APA—PPA—SNPA
President .................. Avron Spiro
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
Radio Accounts: Plough Sales Corp., U. S.
Bedding Co., Child's Razor Blade Co., Jones-
boro, Ark.; Liberty Petroleum Co., Mt. Ver-
non, Ill.

LAMB & KEEN, INC.
1616 Walnut St., Philadelphia, Pa.
AAAA
Press. & Treas ............. James G. Lamb, Sr.
Exec. V.P. & TV Dir ........... Kennard G. Keen, Jr.
V.P. & Copy Chief .......... John O. Ellington, Jr.
V.P., Media Director ......... Roy T. Lochten
Dir. of Agency Services ...... Roy T. Lochten
V.P., Production Mgr .......... Walter Mazurek
Acct. Executives ............ James G. Lamb, Sr.,
K. G. Keen, Jr., E. D. Garth, John O.
Ellington, Jr., Roy T. Lochten, H. H.
DuBois

LAMBERT & FEASLEY, INC.
60 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8980
ANPA—APA—PPA
President .................. E. T. Williams
Executive V.P. ............ Gordon K. Seagrove
Sr. V.P. .................. Frank W. Mace
Radio Director ............... Ray H. Kremer
(Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT & BARBER, INC.
810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA
President .................. Henry L. Barber
Vice President ............ E. T. Drullard
Secretary-Treasurer ....... Vera H. Landsheft
Art Director .............. Harold F. Feltz
Acct. Executives .......... Henry L. Barber,
E. T. Drullard
Radio Accounts: Kendall Refining Com-
pany (Gasoline and Oil), Bradford, Pa.;
Liberty Bank of Buffalo (Banking), Buf-
falo, N. Y.
TV Account: Liberty Bank of Buffalo
(Banking), Buffalo, N. Y.

PHILIP J. LANE ADVERTISING
299 Madison Avenue, N. Y.
Phone: MUrray H ll 7-5418
Owner .................. Philip J. Lane
Media Dir .................. M. Doney
Television Accounts: Diane Beauty Salon,
Ansonia DeLuxe Shops Inc. (Retail Shoe
Chain).

LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland 15, O.
Phone: MA 1-6579
AAAA—ABP—ANPA—APA—NOAB—PPA
President .................. H. Jack Lang
V.P.—Treasurer .......... Fred P. Stashower
Director Radio-TV ......... Alvin B. Fisher
Radio-TV Mgr .......... Robert F. Gibbons
Prod. Mgr. Radio-TV ...... John Cremer
Asst Time Buyer .......... Garry C. McKelvey
Radio Accounts: Brewing Corp. of Amer-
ica (Carling's Black Label Beer), Cleveland;
The Burrows Brothers Co., Inc. (office sup-
plies), Cleveland; Cleveland Baseball Co.
(Cleveland Indians baseball team), Cleveland;
Cleveland Transit System, Cleveland; Gen-
eral Electric Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; High Level Motors, Inc. (Chrysler-Plymouth Dealers), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; Sears, Roebuck & Co., Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

**TV Accounts:**
- Brewing Corp. of America (Carling's Black Label Beer), Cleveland;
- General Electric Supply Co., Cleveland;
- Grand Industries, Inc. (Grand ranges), Cleveland; The Kaynee Co. (boys' wear), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Ohio Mattress Co. (Sealy mattress), Cleveland; Chas. P. Raney & Associates (Hawkinson tread), Akron; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

**LANGHAMMER AND ASSOCIATES**
225 Park Ave., Omaha 2, Neb.
Phone: Jackson 6190
ABP—APA
President.......................... Joe H. Langhammer
**Radio Accounts:** Mid-America Appliance Corp. (Distributors — Servel, Universal Ranges, Apex), Omaha, Neb.; Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.
**TV Account:** Blue Star Foods, Inc. (canned, frozen chicken), Council Bluffs, Iowa.

**LAUSEN & SALOMON**
520 No. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-0738
AP—AP—APA—PA
President.......................... A. M. Salomon
Account Executives............... Wendell Walker, M. H. Sellhorn
Production Manager............... D. L. Cuttie
**Radio Account:** Foley & Co., Imperial Credit Co.

**AL PAUL LEFTON CO., INC.**
Phone: Rttenhouse 6-1500
AP—APA—NOAB—PA
President......................... Al Paul Lefton
Vice-Pres. & Treas................... H. S. Louchheim
Vice-Presidents.................... P. Brown, A. Parker, J. Jensen, H. Genske
Space Buyer....................... E. V. Righter
TV & Radio Director............... A. R. Griffin
**Branch Offices**
- 321 Fifth Ave., New York 17, N. Y.
  Phone: Vanderbilt 6-4340
President......................... Al Paul Lefton
Vice-Pres. & Mgr................... R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-9511
Vice-Pres. & Mgr................... E. G. Foreman, Jr.


**TV Accounts:** Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Schmidt's Beer & Ale, Philadelphia, Pa.

**LENNEN & NEWELL, INC.**
17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 2-5400
AP—APA—PA—AAA—NOAB
ABC—APB
Chairman of the Bd................. Philip W. Lennen
President.......................... H. W. Newell
Exec. V. P. & Gen. Mgr............. Adolph J. Toigo
Sr. V. P........................... William C. Butcher
Sr. V. P........................... John Monsarrat
V. P. & Treas....................... John D. Spiers
V. P................................ Thomas C. Butcher
V. P................................ Hans Sauer
V. P. in Chg. of Radio &
Television......................... Nicholas E. Keelsey
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............. Anthony de Pierro
V. P. & Asst. Exec. Creative
Dir.................................. Maitland Jones
Vice Presidents.................... Thomas P. Doughen, Daniel M. Daley, Jr., Jackson Taylor, Stephen M. Kenyon
Mgr.—Radio-TV Depts.............. Frank A. Daniel
Art Dir. TV......................... Clark M. Agnew
Producers......................... Charles T. Harrell,
George G. Tompkins, Herbert K. Horton,
George J. Zachary
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 L-7221
Radio-TV Dir............... Benjamin R. Potts

AUSTIN C. LESCARBOUR & STAFF
The Adshop, Croton-on-Hudson, N. Y.
Phone: CROton 3444
Senior Partner........Austen C. Lescarboura
Junior Partner........Stanley A. Lescarboura
Production ..................Winifred Phillips
Secretary ..................Miriam Lescarboura


TED LEVY ADVERTISING AGENCY
811 Cooper Bldg., Denver 2, Colo.
Phone: Main 7133
ABP—ANPA
President, Time Buyer............Ted Levy
Radio Dept. Dir..............Barbara Aiton
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
President............A. W. Lewin
Exec. V-P. Pres. and Treasurer........Sidney Matthew Weiss
Vice Pres. & Sec'y............Max Green
Vice President............Walter T. Pollock
V. P., Art. Dir.............Donald Waterbury
Leslie M. Kay
Radio-TV Dir.............Robert Brenner
Branch Office
11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200

Vice-President ............Leonard Newsteter

TV Accounts: Borden’s Frozen Foods, New York; Costa Ice Cream Company, Woodbridge, N. J.; G. N. Coughlan Co. (dehumidifier, paint brush cleaner), West Orange, N. J.; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.; Hensler Brewing Co., Newark, N. J.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; I. Smallman & Sons, Inc. (billfolds), Paterson, N. J.

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

ABP—ANPA—APA—ABC
President ................Addison Lewis
Vice Pres. ....................Earl B. Savage, Jr.
Treasurer ....................Harvey R. Kruse
Secretary ....................Wm. A. Dobson
Radio and TV Dir............Carroll E. Crawford
Research and Media Dir........Preston K. Covey
Prod. Manager.............Bruce E. Segerstrom
Copy Director .............Judd L. Meester
Account Excs..............J. A. Quint, J. H. Cleland, Sherle Lowe

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

AAAA—ABC—ANPA—APA
SNPA—PPA
Partner, Art Dir.............James L. Battle
Partner, Acct. Exec............C. K. Lillcr
Partner, Acct. Exec............William W. Neal
Media Director .............Sarah Williams

Branch Office
40 E. 51st St., New York 22, N. Y.
Phone: EL 5-7783
Manager ....................Robert B. Kane
301 Palmer Bldg., Columbia, S. C.
Manager ....................Caldwell Withers
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Brock Candy Company (candy bars), Chattanooga; Coastal Chemical Company (Co-Co and Clo-White), Savannah; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

TV Accounts: W. D. Alexander (appliances), Atlanta; Brock Candy Company
(candy bars), Chattanooga; H. W. Lay & Company (potato chips), Atlanta; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Rock City Gardens, Lookout Mountain; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 29, N. Y.
Phone: Circle 5-3800
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. Kalef

DUDLEY L. LOGAN ADV.
304 S. B’way, Los Angeles 13, Calif.
Phone: Dunkirk 2-8471
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.
128 Randolph St., Chicago 1, Ill.
Phone: RA-Dolph 6-4606
ABP—ANPA—NOAB

Chairman of Board.............L. W. Haas
President........................E. E. Hanson
Vice-Pres. & Advig. Dir........Wm. Goodman
Vice-Pres. & Dir. of Sales.....J. A. Smith
Treasurer......................A. T. Downie
Secretary......................H. G. Mergener
Dir. of Radio & TV............Edward C. Fritz, Jr.
Asst. Dir. of Radio-TV.........J. Minet


EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888
AAAA—ABP—ANPA—APA

President-Treasurer........Earle Ludgin
Exec. Vice-Pres........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
41, L. Fieldhouse
Radio-TV & Media Dir........W. B. Pritchard
Art Director..................C. L. Steyer

Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 2-1048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planters’ Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Jack’s Tasty
Snack Corp. (Cheese Twists), Oneida, N. Y.

W. D. LYON COMPANY
303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451
AAA
President..........................W. D. Lyon
Vice President.....................R. B. Creswell
Radio-TV Director..................R. H. Schubert
Radio Accounts: A. Y. McDonald Mfg. Co. (water systems), Dubuque, Iowa; Baron Motor Supply, Cedar Rapids; Builders-Material, Inc., Cedar Rapids; Century Engineering Corp. (heating equipment), Cedar Rapids; Collins Radio Company (commercial radio equip.), Cedar Rapids; Crescent Electric Supply (appliance distributor), Dubuque; Iowa Dairy Industry Comm., Des Moines, Iowa; IOA Foods Cedar Rapids; Tendersweet Sales Corp. (canned vegetables), Vinton, Iowa; Kent Feeds (livestock & poultry feeds), Muscatine, Iowa; Potosi Brewing Company, Potosi, Wisc.; Vigor Vitamins Company, Cedar Rapids.
TV Accounts: Crescent Electric Supply (appliance distributor), Dubuque, Iowa; Maplecrest Turkey Farms (frozen turkeys & chickens), Wellman, Iowa; Whink Products (rust-stain remover), Eldora, Iowa.

MAE ADVERTISING AGENCY, INC.
507 Lehmann Bldg., Peoria, 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 69360
ANPA—ABP—ABC
President............................A. E. Aveyard
Exec. V.P. ............................Allen B. Dicus
V.P., Copy Chief ........................R. E. Blackburn
Time Buyer ..........................Joan Merrick
Research Director ..................Betsy Tyroler
Media Director ........................A. S. Trude, Jr.
Space Buyer ..........................Patricia Kral
Radio-TV Dir. ........................Wm. Rega
Radio-TV Accounts: Hallicrafters Co., 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. MacMalon
Director ..............................W. G. Abel
Radio & TV Dir. ....................H. Horler
Branch Offices
410 Dominion Square Bldg., Montreal, P. Q.
Manager ............................F. P. Gill
Radio .................................Mary Moran
911 Electric Rlwy. Chambers, Winnipeg, Manitoba
Manager ............................E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager ..............................W. D. M. Patterson

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 2, Mich.
Phone: TReinity 2-8300
ANPA—AAAA—ABC
Chairman ............................W. A. P. John
Pres. & Treas. .......................James R. Adams
Exec. Vice-Pres. ....................Harvey G. Luce
V.P., Media & Research Dir.
Elmer W. Forehlich
Acc't Exec. ..........................Paul Foley
Radio Time Buyer ..................Georgina LeFevre
Branch Office
444 Madison Ave., New York, N. Y.
Manager .............................E. A. Jones
MALCOM-HOWARD
203 N. Wabash, Chicago 1, Ill.
Phone: Andover 0022
ABP—ANPA—AFA
TV Writers—Producers...........George Janda,
William Bent, Normie Freeman, Michael
Brown, Stanford Kaatz
Executive Producers............Arthur Holland,
Hal Barkum, Max Holland
Radio Accounts: Hollands (jewelry),
Chicago; Roller Derby, N. Y. C.; Roman-Raichert
Co. (Phoenix sewing machines), Chicago;
Ice Follies, Chicago; Ice Capades,
Chicago; International Sports Show, Chicago;
Fohrmann Motors, Chicago; Joy Candies,
Chicago.
TV Accounts: Ambrosia Brewing, Chicago;
Harry Alter Co. (Crosley appl.), Chicago;
Courtsey Motors, Chicago; Hudson
Dealers Assn. (autos), Chicago; Mages
Sports Stores, Chicago; Leo Rose Co. (clothing),
Chicago; Rubin’s (apparel), Chicago;
Holland, Inc. (jewelry), Chicago; Marmel
Products (housewares), Chicago; Roman
Raichert Co. (Phoenix sewing machines),
Chicago; Associated Hospital Ins. Co., Chicago;
Roller Derby, Chicago; Sun-Times
(newspaper), Chicago; Stiffel Lamp Co.,
Chicago.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16, Mass.
Phone: Copley 7-5980
ABP—ANPA—APA—PPA—AAAN
Production Manager...........Julian Malkiel
Secretary.........................Martha Brest
Radio Accounts: Royal Crown of New
England (Soft Drinks), Canadian Ace Ale
(Beer & Ale), Ace Vacuum Stores (Vacuum
Cleaners), Boston, Mass.

MANHATTAN ADVERTISING
225 West 57th St., New York 19, N. Y.
Phone: Plaza 7-3340
ABP—APA
Owner.........................Engene L. Friedman
Art Director.....................Murray Kleir
Production Mgr..................Gene Fogelman
Acct. Execs..............R. J. Friedman, I. J. Frisch

MANSFORD-GOLD-MILLER, INC.
1004 Marquette Ave., Minneapolis 2, Minn.
Phone: Geneva 9619
APA—ABP
Press & Treas..............Robert P. Miller
Vice-Pres. & Sec..........Eleanor L. Miller
Art Dir. & Prod. Mgr........Edward Harris

MARFREE ADVERTISING
CORPORATION
105 West 40th St., New York 18, N. Y.
Phone: Longacre 4-7190

President..................Harry A. Friedenberg
V.P., Comptroller.............E. M. Story
Secretary-Treasurer.........Louis P. Randell
TV Dir., Aect. Exec........Barnett Friedenberg
Director Radio.............Harry A. Friedenberg

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17, N. Y.
Phone: VAndebilt 6-2022
ABP—ANPA—APA—PPA—ABC
President..................H. C. Marschalk
J. M. Mathes
Treasurer..................A. E. Cox
Secretary.....................Carle E. Rollins
Vice-Pres. & Dir.............Wilfred S. King,
W. T. Okie

J. M. MATHEIS, INC.
122 E. 42nd St., New York 17, N. Y.
Phone: Lexington 2-7450

ABC—ANPA—APA—PPA—ABC
President..................J. M. Mathis
Treasurer..................A. E. Cox
Secretary.....................Carle E. Rollins
Vice-Pres. & Dir.............Wilfred S. King,
W. T. Okie

Radio Accounts: Edson A. Catheart

Radio Accounts: Wagner Baking Corp.
(Mrs. Wagner’s Pies), Newark, N. J.; Pure
Food Co., Inc. (Herb-Ox Bouillon Cubes,
Westchester Chicken), Mamaroneck, N. Y.;
Canada Dry Ginger Ale, Inc., N. Y. C.;
International Telephone & Telegraph Cape-
hart-Farnsworth Corp., N. Y. C.; Imperial
Paper & Color Corp. (wallpaper), Glen
Falls, N. Y.

TV Accounts: Wagner Baking Corp.
(Mrs. Wagner’s Pies), Newark, N. J.; Houbigant
Sales Corp. (Liquor Skin Sachet, A/S De-
odorant), N. Y. C.; Northam Warren Corpora-
tion (Cutex, Peggy Sage, Odorolos); Stamford,
N. Y.; Judson Dunaway Corp. (Van-
ish-Expello), Dover, N. H.; Luden’s, Inc.
(Fifth Avenue Candy Bar, Cough Drops),
Reading, Pa.; Canada Dry Ginger Ale, Inc,
N. Y. C.
MATHISSON & ASSOCIATES, INC.
411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
ABP—NOAB—PPA—APA—ANPA
Pres., Art. Dir., Space Buyer,
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. Helliwell

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Phone: GAsper 4436-4437
ABP—ANPA—ABC
Pres., Space-Radio-TV-Time
Buyer ............ Joseph M. Finkle
Vice-Pres-Treas. ....... Archie M. Finkle
Copy Chief .......... Richard D. Bruzman
Radio Director ......... Harold Goodstein
Production Mgr. .......... Dorothy M. Barry

MAXON, INC.
2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
ANPA—APA—PPA—ABC—NOAB
President ........... Louis R. Maxon
Vice-President .......... Searle Hendee
Treasurer .......... W. I. O'Neil
Secretary .......... G. Reginald McKiel
Business Mgr. .......... T. P. Maguire
Radio & TV Director ..... S. James Andrews

Branch Offices
12 E. 53rd St., New York 22, N. Y.
Phone: Plaza 9-7676
Vice-Pres., Gen. Mgr. .......... M. E. Mahoney
664 N. Rush, Chicago 11, Ill.
Phone: WItchett 4-1676
Manager ............. L. J. Sholty

THE MAYERS CO., INC.
2301 W. Third St., Los Angeles 5, Calif.
Phone: DUnkirk 8-2111
ABP—ANPA—NOAB—PPA—ANPA
President .......... Henry Mayers
Vice-President .......... Forrest Dolan
Secretary ............ Sophie Mayers
Production ............ Edith Hemphill
Media Director .......... Claire Koren

Radio Accounts: Gordon Bread Co., Hoffman Candy Co., Pennozio Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.
TV Accounts: Sears Roebuck & Co. (Retail Department Store).

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-3400
AAAA—ABC—ABP—ANPA—ANPA
NOAB—PPA—BMB
Chairman of Board ........ H. K. McCann
Vice Chm. & Chm. of
Exec. Comm. ............... Harrison Atwood
President ............... Marion Harper, Jr.
Vice Pres. & Treas. ........ Robert E. Healy
Asst. Treas. & Compt. ...... Dixon R. Griswold
Secretary .............. Kathryn H. Kelly
V.P. in Chg. Radio-TV...Leonard F. Erickson
V.P. Chg., New Prog....Hendrik Booraem
V.P., Radio-TV Crea. Dir...Ralph B. Koser
V.P., Exec. Prod. ....... Dorothy B. McCann
Dir. Radio-TV Prod. .... Edward Sutherland
Mgr. Radio-TV Service ...... Clifford C. Lubkert
Mgr. Radio-TV Time
Buying ................ Thaddeus S. Kelly
V.P., Mgr. Hollywood
Office .............. J. Neil Reagan

Branch Offices
200 Berkeley St., Boston 16, Mass.
Vice Pres-Mgr. .......... Watson M. Gordon
629 Euclid Ave., Cleveland 14, Ohio
Vice Pres-Mgr. .......... Robert Dailey
647 Griswold St., Detroit 26, Mich.
Vice Pres-Mgr. .......... Paul Holder
707 Terrace Plaza Bldg., Cincinnati 2, Ohio
Vice Pres-Mgr. .......... G. Lester Williams, Jr.
318 S. Michigan Ave., Chicago 4, Ill.
Vice Pres-Mgr. .......... Sidney A. Wells
Vice Presidents .......... Walter C. Krause, G. Bowman Kreer, A. W. Sherer, Sidney A. Wells
Manager .............. 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

199
Vice Presidents...........Roswell H. Cochran.
Clarence Hestoff, Frederick H. McCrea.
Robbins Milbank
310 Public Service Bldg., Portland 4, Ore.
Mgr...................Willard E. Wilson


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.

WALTER McCREA, INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CHRestview 5-5353
AAAA—ANPA
Chm. Bd. & Pres.........Walter K. McCreery
Sec. & Treas..........Charles B. Ganz
Charles B. Ganz, Richard Berggren, Jim Simmons, Harry Walstrum, Dave Larsen
Production Mgr.........Jim Simmons

Time Buyer.............Virginia White
Branch Offices
522 Powell St., San Francisco 2, Cal.
Phone: Yukon 2-6990
Manager................Robert Selby
48 E. 43rd St., New York 19, N. Y.
Phone: MURray Hill 2-3883
Manager................Richard Picard

Radio-TV Accounts: Arden Farms (dairy), Los Angeles; Equitable Plan Co. (investments), Los Angeles; Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Hollywood Roosevelt (hotel), Hollywood; Ice Follies, Los Angeles; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Beach; Kramer’s (television stores), Los Angeles; Marie Designer, Inc. (contour chair lounge), Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angles; Portland Ice Arena, Portland, Ore.; Reliable Mortgage Co. (real estate loan co.), Los Angeles; So. Calif., Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No, Hollywood.

L. E. McGINVENA & CO., INC.
44 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422
ANPA—ABP—APA—PPA—ABC—AAAA
President...............L. E. McGivena
Secretary, Copy Chief.....Howard W. Roper
Art Director............Samuel Josephs
Production Manager......James J. Preston
Space Buyer............Mrs. Marguerite Andrews

McKee & Albright, Inc.
1309 Walnut St., Philadelphia 3, Pa.
Phone: LORust 7-4377
President...............Roy J. McKee
Vice-Prea. & Treas........David R. Albright
Vice-President, Radio-TV...James A. McFadden
Time Buyer.............Evelyn Walsme
Vice-President, Mdsce......Howard H. Yaw
Secretary.............T. E. Libby

Radio Accounts: Breyer Ice Cream Co., Philadelphia; Caloric Stove Corporation (gas ranges), Philadelphia; Fels & Company (soaps and detergents), Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore.

TV Accounts: Breyer Ice Cream Co., Philadelphia; Caloric Stove Corporation (gas ranges), Philadelphia; Fels & Company (soaps and detergents), Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler-Weyl Baking Co. (biscuits and crackers), Philadelphia; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Re- nuzig Home Products Co. (home dry cleaner), Philadelphia.
ADVERTISING AGENCIES

McKIM ADVERTISING LIMITED
Dominion Square Bldg., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC—APA
President ....................... James M. Baxter
Vice-Pres., Sec-Treas. ........ H. R. McDougal
Branch Offices
47 Fraser Ave., Toronto, Ont. Canada
Vice Pres. ...................... E. W. Brodie
Nat. Trust Bldg., Winnipeg, Man., Canada
Vice Pres. ...................... A. A. Brown
Province Bldg., Vancouver, B. C., Canada
Manager ...................... C. C. Wimperly
Acting Manager .............. H. Suffell

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-7860
ANPA—PA—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—APB—ANPA—APA
NOAB—PPA
President ....................... C. L. Miller
V.P., Treas. ..................... G. V. Carhart
Secretary ...................... P. P. Hoffman
Space Buyer .................... Miss R. Driscoll

Branch Office
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-1640
Manager ...................... I. M. Tuteur
Radio Accounts: Corn Products Sales Co.
(Karo, Mazola, Limin, Niagara Starch),
Bachman Choc, Mfg. Co. (Old Sol Bar);
Circle Line Sightseeing Yachts, Blue Canal
Corp. (Harris American Crabmeat, Har-
ness American Deviled Crabmeat).

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUNkirk 8-3301
AAAA—ABC—APB—ANPA—CAAN
NOAB—PPA
President ...................... Dan B. Miner
Exec. Vice-Pres. ............... J. C. Morse
Vice-Presidents .............. I. M. Greer,
Hildred Sanders, Richard Glover, Andrew
Carpenter
Secretary-Treasurer ........... M. R. Sweeney
V.P. in Chg. Radio & TV ... Hildred Sanders
Asst. Radio & TV Dir ......... Robert Black,
Arthur Trask
Time Buyer ..................... Kay Ostrander

Radio Accounts: Interstate Bakeries Cor-
poration (Weber’s Bread), Los Angeles;
Bu-Tay Products, Ltd. (Rain Drops), Los
Angeles; Interstate Bakeries Corporation
(Log Cabin Bread), Los Angeles; Carson
Park Mutual Homes (real estate develop-
ment), Lakewood Park; Kendall Foods, Inc.
(dog food), Los Angeles; Thrifty Drug
Stores, Los Angeles; Forest Lawn Memorial
Park (mortuary), Glendale; Freeman's Certi-Fresh Foods (frozen fish), Los
Angeles.

TV Accounts: Bu-Tay Products, Ltd.
(Rain Drops), Los Angeles; Kendall Foods,
Inc. (dog food), Los Angeles; Forest Lawn
Memorial Park (mortuary), Glendale;
 Interstate Bakeries Corporation (Log
Cabin Bread), Los Angeles; Interstate
Bakeries Corporation (Weber's Bread), Los
Angeles; Thrifty Drug Stores, Los Angeles;
Luer Packing Company (meats), Los
Angeles; Prepared Products, Ltd. (Dixie Fry),
Los Angeles; Freeman's Certi-Fresh Foods
(frozen fish), Los Angeles.

EMIL MOGUL CO., INC.
250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200
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, Bill Jacoby

Program & Prod. Super..... Carlo de Angelo
Production Manager .......... Al Mauro
Media & Research Dir....... Joel Martin
Dir. Marketing & M'dch. .... Jules Lennard
Dir. Radio-TV Dept ......... Lewis Wechsler
Dir. TV Prod. ................. Nat Eisenberg

Radio Accounts: Barney's Clothes
(Men's & Boys' Clothing), Beriolo Import
Co. (Beriol & Francesconi Oil), New York,
N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian
Fur Corp. (Women's Furs), New York and
New Jersey; Ronzoni Macaroni Co., Long
Island City, N. Y.; National Shoes (Chil-
dren's, Women's & Men's Shoes), Somnuy
Pharmacal Corp. of America (Nu-Pax),
New York; Knomark Mfg. Co. (Esquire Boot
Polish), Brooklyn, N. Y.; Commercial Nat'l
Bank, N. Y. C.; Stone-Tarlow Co., Inc.
(Shoes), Brockton, Mass.; M. Wire & Co.,
ADVERTISING AGENCIES

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.; Banomo Turkish Taffee & Peanut Brittle, Brooklyn, N. Y.

THE CHESTER C. MORELAND CO.
1104 Times-Star Tower, Cincinnati 2, O.
Phone: P'Arkway 1-178
PPA—ABP—ANPA
President....................Chester C. Moreland
Vice-President.........Sylvester M. Morey
Exec. Vice-President..Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home
Appliance Dept...................Albert W. Humm
V.P. Chmn. Plaus Bldg....................J. R. Warwick
Vice-President...............Stanley F. Ellsworth
V.P. & Art Dir.....................William G. Sutton
Vice-President & Merch. Dir...........Walter J. Andree
Vice-Pres. & Treas......................William G. Carmony
Media Director.....................Frank E. McDermoy
TV Director..........................W. L. Wernicke
Radio Time Buyer..................Kathryn Shanahan
TV Time Buyer....................Theodore Wallower

Branch Office
9 Rockerfeller Plaza, New York 20, N. Y.
V.P. Chmn. Midtown Office............Muriel Johnstone
Vice-President............Janet Chatfield-Taylor
Mde, Counsellor...........Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richmond Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

MOREY, HUMM & JOHNSTONE, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
ABP—ANPA—APA—NOAB—PPA
President...............Sylvester M. Morey
Exe. Vice-Pres...............Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home
Appliance Dept.................Albert W. Humm
V.P. Chmn. Plaus Bldg..............J. R. Warwick
Vice-President...............Stanley F. Ellsworth
V.P. & Art Dir........................William G. Sutton
Vice-President & Merch. Dir.....Walter J. Andree
Vice-Pres. & Treas.....................William G. Carmony
Media Director.....................Frank E. McDermoy
TV Director..........................W. L. Wernicke
Radio Time Buyer..................Kathryn Shanahan
TV Time Buyer....................Theodore Wallower

Branch Office
9 Rockerfeller Plaza, New York 20, N. Y.
V.P. Chmn. Midtown Office............Muriel Johnstone
Vice-President...............Janet Chatfield-Taylor
Mde, Counsellor...........Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richmond Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.
Phone: HEmstead 4194
ANPA—APB—NOAB
President....................Raymond R. Morgan
Vice-President...............Robert C. Temple
Account Executives..........Jack Kerr
L. W. Hobson, John Burton
Radio-TV Dir...................James C. Morgan

Time Buyer........................Terry Brady
Copy Chief....................Audrey Sharpe

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073
Manager....................Porter Anderson

Goodchild, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.

President....................Clyde M. Joice

TV Account: Nehi Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.
122 E. 42nd St., New York 17, N. Y.
Phone: OLego 9-4600
APB—PPA—NOAB
Chairman of the Board........A. T. Preyer
President....................J. Patterson
Exec. Vice-Pres. & Treas........M. F. House
Space Buyer.....................C. H. Weissner
Mgr. Radio & TV Dept...........C. C. Slaybaugh
Export Media Mgr...............Aurora Blando
Director of Prod............................W. B. Williams
D. R. Quist
Sr. Art Director.....................E. P. Ellis
Group Art Directors..............P. Zangas, N. Nagle

Art Studio Mgr.....................C. Scimecca
Account Executives..............Constance Boland,
Reg Coghlan, John Ohney, E. R. Korth

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc.

MOSER & COTINS, INC.
10 Hopper St., Utica 3, N. Y.
Phone: 4-6141
ABP—ANPA—APA—NOAB—PPA—SNPA
Pres. & Treas.............Arthur S. Cotins
Asst. to President........Robert MacFarland
Vice-Pres......................James N. Brown, L. B. Reigler
Secretary.....................Mrs. Mildred S. Benson
V.P. & Art Dir....................A. Montgomery Huntington
Sp. Buyer & Research Dir........Miss L. B. Mang
Asst. Sp. Buyer, Miss Christine H. Van Dyke
Asst. Research Dir.........Mrs. Pearl A. Curtis
Production Manager........Fred Michel
Merchandising Director.....R. Del Dunning
Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; Empire Crafts Corporation (silverware), Newark, N. Y.; Craine, Inc. (silos), Norwich, N. Y.; Conde Milking Machine Co., Sherrill, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Saratoga Springs Authority (resort & mineral waters), Saratoga Springs, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.

MOSS ASSOCIATES
415 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 7-3737

ABC—ABP—ANPA
President.............. Joseph H. Moss Vice-President......... Martin W. Jacobson Radio & TV Dir.......... Miles Shefferman Production Mgr... Wm. G. Fisher Copy Chief.......... Proctor Fiske

Radio Accounts: Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & 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.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

C. WENDEL MUECHEN & COMPANY
75 E. Wacker Drive, Chicago 1, Ill.
Phone: Financial 6-3468

ABP—ANPA—PPA
President................ C. W. Muench Media Director......... Victor Fabian Production Manager...... Wm. G. Fisher Copy Chief............ Proctor Fiske

Radio Accounts: Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & 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.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 9-6835

President............. Paul R. Kruming Vice-President.......... Thomas W. Hughes Secretary............ Joseph W. Madden Copy Chief.......... John L. Albright

Radio & TV Director... Walter Kelly


NEEDHAM, LOUIS & BROBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151

AAAA—ANPA—PPA—NOAB—APA

ABC—ABP
President............. Maurice H. Needham Vice-Presidents........... John J. Louis, Melvin Broby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird

Vice-Pres. & Media Dir... Otto R. Stadelman

Vice-Pres. & Radio-TV Dir... Allan Wallace

Sec.-Treas............... Max D. Anwyll

Branch Office
1680 North Vine St., Hollywood 28, Calif.

Vice-Pres. & Mgr............ Frank Pittman


RALPH NELMS, INC., ADV.
318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555

APA
President............. Ralph A. Nelms

Secretary............ Irene A. Bass

Art Director........... J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Co. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.
208 State St., Schemecutady 5, N. Y.
Phone: 4-1435

Pres. & Treas........... George R. Nelson

Vice-President.......... Helen C. Nelson

Secretary............. Alice Pach

Art Director............ Arnold Hitchings

Radio, Copy, Pub. Dir... Robert S. Cragin

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.
Phone: Circle 5-5431

Assoc. TV Producer........... Jack Landt

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
### ADVERTISING AGENCIES

<table>
<thead>
<tr>
<th>Dairy Prods.,</th>
<th>Kenrus Watch Company</th>
</tr>
</thead>
</table>

#### Television Film Production Accounts:

#### Ted Nelson Associates
730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-8170  

| Owner | Ted Nelson  
| Production Dir. | Sol Lipset  
| Publicity Dir. | Nat Fields  
| Account Exec. | Jack Fields  
| TV Directors | Perry Bruskin  
| Charles Durand |  


**TV Accounts:** Authentic Publications, New York; TV and Radio Products Co., N. Y.; Ideal Film & Supply Co.  

Florida National Bank Bldg., Jacksonville 2, Fla.  
Phone: 3-4435  
ABP—ANPA—APA—NOAB  

| Director | M. T. Newman  
| Pres. Radio Dir. | Hunter Lynde  

V. P. TV Dir. ............. David E. Roberson  
Secy. & Pub. Dir. ........ Ronald G. Sercombe  
Radio-TV Dept.  

**Exec. Vice-Pres.** Hunter Lynde  


**Elliott Nonas, Advertising.**  
417 East 54th St., New York 22, N. Y.  
Phone: MU 8-2937  

| Owner | Elliott Nonas  
| Art Director | Bert Lief  
| Media Director | Margo Burke  

**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.; New Jersey Drug Products Co., East Orange; Valcour Lodge, Valcour, N. Y.  

**TV Accounts:** Teldisco, Inc.  

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**R. T. O’Connell Company**  
120 Madison Ave., New York 17, N. Y.  
Phone: Plaza 3-5412  

| AAAA—ABP—ANPA  
| Pres., Radio-TV Dir. | R. T. O’Connell  
| Exec. Vice Pres. | Ethel Merklen  
| President | George Miller  

**Radio Accounts:** Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Norman Laboratories, New York; Edward Week & Co., Brooklyn, N. Y.  

**Olian Advertising Co.**  
Ambassador Bldg., St. Louis 1, Mo.  
Phone: Central 8380  

| ABP—ANPA—PPA—APA—NOAB  
| Chairman | Irwin A. Olian  
| President | Harold A. Thomas  
| Radio-TV Dir. | Pat Moseley  
| V.P., Copy Chief | Jim Spencer  
| V.P., Treasurer | Irving R. Ohlsen  
| Media Dir. | Alice McDonough  

**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), Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.  

**TV Accounts:** Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, General Grocer Co. (Topmost Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.
OLMSTED & FOLEY
1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: ATlantic 8166
AAAA—ABC—APB—ANPA—AFA
Exec. Partner.................. Ward H. Olmsted
Exec. Partner.................. John T. Foley
Partner....................... Clarence H. Russell
Partner, Radio-TV Dir........ J. D. McGillicuddy
Partner....................... John K. Mortland
Partner....................... Robert B. Pile

Radio Accounts: 1st National Bank, 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.

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.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMohan
230 N. Michigan, Chicago 1, Ill.
Phone: And. 3-4470
ABC—ABP—ANPA—AFA
Partner....................... Nelson J. McMahan
Partner....................... Edw. H. Larson
Exec. V.P........................ Walter Zivi
Controller........................ J. O. Webb
Sr. Acct. Exec...................... W. P. McWilliams
Acct. Execs.................... Elmer Silha, Norman Larson, Joseph F. Littleton
Media Dir. & Radio-TV Buyer........ Marshall Edinger
Prog. Director...................... Stan Kaatz
Branch Offices
290 Madison, New York City
Phone: MU 3-8930
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
Exec. Vice Pres.................. George De Pue, Jr.
Vice-Pres......................... Eldon Sullivan
Vice-President............... Freemont Knittle
Sec.-Treas...................... Robert P. Clark
Radio-TV Director............. Lou Ergman

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chg.................. David S. Hillman
Empire Bldg., St. Petersburg, Fla.
Exec.-in-Chg.................. Alfred L. Lino
Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Wallerstein Co., Inc. (Bosco), N. Y.; National Guard of the U. S., Washington, D. C.
TV Accounts: Andrew Jergens Co.; Wallerstein Co., Inc. (Bosco), N. Y.

MERRITT OWENS ADV. AGENCY, INC.
365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: Dr 7250
ABP—ANPA—APA—PPA
President....................... Merritt Owens
Vice-President................ R. Grant Neds
Production Mgr.................... Glenn A. Scott
TV Director........................ Earl Allwine
Art Director...................... Bernard L. Wardlow

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
Branch Offices
715 Cascade Bldg., Portland, Ore.
Phone: Capitol 1021
V.P. & Manager................... Milton Foland
Phone: Madison 6479
Manager....................... Vernon Cary
THE PHILLIPS-RAMSEY CO.
604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122

Partners..................William L. Phillips, Charles C. Ramsey
Media Director..............Robert F. Lewis
Radio-TV Prod. Dir........Orva W. Huff

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.

TV Accounts: Arden Farms Co., Dennstedt Electro Mart, Walker's, San Diego, Calif.; First 
Nat'l. Bank, San Diego, Calif.

PITLUK ADVERTISING COMPANY
123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 6131

ABP—ANPA

Partner....................Jack N. Pitluk, Sr.
Partner....................Jack N. Pitluk, Jr.
Public Relations Dir......Jim Battersby
Radio Director.............Myra Wheeler
TV Director................Marg Morrison

Radio-TV Accounts: 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 (Chain Grocery Stores), San Antonio, Tex.; Fehr 
Baking Company (Fair Maid Bread & Cakes), San Antonio, Tex.

R. J. POTTS—CALKINS & HOLDEN INC.
2233 Grand Ave., Kansas City 8, Mo.
Phone: Gr 5775

ANPA—ANPA—NOAB—PPA—ABP

President..................R. J. Potts
Exec. Vice Pres............J. B. Woodbury
Vice Presidents.. .C. C. Tucker, E. A. Warner, C. L. Robinson, W. M. Giesecke, Al Coleman
Radio & TV Director......William J. Brewer
Publicity Director..........James McQueeny

POTTS-TURNBULL CO., INC.
912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400

ANPA—ANPA—PPA—NOAB

President....................W. J. Krebs
V.P.—Production Mgr........D. E. Dexter
Secretary-Treasurer..........C. J. Effie
V.P. & Radio Dir............N. P. Rowe
PRATER ADVERTISING AGENCY, INC.
705 Chestnut St., St. Louis 1, Mo.
Phone: GAfield 6490

ABC—ABP—ANPA—AFA

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.

TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

PRODUCT SERVICES, INC.
10 East 44th Street, New York City
Phone: MIrray Hill 7-0204

Branch Office
Broad at Locust, Phila., Pa.

President .................. L. Persky
Vice-President ............. Charles K. Hepner
Promotion Director........ N. R. Lorman

Time Buyer ................ Lee Kriss

TV Account: Cameo Curtains Royal Crest Sales (Thrift House): John Irving Shoe Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF AMERICA
47 Audubon Ave., Jersey City 5, N. J.
Phone: BERgen 4-2332

Albert A. Fiore

Secy.-Treas. ................. B. V. Fiore
Prod. Mgr. .................. Paul Apello


Radio Account: 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.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Macude & Co. (Appliances), Union City, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Camco Auto Sales (Used Cars), Little Ferry, N. J.; Cab-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.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.; The Shamroth Co. (Cosmetics), N. Y.; Specialty Sales Company (Mail Order Items), Lakewood, N. J.; Dent-Rel-Pa Company (Dental Supplies), Newark, N. J.; Scarne Enterprises, Inc. (Night Club), Little Ferry, N. J.; Coast-to-Coast Vendors, Inc. (Vending Machines), New York, N. Y.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY
230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-6155

President & Secretary ........ E. G. Naeckel
Vice-President & Treas. ....... L. H. Copeland
Vice-President ................ N. B. Langworthy

Art Director ................ E. J. McCabe
Radio Dir. ................... Dorothy L. Parsons

THE RANDALL COMPANY
75 Pearl St., Hartford 3, Conn.
Phone: 7-1179

ABC

President .................. Wilbur W. Randall
Art Director ............... Bernard S. Vinick
Radio & TV Director ...... Florence F. Grady

Radio Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.


THE FRED M. RANDALL CO.
Phone: CADillac 1-4662

ABP—ANPA—APA—PAA—ABC—NOAB

Pres. & Treas. .............. H. Ross Mack
Vice-President ............. Hal. G. Trump
Secy. & Copy Chief ......... George B. Dow
Radio Director ............ R. D. Hughes

Space & Radio Time Buyer . Charles E. Foerster

Production Manager .......... George L. Husted


Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY
11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811

ANPA—ABP—APA

Owner ....................... Milton C. Tauber

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: Market 3-5100
AAAA—ABP—ANPA—APA—PPA
Pres. & Treas. ................. Chas. Dallas Reach
Exec. V. P., Gen. Mgr......... John M. Alden
Vice-President .............. Howard Sands,
Francis R. Risley
Sec. & Art Dir. .............. Everett Sahrbeek
Asst. Sec. & Treas. .......... Win. 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).

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

JAMES R. REESE ADVERTISING CO.
15 West 10th St., Kansas City 6, Mo.
Phone: Victor 5269
APA—ABP—ANPA
Owner ..................... James R. Reese
Acct. Exec. ............... Everett Herndon

KNOX REEVES ADVERTISING, INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—APA
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Executive Vice-Pres. ........ Wayne Hunt
Vice-Presidents .......... J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, R. H. Burbank, Wm. C. Schneider
V.P. & TV Dir. .......... R. E. Neff
Radio Dir. ............. Wm. S. Shepherd
V.P. & Media Director .... Dr. A. R. Root
Time Buyer ............ Coy Bender


REINCE, MEYER & FINN, INC.
520 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 7-4440
ABP—ANPA—NOAB—ABC—APA—CCA
President ................. Wallace Meyer
Vice-Pres. & Treas. ........ C. A. Reincke
Vice-Pres. & Sec. .......... A. L. Reincke
Vice-President ........... Gordon Taylor, J. J. Finn
Radio-TV Director ........ Frank M. Baker
Media Director ............. John Priebel
Space Buyer ............. J. F. Brown


THE REINGOLD CO., INC.
10 State St., Boston 9, Mass.
Phone: Capital 7-7611
ANPA—PPA—ABP—AAAA—APA
President & Treas.......... Harry I. Reingold
Art Director .............. Harry Goodman
Production Manager ...... Chandler Tower
Copy Chief ............... Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Bowen

TV Director .............. A. L. Ringquist
Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

EMIL REINHARDT, ADVERTISING
1736 Franklin St., Oakland 12, Calif.
Phone: Templebar 2-2408
ABP—ANPA
Owner ..................... Emil Reinhardt
Account Executives . . . James B. Innis, Joseph Connor
Timebuyer, Radio & TV . James C. Resor

Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Kilpatrick’s Bakery (Bread), San Francisco, Calif.; Old Home Bakers (Bread), Sacramento, Calif.

TV Accounts: Kilpatrick’s Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

JOSEPH REISS ASSOCIATES
101 W. 57th Street, New York, N. Y.
Phone: CI 6-4260
ABP

President .................... Joseph Reiss
Copy Chief .................. Elizabeth Taubin
Media Director ............. Cliff Greene
Radio-TV Time Buyer ...... Cecile B. Reiss

Radio Accounts: Aristocrat Leather Products Co. (billfolds), New York, N. Y.; The Lander Company (Dixie Peach hair pomade), New York, N. Y.; Helen Neushaefer, Inc. (cosmetics), College Point, N. Y.
E. W. REYNOLDS LIMITED
145 Yonge St., Toronto 1, Ont., Canada
Phone: WAvemk 6157
ABC
Chairman of Bd. Edward W. Reynolds
Pres., Gen. Mgr. C. Warren Reynolds
Vice-President J. H. Mitchell
Sec. & Treas. Fred Banks
Art Dept. Garth Harber
Production Manager M. Landmann
Copy Chief N. Stuart Walton
Radio Director H. E. Karpus
Time & Space Buyer Helen Anderson
Account Executives H. D. R. Newby,
J. H. Mitchell, S. Tucker, D. Kilner
Branch Office
985 Sherbrooke St. W., Montreal, Quebec
Phone: Lancer 3745
Exec-in-Charge Allan S. Morrison

FLETCHER D. RICHARDS, INC.
10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 65400
AAAA—ABP—ANPA—APA
NOAB—PPA
Chairman & Pres. Fletcher D. Richards
Vice-Presidents Eugene I. Harrington,
Bradley A. Walker, M. J. Casey, J. S.
Davidson, Radcliffe Romyen, Trell Yocum,
John S. Williams, E. D. Hill
Sec.-Treas. Duane W. Beurmann
Vice-Pres. & Media Dir. E. A. Elliot
Svprs. Radio-TV Comm. S. J. Frolick
Radio-TV Prod. Chief Robert S. Colodzin
Copy Chief William L. Russell
Radio & TV Dir. Edwin S. Reynolds
Time Buyer J. M. Kelly

Branch Offices
221 N. La Salle St., Chicago, Ill.
Manager Wayne D. Jordan
HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec-in-Charge Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec-in-Charge Greacen Mitchell
Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avo-
set Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-
Enders Razor Corp.; Eastern Air Lines; Fore-
mood Dairies, Inc.; Peter Fox Brewing Co. (Fox DeLuxe Beer); National Sugar Re-
fining Co. (Quaker Cane Sugar); Squirt
Beverage Co.; Times-Columbia Distributors,
Inc.; United States Rubber Company—Tire
Division, Footwear Division, Textile Div.,
Naugatuck Chemical Div., Fisk Tire Co. Div.
TV Accounts: Avoset Company; Eastern
Air Lines; Foremost Dairies, Inc.; Peter
Fox Brewing Co.; U. S. Rubber Company—
Tire Division, Footwear Div. (Keds).

M. EVANS RICHMOND ADV. AGENCY
127 So. 22nd St., Philadelphia 3, Pa.
Phone: L0cust 7-1674-5
Pres. & Radio Time Buyer
M. Evans Richmond
Art Director D. Bowers
Production Mgr. D. Blaine

Branch Office
230 Boylston St., Boston 16, Mass.
Exec-in-Charge Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec-in-Charge Morey K. Reiss

R. C. RIEBEL ADV. AGENCY
151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30
Owner R. C. Riebel
Production Mgr. Gloria Riebel
Radio-TV Director Robert W. Thompson
Radio Accounts: Bank of Louisville, Cooke
Chevrolet Co., Cooke Pontiac Co., Com-
monwealth Life Insurance Co., Howel Fur-
niture Co., Liberty National Bank & Trust
Co., Monarch Auto Co., Hurry-Up-Broad-
way.

RINGER & ASSOCIATES, INC.
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-8131
AAAA—ABP—ANPA—APA—PPA
President Lee Ringer
Art Director Russell Furstnow
Vice President Carl C. Wickstrom

JOHN H. RIORDAN CO.
3670 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Madison 6-2291
Owner John H. Riordan
Art Director Elsie Beck
Space & Time Buyer Shirley A. Smith
Account Executives B. P. Lowry,
F. C. McElligot, A. F. Banks
Radio Accounts: Calif. Flyers, Inc., Calif.,
Doyle Packing Co.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766
Owner Dan Rivkin
Radio Accounts: John Kohler (Clothing),
Ford Optical Co., Phila.; Spiro's Apparel,
Schulte Optical Co. (Optical), Philadelphia,
Pa.; New York Sample Dress Shop, Phila.,
Pa.; Stanley's Correcue, Shoes, Phila., Pa.;
Moskin Clothes.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA
President Elwood J. Robinson
Vice-President Melvin A. Jensen
Secretary Eola E. Gass
TV Director..................Talbot Johns
Production Manager........E. McAuliffe
Art Director...............Don Dubois
Media Dir..................R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskeys, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.  
135 S. LaSalle St., Chicago 3, Ill.  
Phone: RANDolph 6-9760

ABC—ANPA—APA—NOAB—PPA
President...................J. P. Roche  
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  
Radio Director...........Phil Stewart  
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), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewart’s 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 9-3850  
ABP

Owner-Copy.................Allan Rock  
Art Director................Ken Saco  
Space Buyer................Sally Winston  
Radio Manager.............Irwine Winhouse

ROGERS & SMITH ADV. AGENCY  
20 North Wacker Dr., Chicago 6, Ill.  
Phone: DEarborn 2-0020  

ABC—ANPA—APA—PPA—APN—NOAB
President..................Walter E. Smith  
Exec. Vice-President........Ray H. Reynolds  
Vice-President.............Howard N. Smith  
Treasurer..................George C. Huppertz  
Secretary..................Oliver A. Kinloch  
Vice-Pres. & Copy Chief.....Robert L. Headen  
TV Dir. & Prod.............Edward F. Kash  
Radio Director...........Lawrence E. DuPont  
Time Buyer...............Hazel Joy  

Branch Offices  
Reserve Loan Life Bldg., Dallas 1, Tex.  
Exec. V.P. & Mgr...........R. L. Brooks  
Dwight Bldg., Kansas City 6, Mo.  
Exec. V.P. & Mgr...........B. G. Wasser

Radio Accounts: Butterfield Canners (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheat Cereal), Warsaw, Ind.

TV Accounts: T. W. Burleson & Son (Ioney), Waxahachie, Texas; 1st Nat’l Bank in Dallas, Dallas, Texas; Butterfield Canners (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheat Cereal), Warsaw, Ind.; S. E. Milton Co. (Doggie Dinner Dog Food), Bedford, Ohio; Employers Asn. of Chicago (Industrial Relations), Chicago, Ill.

ROIZEN & RICH, INC.  
291 Delaware Ave., Buffalo 2, N. Y.  
Phone: MAdison 5915  
AAAA—AB—ABC

President..................Manus Roizen  
Vice-President...............Arthur H. Rich  
Radio-TV Dir...............David I. Levy

Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), 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.; Satter’s, Inc. (Department Store), Buffalo, N. Y.; Saul’s Auto Sales, Inc. (New Car Dealer), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmacal Co. (Cough Syrup), Buffalo, N. Y.; Rich Products Corp. (Dessert Topping Mfr.).

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Satter’s, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmacal Co. (Cough Syrup), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.  
1440 St. Catherine St. W., Montreal, Can.  
Phone: University 6-9471  
AAAA—ABC—ANPA—CAAN

President..................Russell C. Ronals  
Vice-President...............F. deB. Walker  
Treasurer..................Angus Ahern  
Radio Director.............Frank Starr  
Asst. to Radio Director.....S. B. Hayward  
108 Peter St., Toronto, Can.

Vice-President & Radio Dir......R. J. Avery  
Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co., Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp.,
ADVERTISING AGENCIES

Elizabeth Liberty Irving John Jeanne Southwestern Lowe Ina Monty Alan Irl House Maury H. Grady Andrew L. Norman Jay Dulaneys, Big Irene G. G.

CHARLES EDSON ROSE CO.
6570 Sheridan Rd., Chicago 26, Ill.
Phone: HOLLycourt 5-8000
ANPA—PPA—ABP—APA
Owner Charles E. Rose
Art Director Norman Helford
Space & Radio Time Buyers William Perry, T. Goodyear

WILLIAM GANSON ROSE, INC.
Williamson Bldg., Cleveland 14, O.
Phone: TOWER 1-6171
Pres., Treas., Radio Dir. William Ganson Rose
Vice-Presidents Frank Pelton, L. C. Brown
Prod. Mgr. Ina M. Peters
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: LUXembourg 2-3550
ABP—ANPA—APA
President Irl W. Rose
Secretary-Treasurer John B. Martin
Media Director G. M. Rundbaken
Vice-President Vaughn G. Hanington
Production Manager John A. Boule
Art Director Andrew K. Nelson
Account Executive Irl W. Rose 2nd
Vaughn C. Hanington, 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

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. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600
Partners David Finn, William Ruder
General Manager Hyman Wagner
Art Director Jay Genser
Copy Chief Jeanne Cornell
Publicity Director Paul B. Zucker
Radio-TV Director Rene Schenker

CHARLES L. RUMRILL & CO., INC.
339 East Ave., Rochester 4, N. Y.
Phone: BAKER 7900
AAAA—ABP—ANPA
President C. L. Rumrill
Treas. & V.P. H. R. Hanson
Vice Presidents N. A. Gallagher, G. M. Prince, W. T. Jensen
Secretary G. G. Wallington
Radio-TV Director Alan Brown
Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.
TV Accounts: Community Savings Bank, Union Trust Company.

LOWE RUNKLE CO.
1305 Liberty Bank Bldg., Okla. City 2, Okla.
AAAA—ABP
President Lowe Runkle
Secretary Irene Gammel
Production Mgr. Ray Cooley
Aclt. Execs. Harold Kranz, Roger Fishy, Howard Neumann
Radio-TV Dir. Maury Ferguson
Film Dir. Monty Mann
Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Merit Mills Division Ralston Purina Co. (Livestock & Poultry Feeds); Arkansas City Flour Mills (Flour), Arkansas City; Kans.; Dulaneys, Inc. (Appliance Distributors); Big Red Warehouse (Furniture, Retail); Simpson Auto Co. (Ford dealer).
TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Grady Musgrave (Home Builder); Dulaneys, Inc. (Appliance Distributor); Big Red Warehouse (Retail Furniture); Southwestern Bell Telephone (Telephone service); Ralston Purina Co. (Purina Chows), St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers).
RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 6-6400
AAAA—ABC—APB—ANPA—APA
NOAB—PPA
Chairman of the Board...Frederick R. Ryan
President ..............Frederick R. Ryan Jr.
Exec. V.P. ............Robert M. Watson
Senior V.P. & Treasurer........Cal J. McCarthy
V.P. & Assistant Treasurer...J. B. Bell
V.P. Director of Radio & Tele........Thomas G. Slater
Network Rel. & Business Manager........Grant Y. Flynn
Supervisor, Creative Activity........Sidney Slon
Production Manager........John Cole
Director of Canadian Radio &
TV Publicity........Louis de Milhau
Director of New Program &
Development............Henry Frankel
Assistant Producer............Roly Howe
Casting Director........Barbara Berlin
Executive Producer, TV Film Community........Pud Lane
TV Assistant Producer........Gloria Shaffer
Director of Radio-TV Continuity........Frank Dennis
Branch Offices
360 North Michigan Ave., Chicago 1, Ill.
Phone: Financial 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. Metzger
Vice-President...............N. E. Heyne
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...............Tod Reed
Carew Tower, Cincinnati 2, Ohio
Vice-President, Manager........John L. Magro
505 N. Ervay St., Dallas, Texas
2650 University Ave., St. Paul 4, Minn.
Manager...............James R. Rahders
Manager...............Roger Bacon
812 Olive Street, St. Louis 1, Mo.
Senior Vice-President........Oscar A. Zahner
Gulf Oil Building, Houston 2, Texas
Vice-President, Manager........W. Van A. Combs
N. Life Tower, Seattle 1, Wash.
V.P. & Manager...............F. G. Mullins
235 Montgomery St., San Francisco 4, Cal.
V.P. & Manager..............John L. Harvey
1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager...............J. H. Weiser
212 Toronto St., Toronto, Ontario
Manager..................Gordon Ralston
Radio and TV Accounts: Adler Co., Allied
Florists of Chicago, American Airlines,
American Kitchens, Autopoint Co., Baldwin
Piano Co., Beltone Co., Brown-Forman
Co., Burgess Batteries, Capitol Fritos Inc.,
Chasers Inc., Comfort Mfg. Co., Delaware,
Lackawanna & Western Coal Co., Demert
and Dougherty, Dr. Pepper Co., Druggists
Supply Corp., Electric Auto-Lite Co. of
Canada, Emery Industries Inc., Encyclo-
dpedia Britannica, Fehr Baking Co., Florence
Stove Co., Fritos Inc., Galveston-Houston
Breweries, General Shoe Co., Goodall Fab-
rries Inc., Greisdieck Brothers Brewery,
Hancock Oil Co., Horlicks Corp., Kentile
Inc., Krey Packing Co., Lewis-Howe Co.,
Thomas J. Lipton, Thomas J. Lipton, Ltd.,
MacFadden Publications Inc., Markus Camp-
bell Co., Motorola, Inc., Arthur Murray
School of Dancing, Nalley's Inc., Norito
Co., Old Reading Brewery, OshKosh B'Gosh
Inc., Pacific Coast Paper Mills, Pacific Fi-
nance Corp., Palm Beach Co., Pepsodent
Company of Canada, Ltd., Pharma-Craft
Co., Reddi-Wip Co., Morris B. Sachs, Safe-
ware Stores, Sperti Biodyne Inc., A. E. Staley
Mfg. Co., Toledo Steel Products Co., Turco
Products Inc., United Wallpaper Co., Visking
Corp., Western Reddi-Wip Co., Wolverine
Shoe and Tanning Corp., William Wrigley,

LEWIS EDWIN RYAN
726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7-7606
AAAA—APB—ANPA—ABC
Owner...............Lewis Edwin Ryan
Executive Secretary........Laura D. Baker
Comptroller...............Preston B. Coiner
Radio TV Director........William J. Green

BEN SACKHEIM, INC.
The Plaza, 2 West 59th St., New York 19,
N. Y.
Phone: Plaza 9-5141
ABP—ANPA—APA—NOAB—PPA
President...............Ben Sackheim
Vice-President...............George B. Pampel
Vice-President...............Herbert L. Steiner
Secretary...............R. E. Williams
Treasurer...............Murray Miller
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.......Larry Donino
Account Executives........Jerome G. Hahn,
Ezra Millstein, George B. Pampel, Glenda
Sullivan, Herbert L. Steiner, Lillian Lang,
Ted Cravenson
Radio Accounts: The Autoyre Company
(Kitchen and Bathroom Accessories), Oak-
ville, Conn.; Amalgamated Clothing Work-
ers of America; Peter Pan Foundations, Inc.
("Merry-Go-Round" Brassieres), Miss
Swank, Inc. (Slips and Pajamas), New
**ADVERTISING AGENCIES**

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); Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vucalain Watch Co., New York.

**ST. GEORGES & KEYES, INC.**
250 Park Ave., New York 17, N. Y.
Phone: Plaza 5-1180

**ABP—ANPA—PPA—ABC**


**Branch Offices**
2112 N. Charles St., Baltimore 18, Md.
Phone: Belmont 2003

Manager: Arthur Booth

**Radio Accounts:** Davison Chemical Corp., Baltimore, Md.; Hall-Howard (Davco fertilizer), Baltimore, Md.

**TV Accounts:** Revere Copper and Brass (Revere Ware); Eppens, Smith Co., Inc. (Holland House Coffee), N. Y. C.; Romanoff Caviar Co. (beef tea), N. Y. C.

**RICHARD SALINGER, ADV.**
99 Chauncey St., Boston 11, Mass.
Phone: LI 2-5332


**Radio Accounts:** Kussell Furs, Lehrburger & Asher (Furs); Stacey-Moore (Furs); Tournaine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

**TV Accounts:** Lehrburger & Asher (Furs), Boston, Mass.

**SALOW & ASSOCIATES**
30 Howe Ave., Passaic, N. J.
Phone: GEorgey 3-1414

**ABP—ANPA**

President: H. Harvey Salow Art Director: Thomas Cuffari Copy Chief: Charles Gulick Production Dir.: Donald Canter TV & Radio: Paul Josephson Media Director: Josephine Catarzard

**Radio Account:** Arrow Elec. Corp. (appliances), Clifton, N. J.

**TV Accounts:** Tel-O- Tube Corp. (cathode ray tubes), E. Paterson, N. J.; Awnair Corp. of Amer. (metal awnings), Wayne, N. J.; Hanlon & Goodman (paint brushes), Belville, N. J.

**WALKER SAUYSS ADVERTISING**
823 Perdido St., New Orleans 12, La.
Phone: Magnolia 3218

**ABP—ANPA—NOAB—PPA—SNPA**


**Radio Accounts:** American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Tel-O-Page Co. (Butane & Propane Gas), Wm. B. Reilly Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products); Reilly & Co., Inc. (Luzianne Coffee & Tea).

**TV Accounts:** American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reilly Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; 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.: Phyllis C. Sawdon, Gustav A. Havermeyer

**Branch Office**
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0286

Office Managers: 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 Mfrs. **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**


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); Holiday Motors, Newark, N. J.

SCHENKER COMPANY
2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: AMiritage 6-1600
Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-President..................J. E. Schenker
Art Director....................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: Michigan 2396
Owner.........................T. D. Scholts
Radio-TV Dir...........................Ruth S. Arnot
Art Director......................L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.
58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-45
ABP—ANPA—APA—NOAB—PPA
Pres. & Treas. ..................Gordon Schonfarber
Vice-President..................Russell C. Edwards
Secretary.........................Amanda C. J. Olson
Radio & TV Director...............Claire R. Grenier

Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; United Electric Railways (Public Tram-it), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.
75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAA—ABP—ANPA—ABC
Pres. & Treas. ......................R. J. Scott
Vice-Pres..........................W. Schwimmer
Copy Chief........................L. Krakover
Time Buyer........................E. Vanderplog
Art. Dir............................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-TV Accounts: Eject Donut Sales (Donut Makers), Children's Mart (Toys).

RUSSEL M. SEEDS CO., INC.
919 No. Michigan Ave., Chicago 11, Ill.
Phone: DElayre 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 .....................Jark Harding
Secretary ......................J. E. Owen
Director of Res................James Witherell
Art Director....................J. B. Johnson

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 2-1188

Manager....................Lionel C. Place


TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Fitzpatrick Bros. (Kitchen Klenzer).
### ADVERTISING AGENCIES

#### ROSCOE W. SEGAR ADV.
2125 N. E. 48th Ave., Portland 13, Ore.
Phone: Trinity 3445
AAA—ANPA
Owner, Mgr. ........ Dorothy Segar
Sec-Treas., Radio Dir. ........ D. D. Segar
Acct. Exec. ........ Oliver Reid
**Radio Accounts:** Geo. B. Wallace Co., (Buick dealers & service); Niklas & Son (flowers).

#### FREDERICK SEID ADV.
127 Montgomery St., San Francisco 4, Calif.
Phone: Garfield 1-0360
ABP—ANPA
Owner-Acct. Exec. .......... Frederick Seid

#### THE JAMES C. SEIX CO.
345 Madison Ave., New York, N. Y.
Phone: Murray Hill 6-6968
Pres. & Time Buyer .......... James C. Seix
Art Director ............... Corinne Abbazia
Media Director ............ Walter B. Rios
Publicity Dir. ................ Mallory Dorn
Account Executives ........... James C. Seix,
Lue H. Witt, P. J. Rosaly, Frank Whalen

#### SEWELL, THOMPSON & CAIRE
832 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA—ABP
President .................. Granville Sewell
Vice-Pres. .......... R. V. Caire, Kenneth Thompson
Production Mgr. ............ E. Leone

#### SHAFFER, BRENNAN, MARGULIS ADV. CO.
4 No. Eighth St., St. Louis 1, Mo.
Phone: Main 2579
ANPA—APA—PPA
Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Partner-Space Buyer .......... S. I. Rosenfeld

#### ED SHAPIRO ADVERTISING
1524 Chestnut St., Phila. 2, Pa.
Phone: LO 4-2877
ANPA—ABP
President .................. Edward Shapiro
Vice-Presidents ............ H. H. Shapiro,
Leonard Goldsmith, Elinor L. Brown, J. Rensel
Secretary ................ Martin Sacks
Media Dir. ................... R. Goddes
**Branch Office**
Empire State Bldg., New York, N. Y.
Phone: BRyant 5-636

#### JOHN W. SHAW ADVERTISING, INC.
716 N. Rush St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA—APA—PPA—NOAB
President & Treas. .......... John W. Shaw
Secretary .................... Augusta Young
Copy Chief ............... David E. Guer rant
Media Dir. ............... Ann Shaffer
Time Buyer ............... Sylvia Silve
**Radio Accounts:** Jacob E. Decker & Sons
(Div. of Armour & Co.) (meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (meat), Eau Claire, Wis.; Armour & Co. (Dial Shampoo), Chicago; International Milk Processors, Inc. (canned milk), Chicago.

**TV Accounts:** Armour & Company (Dial Shampoo), Chicago; H. H. Hixson & Co. (coffee), Chicago.

#### I. WILLIAM SHEETS
Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB
Owner .................. J. Wm. Sheets
**Radio Accounts:** Skinner & Eddy Corp.

#### K. E. SHEPARD ADV. AGENCY
75 East Wacker Dr., Chicago 1, Ill.
Phone: ANDover 3-5966
ABP—APA
President ............... Kenneth E. Shepard
Vice-President .......... B. F. Homan
Prod. Mgr. ............... B. Shepard

#### SHERMAN & MARQUETTE
919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
ANPA—APA—NOAB—ABP
Partners .......... Arthur Marquette, Stuart Sherman
**Branch Office**
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400
Radio & TV Dir. .......... Wm. B. Templeton
**Radio-TV Accounts:** Colgate-Palmolive-Peet Co. (Ajax Shampoo, Cashmere Bouquet, Face Powder, Colgate Shave Creams, Colgate Talcum Powder, Colgate Tooth Powder, Cashmere Bouquet Soap, Halo Shampoo), Jersey City, N. J.

#### SILTON BROTHERS INC.
131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—APA—PPA
President .......... Myron L. Silton
Exec. V.P. ............... Jason N. Silton
Treas. .................... Ramon N. Silton
V.P. Art. ................. Andre B. Paquette
**Radio Accounts:** Craftsman Insurance Co. (A. & H. Insurance), Boston; Rex Venetian Blind Co. (Venetian Blinds), Boston; Hotel Kenmore (Hotel), Boston; Spencer Shoe Stores (Footwear), Boston.
**TV Accounts:** Rex Venetian Blind Co. (Venetian Blinds), Boston.
ADVERTISING AGENCIES
SIMON & GWYNN
Comnurcr

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itl.>

Hltlg.,

Memphis

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IMiom-: 5-2404

Milton Simon, H. N. Gwynn
W. E. Davidson, Jr.

Partners
TV Director

Branch Office
930 Slahlman Bldg.. Nashville, Tenn.

Phone: 5-8909

Smith

SMITH & BULL ADV. AGENCY

G. K. Leckie
Chief Kxec
Radio-Tl' Accounts: American Snuff Co.,
Donahl Furniture Co., The Humko Co., Ro(Ronco Foods), American
bilio & (ainco
T.'a & CofT.-f Co.

6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 5671

ABP—ANPA—NOAB— CNPA
Partner
Partner
Gen. Mgr., Acct. Exec

SIMONS-MICHELSON CO.

Time Buyer

Lafavelle Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000

112^)

J.

G. B. Smith
H. D. Peltier

I. M. Diebold
Radio Dir
R. L. Davis,
Account Executives
P. M. Shaughnessy, H. D. Peltier, W. J.
Smith

AMW-APA— NOAB—ABP

SNPA

W.

Pres. & Treas
Vice-Pres. & Secy
Media Dir. & Copy Chief

Tenn.

V. R. "Dick" Smith
Frank Bull
Mel R. Roach
Jane T. Darden

Marion Vilmure
Space Buyer
Radio & TV Supervisor. .Richard T. Parker
Radio Accounts: Seaboard Finance Company (Finance) ; Triangle Publications (Racing, Western Division) ; Marshall & Clampett (Autos), Los Angeles, Calif.; C & B
Company Western Town (Toys) ; Western
Harness Racing Assoc. (Racing), Los Angeles, Calif.; Los Angeles Rams (Football),
Los Angeles, Calif.
TV Accounts: Seaboard Finance Company
(Finance); Marshall & Clampett (Autos),
Los Angeles, Calif.; C & B Co. Western
Town (Toys) ; Los Angeles Rams (Football).

AAAA-ANPA— APA— PPA
Leonard N. Simons
President-Treas
Lawrence J. M. Michelson
VP & Sec
Arthur H. Copland
Prod. Mgr
Space Buyer
C. Allison Belcher
Al Sielaff
Art Director
Radio
Accounts:
Cunningham's
Drug
Ston? (Drug, etc. I, Koepplinger Bakery
Bak«d Goods), Krun-Chee Potato Chips
(Potato Chips), Pretzels), Marine Foods,
Inc.
Pepe Herring), Detroit, Michigan;
Marshall Drug Company (Drugs), Cleveland,
Ohio; Benjamin Rich (Real Estate), Sealy
Mattres-,
Co.
(Mattresses), Taylor's Inc.
(Dodge-Plymouth), Detroit, Michigan; VelNet Peanut Products (Peanut Butter) ; E & B
Brewing Co. (Brew 103, Golden Ale); Ger>on'« Inc. (Jewelry)
People's Outfitting Co.
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SMITH,

TAYLOR &

JENKINS, INC.

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

ABP—ANPA—APA—PPA

;

Ronald P. Taylor

President

'D«'pt. Store).

Chairman

Ty

Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pepsi
Cola)
Koepplinger Bakery
(Baked
(roods); Krun-Chee (Potato Chips); People's Outfitting Co.
(Dept. Store); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
Automotive) Velvet Peanut Products (Peanut Butter); K & B Brewing Co. (Brew 103,
Golden Ale)
Marine Foods, Inc. (Pep-E
Herring

of the Board. .Robert

Thomas

Television Dir
Radio Director

;

'

Production Assistants
Dick Pearson

J.

M. Jenkins

MacWilliams
Les Sterne
Cadden,

Tom

SON DE REGGER ADV. AGENCY

;

1020 Locust

St., Des Moines,
Phone: 3-3185

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R, C.
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H.

(',.

President, Space Buyer, Radio Time
& Acct. Exec
Les Son De Regger
Secretary
A. H. Son De Regger

SMITH & SON, LTD.

King St., W., Toronto, Ont.
Phone: EMpire 4-9396

President
Secretary
TreaBurer.
Space Bu>«;
Managing Dirjrior
\< fount Exech

Art Dir
D. D. Neal
Prod. Mgr
Joseph Danieh
Radio Accounts: National Soap & Refinkig
Co., Grocers Wholesale Co.

Adam

F. Smith
M. A. Stoakley
M. M. Marugg
M. E. Craven
G. A. Phare
H. T. McConkey,

SORENSEN & CO.
430 No. Michigan Ave., Chicago, lU.

Phone: Delaware 7-5030

Fitzpatrick

W.

J.

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ANPA—APA—ABP

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ABP—ANPA—PPA—NOAB
President
Art Dir

SMITH CO.

Martin Brown Bldg., Louihville
Phone: Jackson 2163

2,

Ky.

Roy A. Sorensen
W. D. MacCourt

Space Buyer
Dorothy Samer
Radio Accounts: Bowey*8, Inc., J. P. Hard-

APA-SNPA-ANPA

ing Restaurants.

216


C. JERRY SPAULDING, INC.
201 Commercial St, Worcester 8, Mass.
Phone: 3-4789
Pres., Trens. & Radio Time Buyer
C. Jerry Spaulding
Secretary .................... H. H. Hartwell
Art Director ................ Harvey Ball
Prod. Mgr. ................ Charles Rice
Acct. Execs. ................. Robert F. Hayward, Robert B. Hanna


RAYMOND SPECTOR COMPANY, INC.
445 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-4407
ABC—ABP—ANPA—AFA
President .................... Raymond Spector
General Manager ............ Bert Schwartz
Art Director ................ Irving Trabich
Copy Chief ................... Ishmael McCullough
Production Manager ........ Richard Scott
Dir. of Pub. Rel. ............. Millie T. Trager
Radio-TV Manager .......... Cal Morris
Radio-TV Dept. Head .......... Don Blauhut

Branch Office
1655 N. Cherokee, Hollywood 28, Calif.
Phone: Hempstead 8212
Chief Executive ................ Richard Gottlieb

Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

WILLIAM SPITZ & CO., INC.
114 So. Warren St, Syracuse 2, N. Y.
Phone: 2-7228

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: Community Home Improvement Co. (food-freezer plan, roofing, siding), Syracuse; Empire Card Company (greeting cards), Elmira; Fair City Savings & Loan Ass'n., Syracuse; Forsythe Motors Corp. (Dodge-Plymouth dealer), Syracuse; Grange Silo Co., Inc., Red Creek; Greenways, Inc. (beer, ale), Syracuse; Hofmann Packing Co., Inc. (meat products), Syracuse; Mohican Stores, Inc., Syracuse & Auburn; Oswego Soy Products Corp., Oswego; Pilgrim Packing Company (meat products), Syracuse; Syracuse Card Company (greeting cards), Syracuse; Syracuse Glass Company (store fronts, mirrors), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; University College of Syracuse University (Adult Education Division), Syracuse; Virden Company (food brokers).

TV Accounts: Community Home Improvement Co. (food-freezer plan, siding), Syracuse; Nedick's, Inc., New York; Onondaga Supply Co., Inc. (appliances), Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Oldsmobile dealer), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; Virden Company (food brokers), Syracuse.

SPITZER & MILLS LIMITED
50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811

President ...................... G. F. Mills
Exec. Vice-Prs. ................. J. W. Spitzer
Gen. Mgr. & Sec.-Treas. ........ W. H. Reid
Radio Director ................ T. R. Hart

Branch Office
Dominion Sq. Bldg., Montreal, Quebec
Phone: Harbour 9147

Vice-Prs. ...................... V. L. Hanna
Acct. Exec. .................... D. McCormon
Radio Director ................ P. E. Corbeil

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellucotton 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; Fruititives Products Ltd. (Fruititives), 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 8221

Owner ......................... Barton A. Stebbins
Acct. Execs. .................... A. W. Gudelman, Nat Jeffries
Time Buyer ...................... A. W. Gudelman
Program Director .............. E. C. Bloodworth

Radio Accounts: Brewer's Food Supplement, Los Angeles; Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Harrison Pharmaceutical Dist. (McClarren's hair preparation), Los An-
STOCKTON, WEST, BURKHART, INC.

1300 First Natl Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5000, 01, 02, 03
AAAA—ABC—ABP—ANPA
Pres. & Treas. .................William Z. Burkhart
VP, Sec. & Copy Chief .........Ranald S. West
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 Golth
Mgr. Radio & TV Off. .........Richard Dunn
Mgr. Radio Prod. ..........Minor Raymond, III
TV & Radio Time Buyer ......James Gray
Branch Office
501 Madison Ave., New York 22, N. Y.
Phone: MURRAY Hill 8-6077
Manager .....................Frank Flagg
Radio Accounts: Hudepohl Brewing Co.
(Hudepohl Beer & Chevy Ale), 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; Cincinnati & Suburban Bell Tel. Co.; Fullham Fish Co. (Four Fisherman frozen fish), Boston, Mass.

STORM & KLEIN, INC.

331 Madison Ave., New York 17, N. Y.
Phone: MURRAY Hill 7-4460
ANPA—PPA
Chairman Exec. Com. Charles M. Storm
President, Secretary .........Allston E. Storm
Executive Vice-Pres., Treas. Edward Klein
V-Pres. & Research Dir. Harry Chapperon
Time Buyer .................Arthur J. Klein
Art Director ...............Frederick Widlicka
Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).
ADVERTISING AGENCIES

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAA—ABP—ANPA—APA—NOAB—PPA
President.................Daniel F. Sullivan
Sales Dir..................Robert N. Sullivan
Treas......................William H. Sullivan
Radio Accounts: Revere Racing Assn.
(Greyhound Racing), Revere; R. S. Robie,
Inc. (U-Dryvit Auto Rental), Cambridge,
Mass.; F. H. Snow Canning Co. (Snow’s
Clam Chowder, Snow’s Fish Chowder,
Snow’s Lobster Newburgh), Pine Point, Me.;
Hickok Secretarial School, Boston; Kay-
Rose Co., New York; Assn. of Mutual Sav-
ings Banks of Lowell, Mass.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.
437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA
President..................Raymond F. Sullivan
Vice-Prese.................Donald D. Stauffer
Vice-Prese................Robert T. Colwell
Vice-Prese.................S. Heagan Bayles
Vice-Prese, Sect...........John P. Cohane
Vice-Prese................Ralph Smith
Vice-Prese & Treas........T. Newton Weatherby
Vice-Prese................Lloyd W. Baillie
V-P. & Copy Chief........Joseph Leopold
V-P. & Media Dir..........Francis Minehan
V-P. & Merch. Dir.........Daniel O’Meara
Vice-Prese................A. K. Spencer
Vice-Prese................Joseph Hardie
Vice-Prese.................Wm. Booth
Vice-Prese................Barrett Welch
Vice-Prese................William M. Spire
Vice-Prese.................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
Dir. Radio-TV Contracts, Arthur S. Pardoll
Branch Office
Phone: Hillside 2119
Vice-Prese................Jack Van Nostrand

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-Prese 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, Jr., Howard Reilly
Branch Offices
6339 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 2661
Vice-President...........Cornwell Jackson
Gen. Mgr..................James L. Thompson
Time Buyer.................Eileen Henriquez
410 N. Michigan Ave., Chicago 11, Ill.
Vice-Prese. & Gen. Mgr....George C. Reeves
Radio Director............Peter Caballo
Radio Tele Time Buyer....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Manager...................Fred Fidler
Radio Time Buyer.........Frances Austin
Radio-TV Accounts: Atlantis Sales Corp.;
P. Ballantine & Sons; Fanny Farmer Candy
Stores; Ford Dealer Advertising Groups;
Indiana Bell Telephone; Johns-Manville
Corp.; Kraft Foods Co.; Lever Brothers Co.;
Libby McNeill & Libby; Pan American
World Airways; Pan American Grace Air-
ways; Pharma-Craft Corp.; Penick & Ford
Ltd.; RCA Victor Division of RCA; Safe-
way Stores Inc.; Shell Oil Company, Inc.;
Standard Brands Inc.; Swift & Co.; Ward
Baking Co.; Washington State Apple Com-
mission; J. B. Williams Co.; Eastman-Kodak
Company; Meyenberg Milk Products Co.;
Mentholatum Co.; W. F. Young, Inc.;
Owens-Illinois Glass Co.; Puget Sound Black
Ball Ferry Line; Holly Sugar Corp.; Pacific
Mills; Michigan Hospital Service (Blue
Cross); Douglas Aircraft Co., Inc.; Champ-
ion Spark Plug Co.; Borg-Warner Corp.
(Norge Division); Brillo Mfg. Co.; Florida
Citrus Commission; Olive Advisory Board;
Southwest Airways Co.; Yellow 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-Prese. & Art Dir.....Hugh F. Donnell
Treas. & Sec................Geo. M. Pease
Asst. Treas. & Sec........P. A. Baecker
Production Mgr............C. R. Holmberg
Radio & TV Director......P. A. Baecker
Radio Accounts: H. C. Brill Co., Inc.
(Spaghetti Sauce, Spanish Rice), J. W.
Beardsley Sons (Codfish), Newark, N. J.;
Diplomat Products, Inc. (Chicken Soups),
North Bergen, N. J.; John Opitz Inc. (In-
secticides), Long Island City, N. Y.; Middle-
town Milk and Cream Co. (Milk), Yonkers,
N. Y.
TV Accounts: Diplomat Products, Inc.,
H. C. Brill Co., Charles & Co., Inc., Gristede
Bros. Inc., New York; J. W. Beardsley’s Sons
(Frozen Codfish), Newark, N. J.

TRACY-LOCKE CO., INC.
1307 Pacific Ave., Dallas 1, Texas
Phone: PRospect 8655
AAA—ABC—ABP—ANPA—APA
ADVERTISING AGENCIES

NOAR—PPA—AFA—SNPA
President ......................... Morris Hite
Exec. Vice-Pres. ....... Clay W. Stephenson, Jr.
Vice-Pres., Secy.-Treas. ....... John H. Wellenkamp
Director Radio & TV ...... Philip L. McMullin
Branch Office
711 Main St., Houston, Texas
Phone: CH 5467

VICTOR VAN DER LINDE CO.
683 Fifth Ave., New York 22, N. Y.
Phone: EDorado 5-3185

President ...................... Morris Hite
Vice-Pres. ..................... Clay W. Stephenson, Jr.
Radio Accounts: ..... Borden Co. (Southern District)
Comet Rice Mills, Houston; Mrs.
Baird’s Bakersies, Dallas, Ft. Worth; Ir-
land’s Barbecued Beef & Chili, Houston,
Abitene, Wichita Falls; Duncan Coffee Co.,
Houston; Anheuser Busch (Texas) (beer),
St. Louis, Mo.; Imperial Sugar Co., Sugar-
land; King Candy Co., Ft. Worth; Burris
Mills & Elevator Co. (flour), Dallas; Skil-
ler's Departmental Drug Stores, Dallas.
TV Accounts: ... Borden Co. (Southern Dis-
trict); Comet Rice Mills, Houston; Mrs.
Baird’s Bakersies, Dallas, Ft. Worth; Ir-
land’s Barbecued Beef & Chili, Houston,
Abitene, Wichita Falls; Duncan Coffee Co.,
Houston; Anheuser Busch (Texas) (beer),
St. Louis, Mo.; Imperial Sugar Co., Sugar-
land; King Candy Co., Ft. Worth; Skillerns
Departmental Drug Stores, Dallas; Haggard
Co. (men's slacks), Dallas.

VICTOR VAN DER LINDE CO.
683 Fifth Ave., New York 22, N. Y.
Phone: EDorado 5-3185

Partners ................... Victor van der Linde,
Charlotte Rains

General Manager ............. Agnes Kingsley
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, Inc.
(Pharmaceuticals), New York, N. Y.; C. F.
Mattlage Sales Co. (Foods), New York,
N. Y.; Tasty Toothpaste Corp. (Tasty Tooth-
paste), Mt. Vernon, N. Y.; Whitall Phar-
macal Co. (Guard's Cold Tablets), New
York, N. Y.

TV Accounts: ... Dolein Corporation (Dol-
lein), New York, N. Y.; C. F. Mattlage Sales
Co. (Foods), New York, N. Y.; Tasty Tooth-
paste Corp. (Tasty Toothpaste), Mt. Vernon.

J. FRANKLYN VIOLA
152 W. 42nd St., New York 36, N. Y.
Phone: CHecker 4-3254

President ................... J. Franklyn Viola
Secretary .................... Leah D. Roth
Production ................. Gene Scognamiglio

Radio Accounts: ... Paramount Macaroni
Mfg. Co., Italy Laboratories, Inc., Johnson
Chemical Co., De Nobili Cigar Co.

TV Accounts: ...... Pastene Products Co., Pat-
ner, N. J.; Lazzara Breads & Cake Co.,
Paramount Macaroni Mfg. Co., Brooklyn,
N. Y.

WILLIAM VON ZELE & CO., INC.
411 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

Pres., Radio Dir. ............ Wm. von Zehle
Vice-Presidents .............. Lawrence A. Reis,
Van Lear Woodward, Jr.
Treasurer .................... Kathleen Banks

Radio-TV Accounts: ... Roman Ravioli
(Frozen Foods), Garfield, N. J.; Union
Labor Life Ins. Co., New York; Adam J.
Young, Inc., New York.

GEOFFREY WADE ADVERTISING
20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369

ABC—ANPA
Executive Dir. .............. Albert G. Wade, II
.
Chairman Copy and Planning
Committee ................... Paul McCluer

Radio-TV Director ........ Gordon Norberg
Copy Chief ................. Chas. W. Tennant
Research Director ........ Wm. R. Collier
Art Director .............. Edw. A. Beane
Director of Radio .......... John Mills

Director of Television ..... Booth Luck

Branch Office
6223 Selma Ave., Hollywood 28, Calif.
Phone: Hillside 7457

Manager .................... Robert E. Dwyer
Radio-TV Director .......... Forrest F. Owen

Radio Accounts: ... Miles Laboratories, Inc.
(Alka-Seltzer, One-A-Day (Brand) Vitamins,
Nervine, Tabecin, Bactine), Elkhart, Ind.;
Miles California Co. Los Angeles, Calif.;
Murphy Products Co. (Feeds), Burlington,
Wis.; Colonial Dames (cosmetics), De Met's
Candies, Chicago.

TV Accounts: ... Miles Laboratories, Inc.
(Alka-Seltzer, Tabecin, Bactine), Elkhart,
Ind.; Miles California Co., Los Angeles,
Calif.; De Met's Candies, Chicago.

HUGO WAGENSEIL & ASSOCIATES
Talbott Bldg., Dayton 2, Ohio
Phone: HEmelock 5542

Manager ..................... Hugo Wagenseil

Secretary .................... G. Wagenseil
Art Director .............. Ed Hageman
Industrial Dir. ............ T. A. Polley
Consumer Dir. ............. W. L. Guisewite

Acct. Executive ....... W. H. Ford
Radio Director .......... F. R. Harwood

TV Director ................ John Leonard
Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio.

TV Accounts: Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo).

WALKER & DOWNING GENERAL ADVERTISING
532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA—APA—PPA
President: William S. Walker
Vice-President: C. P. Richardson, F. L. Newmeyer, Jr., V. I. Maitland
Account Executives: C. P. Richardson, F. L. Newmeyer, Jr., V. I. Maitland, T. B. Wallace, C. F. Hoffman
Radio & TV Director: R. B. Stevens

Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Colonial Biscuit (crackers), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emelton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Galen Laboratories, Inc. (medications), Pittsburgh; Niagara Manufacturing & Distributing Co. (mechanical massage pulsators), Adamsville, Pa. & Buffalo, N. Y.; Niagara of Pittsburgh (mechanical massage pulsators), Pittsburgh; Niagara Pulser Corp. (mechanical massage pulsators), N. Y. C.


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 Commodities: Conrad Mikorenda
TV Program Dir.: Edward O'Brien
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); Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritl Thrift Shop; Colony Motors; Book Find Club.

TV Accounts: Sachs Quality Stores; Vim Stores; Spear & Co.; Ritl Thrift Shop; Flag Dog Food; Warren Connolly; Standard Housekeeping Co.; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration; Relaxacizor; Universal Television.

WARWICK & LEGLER, INC.
230 Park Ave., New York 17, N. Y.
Phone: MURray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
President: H. Paul Warwick
Radio & TV Director: William P. Warwick
Asst. Radio-TV Dir.: Robert Steen, Joe Gratz

Branch Office
2405 W. 8th St., Los Angeles 5, Calif.
Phone: Dunkirk 3-1141

Vice Pres.: C. E. Staudinger


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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

**WASSER, KAY & PHILLIPS, INC.**
Clark Bldg., Pittsburgh 22, Pa.
Phone: Grant 1-5752
President.............G. S. Wasser
V.P., Treas...............Lewis G. Kay
Secretary...............F. F. Wasser
Media Dir. & Production Mgr., Wm. Phillips
Television Director........Stanley Hess
Film Buyer..............Alvin Roth
Research Director........Kay Hervey
Account Executives: G. S. Wasser, L. G. Kay,
Roy Phlebus, Kay Hervey

**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........Ril C. Keefe,
Benton Ferguson, Don Dyer
Production Manager........S. B. Snyder
Art Director...............Harold Carlsson
Radio-TV Director........Don S. Mitchell
Branch Offices
Fidelity Union Life Bldg., 1511 Bryan,
Dallas, Tex.
Phone: Riverside 5201
Manager..............Burke Gilliam
Acc. Exec. (Dallas)........Marie Callahan

**LUTHER WEAVER & ASSOCIATES**
405 Oppenheim Bldg., Saint Paul 1, Minn.
Phone: GA 4715
AAAA—ABP—APA
Owner..............A. Luther Weaver
Account Executive........Donald Gardner
Executive Assistant..........Patricia M. Kelly
Radio Accounts: Fairway Foods, St. Paul;
Falcon-Pilgrim Cleaners, St. Paul & Minneapolis;
R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul;
Dox Co. (Toothpaste), Minneapolis;
Mynall Cain, Inc. (Cosmetics), Minneapolis;
Stewart Paint Mfg. Co., Minneapolis;
Gopher State Oil Co., Minneapolis.
TV Accounts: Falcon-Pilgrim Cleaners,
R. H. Keller Co. & Scottie's Dist., Gopher
State Oil Co., Minneapolis.

**WILLIAM H. WEINTRAUB & CO., INC.**
428 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 6-3900
ANPA—NOAB—PPA
President.............William H. Weintraub
Exec. Vice-Prs........Elkin Kaufman
V.P., Treas. & Gen. Mgr. John Davenport Scheuer
Vice-Prs., Chg. Radio-TV Dept. Harry Trenner
V.P., Chg. Public Relations....David Karr
Vice-President..........Norman B. Norman
Art Director...............Paul Rand
Vice-Prs., Dir. of Copy........Roger Purdon
Mgr. Media Dept.........George Coleman
V.P., Dir. Marketing Media.....John Morris
Vice-President..........Eugene Kummel
Vice-President........Kay Daly
Production Manager........William Zerweck
V.P., Research Dir. ........Dr. Leon Arons

**WEISS & GELLER NEW YORK, INC.**
400 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-4070
ANPA
President.............Max A. Geller
Vice-President........Joseph H. Curtis
Copy Chief...............Harold Wengler
Art Director............Arthur Gordon
Production Manager........Sally Green
Time Buyer & Asst. Radio-TV
Media Dir................Max Tendrich
Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; June Dairy Prod. Co., Inc. (Butter, Eggs, Cheese), New York, N. Y.
TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Whole Foods), Perth Amboy, N. J.

**E. TAYLOR WERTHEIM**
299 Madison Avenue, New York 17, N. Y.
Phone: Murray Hill 2-0653
Owner, Media Dir..........E. Taylor Wertheim
Art Director...............Norman Merritt
Space Buyer...............Carman Sheehy

**WESTERN ADVERTISING AGENCY, INC.**
668 S. Coronado St., Los Angeles 5, Calif.
Phone: Dunkirk 7-7367
ABP—ANPA
President...............Edward E. Keeler
V.P., Radio-TV Dir. ..........Milton Carlson
Timebuyer ..............Ruth Johnson
Acct. Executives: V. M. Barton, Ray Banks
Radio Accounts: The Voice of Prophecy,
Inc., Washington, D. C.; Stationers Corpora-
tion, Los Angeles; Ontra Cafeterias, Los Angeles; Superior Optical Co., Los Angeles; Art Frost of Glendale (Plymouth-DeSoto), Glendale, Calif.

TV Accounts: Fisherman's Wharf of Long Beach, Long Beach, Calif.; Art Frost of Glendale, Glendale, Calif.

WEXTON COMPANY
1780 Broadway, New York, N. Y.
Phone: P.Laiza 7-0335

Partners: Larry Schwartz, Howard Wechsler
Art Director: Irving Mittelman
Publicity Director: Judith Cortada
Account Executives: Eugene Griffin, Edward Greenberg

WARD WHEELOCK CO.
Phone: RUttenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC
Ch. of Bd. .......... Ward Wheelock
President .......... Arthur A. Baily
V.P. & Dir. Radio-TV .. Russ Johnston
1st Vice President .. 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 .......... 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.

WINIUS-BRANDON COMPANY
1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380

AAAA—ABP—ANPA—APA—PPA
President .......... Enno D. Winius
Vice Presidents ....... W. L. Sanborn,
C. A. Brandon

Media Director .......... George R. Bishop
V.P., Radio-TV Dir. .... V. L. Morelock
Asst. Radio-TV Dir. .. Rosalie A. Pieluch

YOUNG & RUBICAM, INC.
285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000

ANPA—PPA—APA—AAAA
NOAB—ABC—ABP

President .......... Sigurd S. Laron
Exec. V.P., Co-Chmn. Plans
Brd .......... Louis N. Brockway
V.P., Chge. Finance .......... Jacob H. Geise
Sect.-Treas. .......... Harry H. Enders
Asst. Treas., Spvsr.
Accounting .......... George N. Farrand
V.P., Art Director .......... Frederick S. Sergenian
V.P., Copy Director ........ H. S. Ward
V.P., Mgr. Copy Dept. ...... John B. Rosebrook
V.P., Dir. Int’l. Div. ...... Lorimer B. Slocum
V.P., Legal Advisor ...... David Miller
V.P., Co-Chmn. Plans Brd.,
Media Dir .......... A. V. B. Geoghegan
V.P., Merchandising Dir. .. Samuel Cherr
V.P., Dir. Pub. Rel. ...... Ken R. Dyke
V.P., Dir. Research ...... Dr. Peter Langhoff
V.P., Dir. Radio-TV Dept. ... Nat Wolff
V.P. Chge. Comm. ...... George H. Gribbin
Vice-Presidents .......... Milford Baker,
Edward Barnes, Harry B. Carpenter,
George B. Dippy, J. Brooks Emory, Jr.,
Frank Fagan, John E. Grimm, Jr., Harry
Harding, Frank L. Henderson, William
Howard, Alexander Kroll, A. Gardiner
Layng, George D. Bryson, Robert P. Moun-
tain, Walter K. Nield, William L. Shin-
nick, Albert Tilt, Jr., Walter B. C. Wash-
burn

Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
V.P. in Charge .......... John F. Whedon
1866 Penobscot Bldg., Detroit 2, Mich.
Manager ............ James W. Johnson
V.P. Radio-TV .......... Walter Bunker
235 Montgomery St., San Francisco 4, Calif.
V.P. in Charge .......... Edward A. Merrill, Jr.

Radio Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; General Foods Corp.; Gen-
eral Electric Co.; Cannon Mills, Inc.; Gulf
Oil Corp.; Procter & Gamble Co.; American
Home Foods, Inc.; Metropolitan Life Insur-
ance Co.; Bristol-Myers Co.; Sanforized
Div. of Cluett, Peabody & Co., Inc.; Borden
Co.; Drackett Co.; General Cigar Co., Inc.;
Hunt Foods, Inc.; International Harvester
Co.; Life Savers Corp.; Mission Bell Win-
eries; Purity Bakers; Rath Packing Co.;
Singer Sewing Machine Co.; Time, Inc.;
Zenith Radio Corp.

TV Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; Duffy-Mott Co., Inc.; Pro-
cter & Gamble Co.; General Electric Co.;
General Cigar Co., Inc.; Singer Sewing Ma-
chine Co.; Borden Co.; General Foods
Corp.; Gulf Oil Corp.; Simmons Co.; John-
son & Johnson; Goodyear Tire & Rubber
Co., Inc.; Bristol-Myers Co.; P. Lorillard
Co.; Purity Bakers; American Home
Foods, Inc.; International Silver Co.; San-
forized Div. of Cluett, Peabody & Co., Inc.;
Drackett Co.; Elgin National Watch Co.;
Hunt Foods, Inc.; Zenith Radio Corp.

THE YOUNT COMPANY
12 East 10th Street, Erie, Pa.
Phone: 2-2816

President & Space Buyer .......... M. A. Yount
Acct. Executive .......... M. John Yount
Production Mgr. .......... George R. Rinderle
Secretary .......... Luella Drenning
Art Director .......... Russel Adam
Ability, Vision and Perseverance, the qualities that led to the growth of the country, stand behind the progress of HEADLEY-REED.

Separate and distinct RADIO and TELEVISION divisions sell and service broadcasters and telecasters across the nation.

Headley-Reed Company
Radio and Television Station Representatives

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Phone: F'Franklin 2-0961
General Manager...Joseph Kapps

ALASKA RADIO SALES
17 East 42nd St., New York City, N. Y.
Phone: Murray 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
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Informations & Publicité, 3 Place de Valois, Paris, France
President...Louis Merlin
Radio Luxembourg Advt., Ltd., 36 Davies St., London W.1, Eng.
Manager...C. Clement Cave
Stations Represented—Radio Luxembourg “One”, “Two”.

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Phone: Andover 3-4710
Vice Pres...J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-5377
Director...David H. Sandberg
315 W. Ninth St., Los Angeles 15, Calif.
Phone: Tucker 2435
Exec. In Charge...John R. Markey
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7345
Executive-in-charge...Charles C. Coleman
1915 Elm St., Dallas 1, Texas
Phone: Sterling 1558
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80 Boylston St., Boston 16, Mass.
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3010 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-7068
V.P........................Lindsey H. Spight
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Gرانite 6103
Mgr............................Frank Moreland
434 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHeestnut 5688
Mgr...........................Richard Quigley
1115 Book Bldg., Detroit 26, Mich.
Phone: WOodward 5-3230
Mgr............................Charles Fritz

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TV Stations Represented—KTTV, Los Angeles, Calif.; KFEL-TV, Denver, Colo.; WENR-TV, Chicago, Ill.; WDSU-TV, New Orleans, La.; WXYZ-TV, Detroit, Mich.; WOW-TV, Omaha, Neb.; WBNS-TV, Columbus, Ohio; KDYL-TV, Salt Lake City, Utah; WTTR, Richmond, Va.; KING-TV, Seattle, Wash.

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39 Kearney Square, Lowell, Mass.
Phone: Lowell 8751
General Manager........Haskell Bloomberg
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Cregg Bldg., Lawrence, Mass.
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Mgr..........................Ruth Evans
28 Carleton St., Cambridge, Mass.
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Vice-President (TV) ....... G. Richard Swift
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Executive-In-Charge ......... John D. Stebbins
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 5-8158

Executive-in-Charge .......... V. E. Atkinson
5 Third St., San Francisco, Calif.
Phone: CA 1-6740

Executive-in-Charge ........ George D. Close
30 Boyleston St., Boston 16, Mass.
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Phone: HU 2-0346

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KOL, Seattle, Wash.; KREM, Spokane,
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TV Stations Represented—WKNB-TV,
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419 Boylston St., Boston, Mass.
Phone: Hancock 6-8182

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Me.; WFAU, Augusta, Me.; WIDE, Biddeford,
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WTSI, Lebanon, N. H.; WTSV, Claremont,
N. H.; WWNH, Rochester, N. H.; Granite
State Network; WBRK, Pittsfield, Mass.;
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Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726

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HOWARD C. BROWN CO.
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Phone: Hollywood 9-3095
Manager ...................... Howard C. Brown

Stations Represented—3XY, Melbourne,
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Phone: Lincoln 7017

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Pres.-Treasurer............... John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr. ...................... Harlan G. Oakes
26 O'Farrell St., San Francisco 4, Calif.
Phone: Yukon 6-5936

Mgr. ...................... Jack Murphy
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WGRB, Greensboro, N. C.; WMFR, High
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ton, S. C.; WOPI, Bristol, Tenn.-Va.

TV Stations Represented—WDXI, Stack-
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WENK, Union City, Tenn.; KCUL, Ft.
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333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5977
Executive-in-charge.............. Terry Hughes
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge............... Joseph H. Story, Jr.
609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6771
Mgr. ...................... Ray Patterson
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
Executive-in-charge............... Fred Jameson
1151 South Broadway, Los Angeles 15, Calif.
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WIBW, Topeka, Kan.

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Phone: Plaza 1-2345

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Eastern Sales Mgr............... Henry R. Flynn
Mgr. Sales Development........ H. A. Carlberg
Research Mgr............. Richard Hess
Promotion Mgr................ Guy Cunningham

Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000

Western Sales Mgr........... Gordon Hayes
63 South Main St., Memphis 3, Tenn.
Phone: Memphis 37-8612

Manager............... H. W. Maier, Jr.
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500

Manager................ Ralph Patt, Jr.
Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000

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

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apolis, Minn.; KMOX, St. Louis, Mo.;
WCBS, New York, N. Y.; WCAU, Phila-
delphia, Pa.; WBT, WBT-FM, Charlotte,
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ville Network.

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Business Manager............... Ben Margolis
Research Manager............... Fay Day
Eastern Sales Mgr............... Sam C. Digges

Branch Offices
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Phone: Whitehall 4-6000

Midwestern Sales Mgr., Mac Lean Chandler
63 S. Main St., Memphis 3, Tenn.
Phone: Memphis 37-8612

Manager............... H. H. Holtshouser
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Manager................ Warren Abrams
Palace Hotel, San Francisco, Calif.
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Phone: Hollywood 9-1212
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Phone: CR 5-2022
Manager..................Lee O'Connell

233 Sansome St., San Francisco, Calif.
Phone: YU 6-2981
Manager..................William A. Ayres

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Branch Office

New York, N. Y.

35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager..................Paul Elsbury

3049 E. Grand Blvd., Detroit, Mich.
Phone: Trinity 1-8981
Manager..................Paul Pequinot


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AM & FM Stations Represented—HJCB, HJCD, Bogota, Col.; CMAN, Pinar del Rio, Cuba; CMICY, COCY-1, 2, Habana, Cuba; CMGF, Matanzas, Cuba; CMGN, Jovellanos, Cuba; CMHI, Santa Clara, Cuba; CMJN, Ciego de Avila, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago, Cuba; HHCAN-D22C, Guanajut, Ecuador; HRQ, San Pedro Sula, Ecuador; HRQ, Tegucigalpa, Honduras; YNW, Managua, Nicaragua; YNNW, Granada, Nicaragua; HOG, Panana, R. P.; HOA, Panama, R. P.; HOW, Colon, Panama; HOB, Panama, R. P.; HP5G, Panama, R. P.; YSO, San Salvador, El Salvador Charlotte; WSTA, Amalie, V. I.

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Manager ..................Stephanie Maytas
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Pres. & Manager .............. Donald Cooke

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Phone: State 2-5906

Executive-in-Charge—Fred R. Jones
111 N. La Gienega 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

TV Stations Represented—WKTV, Utica, N. Y.; WTVU, Scranton, Pa.

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Phone: 6-5770

Owner ...................... Harry E. Cummings

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Sales Mgr. ................ Bernard Howard  
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Phone: Madison 6-8259  
Manager .................. Lawrence Krasner  
391 Market St., San Francisco 5, Calif.  
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Promotion Mgr. ............... C. P. Fitzpatrick  
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Radio Department  
Midwest Sales Mgr. .......... Arthur W. Bagge  
TV Department  
Midwest Sales Mgr. .......... George F. Stanton  
322 Palmer Building, Atlanta 3, Ga.  
Phone: Main 5667  
Mgr. .................. James M. Wade  

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Phone: MURray Hill 7-5365  
President .................. E. J. Devney  
360 N. Michigan Ave., Chicago, Ill.  
Phone: FR 2-0016  
Manager .................. Hal Holman  

Stations Represented — WFLY, Muscle Shoals, Ala.; KDMS, El Dorado, Ark.; WCNX, Middleton, Conn.; WPCF, Panama City, Fla.; WSIR, Winter Haven, Fla.; WFGM, Ifchburg, Mass.; WGVW, Green- 
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Secretary .................. George Allan  

Sales Mgrs. .................. Powell H. Ensign  
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Executive-in-Charge ....... Charles Whipple  
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Phone: Crestview 5-2022  
Exec.-in-Charge ............ Lee F. O'Connell  
233 Sansome St, San Francisco 4, Cal.  
Phone: Yukon 6-2396  

RADIO-TV STATION REPRESENTATIVES  

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Phone: Woodward 1-4255
Mgr. .......................... W. W. Bryan
406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349
Mgr. .......................... Dean Milburn
Phone: 9-2151
Mgr. .......................... Hal W. Hoag
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-3798
Radio Mgr. ..................... Wm. A. Morrison
Television Mgr. .................. Richard G. Rothlin
TV Stations Represented—KRON-TV, San Francisco, Calif.; KBTU, Denver, Colo.; WTVJ, Miami, Fla.; KGMB-TV, Honolulu, Hawaii; WOC-TV, Davenport, Iowa; WAVE-TV, Louisville, Ky.; WCCO-TV, Minneapolis-St. Paul, Minn.; KSD-TV, St. Louis, Mo.; WPXI, New York, N. Y.; WCSC-TV, Charleston, S. C.; WBAP-TF, Fort Worth-Dallas, Texas.

GILL-PERNA, INC.
654 Madison Ave., New York 21, N. Y.
Phone: Templeton 8-4740
President .......................... Helen Gill
Branch Offices
75 E. Wacker Drive, Chicago, Ill.
Phone: Central 6-2420
2330 W. 3rd St., Los Angeles, Calif.
Phone: DUnkirk 7-4333
57 Post St., San Francisco, Calif.
Phone: Sutter 1-5568

W. S. GRANT CO., INC.
703 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685
General Manager .................. W. S. Grant
Branch Offices
1127 Sunset Blvd., Los Angeles, Calif.
Phone: Madison 9-2653

33 W. 42nd St., New York, N. Y.
Phone: BRYant 9-3734
612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177


IRENE GRIFFITH
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Phone: Hillside 3912
Executive-in-charge .......... Irene Griffith

MELCHOR GUZMAN COMPANY.
INC.
45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-0624

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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-Pres. ............. Dwight S. Reed
Vice-Pres. & Sec. ............ Frank E. Pellegrin
Vice-Pres. ................... Carlin S. French
Vice-Pres. ................... Paul R. Weeks
Vice-Pres. ................... Harold Lindley

Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431
Vice-President .............. Dwight S. Reed
110 Sutter Street, San Francisco, Calif.
Phone: Exbrook 2-3407

General Manager ................... James Alsauagh
Equitable Bldg., Hollywood, Calif.
Phone: Granite 1490

V.P. Gen. Mgr. .................. Harold Lindley
AM & FM Stations Represented—KMP,
RADIO-TV STATION REPRESENTATIVES

Los Angeles, Calif.; KJBS, San Francisco, Calif.; WONS, Hartford, Conn.; WELI, New Haven, Conn.; WTSP, St. Petersburg, Fla.; WROK, Rockford, Ill.; KXXX, Colby, Kan.; KNOE, Monroe, La.; WNOE, New Orleans, La.; WNAC, Boston, Mass.; WJIM, Lansing, Mich.; KMMJ, Grand Island, Neb.; WOR, New York, N. Y.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WJW, Cleveland, Ohio; WCOL, Columbus, Ohio; WING, Dayton, Ohio; WLOK, Lima, Ohio; WIZE, Springfield, Ohio; WFBG, Altoona, Pa.; WIKK, Erie, Pa.; WHUM, Reading, Pa.; WEAN, Providence, R. I.; WMSC, Columbus, S. C.; KTHT, Kinston, Kinston, Texas; The Yankee Network. (West Coast Representation only.)

TV Stations Represented — WNAC-TV, Boston, Mass.; WJIM-TV, Lansing, Mich.; WOR-TV, New York, N. Y.; WHUM-TV, Reading, Pa. (West Coast Representation only.)

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. Parsons, Jr.
Acting Executive............. John F. Dickinson
Acting Executive............... Burton Adams
Acting Executive............. Maurice Rashbaum, Jr.
Branch Office
Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-0074
Executive-in-charge........... Carroll R. Layman
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125
Executive-in-charge........... Franklin Dougherty
TV Stations Represented—WLTW, Atlanta, Ga.; WAAM, Baltimore, Md.; WDFM-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wisce.

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Phone: MUrray Hill 5-8701
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Vice-President Chg. TV........ William B. Faber
Vice President................ Sterling Beeson
Vice-President................ John W. Wrath
Secy-Treas.................. Frank W. Miller, Jr.
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Executive-in-charge........... John W. Wrath
Palmer Bldg., Atlanta 3, Ga.
Executive-in-charge........... Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.
Executive-in-charge........... Ralph W. Mitchell
Taft Bldg., Hollywood, Calif.
Executive-in-charge........... Clark N. Barnes

Executive-in-charge........... Robert S. Dome

TV Stations Represented — WEE-TV, Peoria, Ill.; KFFQ-TV, St. Joseph, Mo.; WSYR-TV, Syracuse, N. Y.; WTVN, Columbus, Ohio; WFMJ-TV, Youngstown, Ohio; WICU, Erie, Pa.; WCOS-TV, Columbus, S. C.; WBRE-TV, Wilkes-Barre, Pa.

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Phone: BRYant 9-3960
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Phone: Madison 6-3633
Executive-in-charge........... Harry H. Wise, Jr.
400 Montgomery St. San Francisco 4, Calif.
Phone: Douglas 2-7192
Executive-in-charge........... George E. Lindman
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Phone: Cypress 1489
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Phone: FRanklin 2-0016

Owner .................. Hal Holman

Branch Offices
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Executive-in-charge ............ Ed Devney
Manager .................. Tracy Moore
Phone: Exbk 2-3033
79 Post St., San Francisco 4, Calif.


TV Stations Represented — WLBC-TV, Muncie, Ind.

INDIE SALES, INC.
60 East 42nd St., New York 17, N. Y.
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President .......................... Jack Koste

Branch Offices
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Phone: SState 5096

5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: YOrk 8812

681 Market St., San Francisco 5, Calif.
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Phone: WOWoodward 2-7928

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Treasurer .................. Morris J. Beck
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Penobscot Bldg., Detroit, Mich.
Phone: Woodward 3-8420

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Phone: Riverside 4036

Manager .................. D. Rutledge
Russ Bldg., San Francisco 4, Calif.
Phone: Sutter 1-7434

Manager .................. Stanley J. Ruelman
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Phone: Tucker 3219

Manager ................. Richard Hasbrook


TV Stations Represented—KPHO, Phoenix, Ariz.; KLAC-TV, Los Angeles, Calif.; KPIX, San Francisco, Calif.; WNHC-TV, New Haven, Conn.; WMAL-TV, Washington, D. C.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; KTVT, Sioux City, Iowa; WMARY, Baltimore, Md.; WJBF, Detroit, Mich.; WOOD-TV, Grand Rapids, Mich.; WJTV, Jackson, Miss.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, Ohio; WXEL, Cleveland, Ohio; WSPD-TV, Toledo, Ohio; WKY-TV, Oklahoma City, Okla.; WJACTV, Johnstown, Pa.; WFTL-TV, Philadelphia, Pa.; KEYL, San Antonio, Texas; KHO-TV, Spokane, Wash.; WSAT-TV, Huntington, W. Va.

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414 Alderway Bldg., Portland 5, Ore.

Phone: Beacon 4107

Manager .......... Don P. Motter

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Phone: DUNkirk 2-0458

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Executive-in-charge—Foster G. Bowen

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Phone: Liberty 2-5799

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Partner .......... Marjorie Carter


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Proprietor—A. Lewis King

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Phone: Geneva 9631

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Office Manager .......... Lillian Carney
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Branch Offices
185 N. Wabash Ave., Chicago 1, Ill.
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V.P. & Manager: Hub Jackson
111 N. La Cienega Blvd., Beverly Hills, Calif.
Phone: Bradshaw 2-4727
Manager: Lee F. O’Connell
233 Sansome St. San Francisco 4, Calif.
Phone: YUKON 6-2981
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521 Fifth Ave., New York 17, N. Y.
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Eastern Manager: Louis J. F. Moore
Account Exec.: Edgar B. Filion
Account Exec.: Byron Goodell
Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742
Manager: Carl FJ Jewett
8 West King St., Lancaster, Pa.
Phone: Lan. 5251
Manager: Glenn Lau
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 9-5408
West Coast Manager: Tracy Moore
Russ Building, San Francisco, Calif.
Phone: YUKON 6-4940
Manager: Don Pontius


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Phone: Sterling 1558
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General Manager: R. A. Leslie
Commercial Manager: W. C. Tierney
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1396 St. Catherine St., W., Montreal
Phone: Universitv 6-1538
Manager: E. F. Kavanagh

AM & FM Stations Represented—CKWS, Kingston, Ontario; CJKL, Kirkland Lake, Ontario; CFCH, North Bay, Ontario; KCOY, Ottawa, Ontario; CHEX, Peterborough, Ontario; CKGB, Timmins, Ontario; CJFX, Antigonish, Nova Scotia; CFBC, Saint John, New Brunswick; CHUB, Nanaimo, British Columbia; CKNW, New Westminster, British Columbia; CJAVA, Port Alberni, British Columbia.

NATIONAL BROADCASTING COMPANY
National Spot Sales Division
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-8300
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Sales Manager: W. H. Shepard
National Manager, TV: John Reher
National Manager, Radio: William Davidson
Mgr. Represented Stations: Richard Close
Sales Service Mgr.: Caroline Herbert
Eastern Sales Mgr. (TV): Luellen Stearns
East Sales Mgr. (Radio): Joseph Goodfellow

Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: Superior 7-8300
Central Radio Sales Mgr.: Robert Flanagan
Central TV Sales Mgr.: Robert Ewing
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*Phone:* Cherry 0942  
Radio Sales Mgr. .......... Robert Miller  
TV Sales Representative .......... John C. Treacy  
*Phone:* Hollywood 9-6160  
Sales Rep. (Radio) .......... William McDaniel  
Sales Rep. (TV) .......... Walter Davidson  
NBC Bldg., San Francisco 2, Calif.  
*Phone:* Greystone 4-8700  
Sales Rep, (Radio) .......... Heber Smith  
Sales Rep. (TV) .......... Carl Nielsen  

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*Phone:* Murray Hill 2-0810  
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Asst. Sales Mgr. .......... Robert J. Kizer  
*Branch Office:*  
35 E. Wacker Drive, Chicago, Ill.  
*Phone:* State 2-7942  
Manager .......... Paul Elsberry  
2647 Bryant Ave., N., Minneapolis, Minn.  
*Phone:* HY 8639  
Manager .......... J. Frank Johns  
627 S. Lafayette Park Pl., Los Angeles 5, Calif.  
*Phone:* DU 3200  
Manager .......... Harlan G. Oakes  
260 Farrell St., San Francisco, Calif.  
*Phone:* YUk_on 6-5936  
Manager .......... Burt Beggs  

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*Phone:* YUk_on 6-5936  
*Branch Offices:*  
307 N. Michigan, Chicago, Ill.  
*Phone:* Central 6-4337  
672 S. Lafayette Park Pl., Los Angeles, Calif.  
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17 E. 42nd St., New York 17, N. Y.  
*Phone:* Murray Hill 2-0810  

**OROCO BROADCASTING CO.**  
127 S. Bway., Los Angeles, Cal.  
*Phone:* Madison 8364  

**PAN AMERICAN BROADCASTING CO.**  
17 East 42nd St., New York 17, N. Y.  
*Phone:* MU 2-0810  
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Manager .......... Arthur Gordon  
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35 E. Wacker Dr., Chicago 1, Ill.  
*Phone:* State 2-7942  
Executive-in-charge .......... Paul Elsberry  
627 S. Lafayette Pl., Los Angeles 5, Calif.  
*Phone:* DU 2-3200  
Executive-in-charge .......... Harlan Oakes  
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*Phone:* YUk_on 6-5936  
Executive-in-charge .......... Burt Beggs  
*AM & FM Stations Represented:*—AFRICA, South Africa, Tangier, Morocco, Mozambique, Angola; Liberia; ASIA: India, China, Philippines, Pakistan, Go; EUROPE: France, Belgium, Portugal, England, Saar, Germany; SOUTH AMERICA: Bolivia, Chile, Colombia, Ecuador, Dutch Guiana, Paraguay, Venezuela, Peru; CENTRAL AMERICA: Parabdos, Costa Rica, Dominican Republic, El Salvador, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Puerto Rico; MISC. AREAS: Fiji Islands, Australia.  

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Vice-President .......... James Bowden  
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Branch Offices
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12 S. 12th St., Philadelphia 7, Pa. Phone: Walnut 2-3555
Executive-in-Charge........ Robert Hitchings
Room 8-150, General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1803
Executive-in-Charge........ John F. Cole
Georgia Savings Bank Bldg., Atlanta, Ga. Phone: ALpine 7992
Executive-in-Charge........ Francis A. Milligan
2978 Wilshire Blvd., Los Angeles 5, Calif. Phone: Dunkirk 8-3158
Executive-in-Charge........ V. E. Atkinson
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AM & FM Stations Represented—WDLP, Panama City, WWPQ, Palm Beach, WHJP,
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Exec. Vice-President ........ Edward E. Voynow
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Sales Prom. Mgr............. Seth Dennie
Asst. Sales Prom. Mgr........ Thos. B. Ellsworth
Research Mgr................. William H. Steece

TV Department
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Sales Prom. Mgr............ Robert L. Hutton, Jr.
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Exec.-in-Charge........ George Kercher (AM)
Richard Hughes (TV)
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AM & FM Stations Represented—WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WFAA, Dallas-Ft. Worth, Texas; KSO, Des Moines, Iowa; KOA, Denver, Col.; KARM, Fresno, Calif.; KPRC, Houston, Texas; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KECA, Los Angeles, Calif.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSNB, New Orleans, La.; WABC, New York, N. Y.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadel-

TV Stations Represented—WSBV-AM, Atlanta, Ga.; WBAL-TV, Baltimore, Md.; WFAA-TV, Dallas, Texas; KPRC-TV, Houston, Texas; KECA-TV, Los Angeles, Calif.; KSTR-TV, Minneapolis-St. Paul, Minn.; WSM-TV, Nashville, Tenn.; WABC-TV, New York, N. Y.; WTAR-TV, Norfolk, Va.; WOAI-TV, San Antonio, Texas; KGO-TV, San Francisco, Calif.; KOTV, Tulsa, Okla.; KMTV, Omaha, Neb.; ETV, Tijuana-San Diego, Calif.

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Vice President ............... Frank Sawdon
Vice President ............... Peggy Stone
Branch Offices
75 E. Wacker Dr., Chicago 1, Ill.
Phone: FI 6-0964
Manager ...................... Edward McKay
Phone: Hollywood 9-5408
Exec-in-Charge........ Tracy Moore
78 Post Street, San Francisco, Cal.
Phone: Exbrook 2-803
Exec-in-Charge........ Tracy Moore

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4 Albert St., Toronto 1, Ont., Canada
Phone: WAvery 6151
Managing Director ........... J. O. Slatter
Sales Manager ............... A. E. Bedard
Secretary-Treasurer ........ V. Murphy
Branch Offices
337 Dominion Square Bldg., Montreal, Que.
Canada

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Phone: UNiversity 6-8058
Manager: W. C. Dippie Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-26374
Manager: A. J. Messner 198 W. Hastings St., Vancouver, B. C., Can.
Phone: Tatlow 6277
Manager: J. N. Hunt


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Sales Manager: F. W. Phillips
Traffic Manager: Merleen Wilson
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Phone: Murray Hill 6-5940
President: William G. Rambeau
Executive Vice-President: James A. Wethington
Secty.: Mary Rudd

Branch Offices
333 N. Michigan Avenue, Chicago 1, Ill.
Phone: And. 3-5566
Executive-in-Charge: Nick Bolton 1746 N. Las Palmas Ave., Los Angeles 3
Calif.
Phone: Hillside 0388
Exec-in-Charge: Jack Porter 233 Sansome St., San Francisco, Calif.
Phone: YUKon 6-2396
Exec-in-Chg.: William A. Ayers 625 2nd Ave., Minneapolis 2, Minn.
Phone: Lincoln 7017


TV Stations Represented — WATR-TV, Waterbury, Conn.

PAUL H. RAYMER COMPANY, INC.
444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570
President: Paul H. Raymer
(Radio Dept.)
Exec. V.P., Sls. Mgr.: Fred C. Brokaw
Account Executives: E. E. Eshelman, John S. Hughes, Harry B. Tremaine, Lawrence Van Dolen
(Television Dept.)
Sales Manager: Ralph E. McKinnie
Prom., Research Mgrs.: Carl Tillmans
Account Executives: John R. Porterfield, Richard C. Dawson
Program Mgr.: Madeline D. Vose

Branch Offices
Dir. Prom., Research: Mark Finley 435 N. Michigan Ave., Chicago 11, Ill.
Vice-President: Garfield C. Packard
Phone: Superior 7-4473
Executive-in-Charge: Paul Tiemer
Phone: Hubbard 2-3225
2949 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge: Robert B. Rains
Phone: Woodward 3-0764
1680 Vine St., Hollywood 28, Calif.
Executive-in-Charge: John D. Gale
Phone: Hudson 2-2376
1672 Russ Bldg., San Francisco 4, Calif.
Executive-in-Charge: Ray Rhodes
Phone: Douglas 2-8909
Hotel Chisca, Memphis 1, Tenn.
Phone: Memphis 37-3813

**RADIO-TV STATION REPRESENTATIVES**


**TV Stations Represented—WBRC-TV, Birmingham, Ala.:** KVOA-TV, Tucson, Ariz.; KMJ-TV, Fresno, Calif.; KTLA, Hollywood, Calif.; WSBT-TV, South Bend, Ind.; WTAC-TV, Flint, Mich.; WKBN-TV, Youngstown, Ohio; WNOK-TV, Columbus, S. C.

**SEARS & AYER, INC.**

612 N. Michigan Ave., Chicago, Ill.

*Phone:* Superior 7-81778

President ......................... B. H. Sears

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*Phone:* Murray Hill 9-2586-87

5225 Wilshire Blvd., Los Angeles, Calif.

Executive-in-Charge .............. Gene Grant

*Phone:* York 8812

681 Market St, San Francisco, Calif.

Executive-in-Charge .............. Gene Grant

*Phone:* Yukon 6-0621

**STORER BROADCASTING CO.**

199 Pierce St, Birmingham, Mich.

*Phone:* Midwest 4-7700

President ......................... George B. Storer

Exec. Vice-President .............. Lee B. Wailes

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

*Phone:* El Dorado 5-7690

V.P.-Nat. Sales Dir. .............. Tom Harker

Sales Prom. & Advt. Mgr. ........ Art Schofield

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Manager ......................... Robert C. Wood

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Senior V.P., Treas. ............... J. Harold Ryan

**HORACE N. STOVIN & COMPANY**

80 Richmond St. W., Toronto, Ontario

*Phone:* Empire 3-9184

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Gen. Sales Manager .............. R. J. Judge

608 Keefer Bldg., Montreal, Quebec

*Phone:* University 6291

Manager ......................... T. C. Maguire

1111 Childs Bldg., Winnipeg, Manitoba

*Phone:* 925-997

Manager ......................... J. A. Whitehouse

840 Howe St., Vancouver, B. C.

*Phone:* Marine 6464

Manager ......................... J. W. Stovin


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Vice-President ................... Howard B. Meyers

*Phone:* State 2-5260

1024 M & W Tower Bldg., Dallas 1, Tex.

Manager ......................... Fred Vance

*Phone:* Riverside 5633

638 Van Ness Ave., Los Angeles 13, Calif.

Manager ......................... George Dietrich

*Phone:* Fairfax 8458

235 Montgomery St, San Francisco, Calif.

Manager ......................... Hubbard Keenan

*Phone:* Douglas 2-1323

715 Little Bldg., Boston, Mass.

Manager ......................... Bertha Bannon

*Phone:* Hubbard 2-4370

301 Glenn Bldg., Atlanta, Ga.

Manager ......................... James S. Ayers

*Phone:* Alpine 3080

AM & FM Stations Represented—WCOV, Montgomery, Ala.; KLRA, Little Rock, Ark.; WPDO, Jacksonville, Fla.; WBSR, Pensacola, Fla.; KBUR, Burlington, Iowa; KTRI, Sioux City, Iowa; KANS, Wichita, Kans.; WINN, Indianapolis, Ind.; KMY, Monroe, La.; WCBM, Baltimore, Md.; WLAB, Boston, Mass.; WILS, Lansing, Mich.; WAGE, Syracuse, N. Y.; WTOB, Winston-Salem, N. C.; WHBC, Canton, Ohio; WERE, Cleveland, Ohio; WMAN, Mansfield, Ohio; WPAY, Portsmouth, Ohio; WRFD, Columbus, Ohio; KTOX, Oklahoma City, Okla.; Oklahoma Neat, Ada, Okla.; WPJB, Providence, R. I.; KELO, Sioux Falls, S. D.; KKWC, Abilene, Texas; KGNC, Amarillo, Texas; KFRC, Austin, Texas; KEYS, Corpus Christi, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KTRE, Lufkin, Texas; KTXT, San Angelo, Texas; KCMC, Texarkana, Texas; KBB, Tyler, Texas; KRGV, Weslaco, Texas; KFDFX, Wichita, Tex.; Southwest Network-Radio Bldg., El Paso, Texas; WKBH, La Crosse, Wis.; WCAN, Milwaukee, Wis.; KEK & Carlyn in New England.
**RADIO-TV STATION REPRESENTATIVES**

TV Stations Represented — WCOV-TV, Montgomery, Ala.; KELO-TV, Sioux Falls, S. D.; KTBC-TV, Austin, Texas; KRD-TV, El Paso, Texas.

**TRANSIT RADIO, INC.**

1109 Union Trust Bldg., Cincinnati 2, O.

Phone: Dunbar 7775

Chairman of the Board...Hulbert Taft, Jr. President..................Richard C. Crisler


**WALKER REPRESENTATION CO., INC.**

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

Phone: Murray Hill 3-5830

President ....................Wythe Walker

Vice-President................C. Otis Rawalt

Representative...........T. C. Whiteman

**Branch Offices**

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

Phone: AN 3-5771

V.P................................Ralph C. Kelley

15 W. 10th St., Kansas City, Mo.

Phone: Victor 0021

Exec-in-Charge..............William Temple

672 S. Lafayette Park Pl., Los Angeles, Calif.

Exec-in-Charge.............Harlan G. Oakes

Phone: Yukon 6-5936

Northeastern Bank Bldg., Minneapolis, Minn.

Phone: Geneva 9631

Executive-in-charge ......Orville Lawson

Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: Alpine 5084

**Executive-in-Charge**........Tom Atkinson


**WEED AND COMPANY**

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

Phone: MU 7-7772

Manager (Radio & TV) ......Joseph J. Weed

Sales Manager (Radio) ..........J. C. Lyons

Sales Manager (TV) .............Peter B. James


Salesmen (TV) ..................David O'Shea, Ray Stone, Joe Miller

**Branch Offices**

203 North Wabash Ave., Chicago 1, Ill.

Phone: Randolph 6-7730

Executive-in-Charge...........C. C. Weed

3107 Book Bldg., Detroit 26, Mich.

Phone: Woodward 1-2685

Exec-in-Charge............Bernard P. Pearse

Palmer Bldg., Atlanta 3, Ga.

Phone: Cypress 4081

Exec-in-Charge...........George Swearingen, Jr.


Phone: Hillside 8611

Exec-in-Charge.............Lincoln P. Simonds

68 Post St., San Francisco 4, Calif.

Phone: Yukon 6-1899

Executive-in-Charge ..........Joseph Matthews


Phone: Hubbard 2-5677

Executive-in-Charge ...........Henry Greene

FEDERAL Communications Commission Personnel

☆

HOW TO APPLY FOR FCC LICENSE

☆

NATIONAL ASSOCIATION of Radio and Television BROADCASTERS Personnel — Committees
FEDERAL
COMMUNICATIONS
COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.
Personnel as of February 1, 1953

Commissioners
Chairman
PAUL A. WALKER
(Term Expires June 30, 1953)
Confidential Assistant: PHYLLIS HANCOCK

ROSEL H. HYDE
Vice-Chairman
(Term Expires June 30, 1959)

EDWARD M. WEBSTER
(Term Expires June 30, 1956)
Assistant—RUTH KOPPIALKY

EUGENE H. MERRILL
(Term Expires June 30, 1954)
Assistant—ELIZABETH DANNELLY

GEORGE E. STERLING
(Term Expires June 30, 1957)
Assistant—NEVA BELL PERRY

FRIEDA B. HENNOCK
(Term Expires June 30, 1955)
Assistant—ARTHUR STAMBLER

ROBERT T. BARTLEY
(Term Expires June 30, 1958)
Assistant—FARRELL McCONIGAL

Office Of The Secretary
Secretary
T. J. SLOWIE
Assistant Secretary: WILLIAM P. MASSING
Administrative Asst.: Laura L. Hollingsworth

INTERNATIONAL TELECOMMUNICATIONS
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Charlotte S. Smith, Chief

MAIL AND FILES DIVISION
Mary E. Sprague, Chief

DOCKETS DIVISION
Jessie R. Blaine, Chief

TECHNICAL ASSISTANCE DIVISION
Joseph G. Thomas, Acting Chief

MESSENGER DIVISION
John W. Brown, Chief

MINUTE BRANCH
Annette Hutterly, Chief of Branch

LIBRARY BRANCH
Helen A. Clark, Chief of Branch

Office of Hearing Examiners
Administrative Assistant: Lillian Watson

EXAMINERS

J. D. Bond
William G. Butts
Basil P. Cooper
James D. Cunningham
Thomas H. Donahue
Benito Gaguine

Annie N. Huntting
Hugh B. Hutchison
H. Gifford Irion
Fanncey N. Litvin
Leo Resnick
Herbert Sharfman
Elizabeth C. Smith

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SYLVIA D. KESSLER, Chief
Horace E. Slone, Assistant Chief
Harold C. Anderson
Charles S. Borum
Seymour M. Chase
Alan Y. Naftalin
Hideyuki Noguchi

Office of Administration
Executive Officer
ROBERT W. COX
Richard Solan, Administrative Assistant

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Paul H. Sheehy, Chief

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Robert W. Cox, Budget Officer

ORGANIZATION AND METHODS DIVISION
Eric G. Stewart, Planning Officer

PERSONNEL DIVISION
Gilbert H. Hatfield, Personnel Officer

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GEORGE O. GILLINGHAM, Chief

INFORMATION BRANCH
Salina M. Lindo

REPORTS BRANCH
Mary O’Leson
Eva O. Melton

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Virgil R. Simpson, Assistant Chief Engineer
John A. Willoughby, Assistant to the Chief Engineer

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TECHNICAL RESEARCH DIVISION
William C. Boese, Asst. Chief Engineer

LABORATORY DIVISION
Edward W. Chapin, Asst. Chief Engineer
Ralph J. Benton, U. S. Supervisor, CONELRAD

Office of Chief Accountant
WILLIAM J. NORFLEET, Chief Accountant
Hugo Reyer, Assistant Chief Accountant

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John J. Nordberg, Asst. Chief Accountant

ECONOMICS DIVISION
Hyman H. Goldin, Asst. Chief Accountant

Office of General Counsel
BENEDICT P. COTTONE, General Counsel
Dee W. Pincock, Assistant to the General Counsel

LITIGATION DIVISION
J. Roger Wollenberg, Asst. General Counsel

LEGISLATION, TREATIES AND RULES DIVISION
Richard A. Solomon, Asst. General Counsel

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Joseph M. Kittner, Assistant Chief
Lavelle W. Hughes, Administrative Assistant

AURAL FACILITIES DIVISION
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New & Changed Facilities Branch
David S. Stevens, Chief
Existing Facilities Branch
Wallace E. Johnson, Chief
Allocations Branch
Bruce S. Longfellow, Chief

TELEVISION FACILITIES DIVISION
Cyril M. Braum, Chief
Applications Branch
Joseph N. Nelson, Chief
Technical Branch
Hart S. Cowperthwait, Chief

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Robert J. Rawson, Asst. Chief

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Arthur Scheiner, Chief

RENEWAL AND TRANSFER DIVISION
Walter R. Powell, Chief
Transfer Branch
Robert H. Alford, Chief
Renewal Branch
Sol Schildhause, Chief
Compliance Branch
LeRoy Schaaff, Chief

LICENSE DIVISION
Clara M. Jehl, Chief
Marguerite F. Hubbard, Asst. Chief

CONTROL SECTION
Melba Z. Templeman, Chief
**District Offices and Engineers in Charge**

1. **NATHAN A. HALLENSTEIN**
   1600 Customhouse
   Boston 9, Massachusetts

2. **ARTHUR BADGER**
   748 Federal Building
   New York 14, New York

3. **ROGER A. PHELPS**
   1005 U. S. Customhouse
   Philadelphia 6, Pennsylvania

4. **HYMAN A. COHEN**
   506 Old Town Bank Building
   Baltimore 2, Maryland

5. **EDWARD BENNETT**
   Room 402, New P. O. Building
   Norfolk 10, Virginia

6. **W. D. JOHNSON**
   411 Federal Annex
   Atlanta 3, Georgia
   Sub-Office
   ANDREW BAHLEY
   214 P. O. Building
   Savannah, Georgia

7. **ARTHUR FISH**
   312 Federal Building
   Miami 1, Florida
   Sub-Office
   CHALMER R. NEEB
   400-410 P. O. Building
   Tampa 2, Florida

8. **THEODORE G. DIFER**
   400 Audubon Building
   New Orleans 16, Louisiana
   Sub Office
   GEORGE E. FRANKLIN
   419 U. S. Court House & Customhouse Bldg.
   Mobile 10, Alabama

9. **LOUIS L. MCCABE**
   324 U. S. Appraisers Building
   Houston 11, Texas
   Sub-Office
   ERIC D. COBURN
   320 P. O. Building
   Beaumont, Texas

10. **JOHN H. HOMSY**
    560 Terminal Annex Building
    Dallas 2, Texas

11. **BERNARD H. LINDEN**
    539 U. S. P. O. and Court House Building
    Los Angeles 12, California
    Sub-Office
    RAY H. LANDRY
    15-C U. S. Customhouse & Court House
    San Diego 1, California

12. **FRANCIS V. SLOAN**
    323-A Customhouse
    San Pedro, California

13. **JOSEPH H. HALLOCK**
    307 Fitzpatrick Building
    Portland 5, Oregon

14. **HERBERT H. ARLOWE**
    801 Federal Office Building
    Seattle 4, Washington

15. **WILLIAM E. CLYNE**
    521 Customhouse
    Denver 2, Colorado

16. **DONALD A. MURRAY**
    208 Uptown P. O. and Federal Bldg.
    St. Paul 2, Minnesota

17. **HAROLD T. GALLAHER**
    3200 Fidelity Building
    Kansas City, Missouri

18. **HAROLD D. HAYES**
    826 U. S. Court House
    Chicago 4, Illinois

19. **EDWIN S. HEISER**
    1029 New Federal Building
    Detroit 26, Michigan

20. **PAUL A. HOLLOWAY**
    328 P. O. Building
    Buffalo 3, New York

21. **PAUL R. FENNER**
    502 Federal Bldg.
    Honolulu 1, T. H.

22. **ARTHUR T. CLINE, JR.**
    322-223 Federal Building
    San Juan 13, P. R.

23. **HAROLD D. DEVOE**
    7-8 Shattuck Building
    Juneau, Alaska
    Sub-Office
    Radio Engineer
    Room 53, U. S. P. O. and Court House
    Anchorage, Alaska

**Primary Monitoring Stations and Engineers in Charge**

- **WILLIAM R. FOLEY**
  Kingsville, Texas
  **HENRY B. DUNPHIEY, JR.**
  Powder Springs, Georgia

- **EDWARD W. SANDERS**
  Millis, Massachusetts
  **GEORGE McLEOD**
  Livermore, California

- **ROBERT A. LANDSBURG**
  Portland, Oregon
  **LEE R. DAWSON**
  Lanikai, Oahu, T. H.

- **PATRICK J. SCANLAN**
  Allegan, Michigan
  **EDWIN FORSYTH**
  Anchorage, Alaska
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Searsport, Maine

JOHN L. KURDEKA  
Twin Falls, Idaho

JAMES E. GILFOY  
Lexington, Kentucky

HARRY E. GAROUTTE  
Muskogee, Oklahoma

KENNETH V. PRESTON  
Fairbanks, Alaska

ADELBERT C. LAWRENCE  
Spokane, Washington

HOMER V. THOMPSON  
Fort Lauderdale, Florida

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Lester W. Spillane, Assistant Chief  
Ezra Chambers, Administrative Assistant

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Marshall S. Orr, Chief

MARINE DIVISION
William N. Krebs, Chief  
Irving Brownstein, Asst. Chief

AVIATION DIVISION
John R. Evans, Chief  
Donald Mitchell, Asst. Chief

PUBLIC SAFETY AND AMATEUR DIVISION
George K. Rollins, Chief  
Daniel H. Arnold, Asst. Chief

INDUSTRY AND COMMERCE DIVISION
Glen E. Nielsen, Chief  
Ivan H. Louchs, Asst. Chief

AUTHORIZATION ANALYSIS DIVISION
Charles R. Weeks, Chief  
Robert L. Stark, Asst. Chief

Common Carrier Bureau

CURTIS M. BUSHNELL, Acting Chief  
Gordon J. Kent, Administrative Assistant

TELEPHONE DIVISION
Robert E. Stromberg, Chief  
Services and Facilities Branch  
Edward L. Clinkscales, Acting Chief

Domestic Radio Services Branch
Arthur A. Gladstone, Chief

Revenue Requirements Branch
Bernard Strassburg, Chief

Depreciation Rates Branch
Kosmo J. Affanasiev, Chief

Tariffs & Rate Classifications Branch
John J. Guerard, Acting Chief

John R. Lambert, Chief  
Rates & Revenue Requirements Branch  
Martin R. Haven, Chief  
Services & Facilities Branch  
Ralph D. Jones, Chief

INTERNATIONAL DIVISION
Marion H. Woodward, Chief  
Rates & Revenue Requirements Branch  
Asher H. Endo, Chief  
Services & Facilities Branch  
John A. Russ, Chief

LICENSE BRANCH
Betty Ferro, Chief

STATISTICAL BRANCH
June Anderson, Acting Chief

TELEGRAPH DIVISION

OFFICE OF FIELD COORDINATOR
Charles R. Makela, Chief

COMMON CARRIER FIELD OFFICES
Atlanta, Ga., 733 Hurt Building—Sydney L. O'Guin, Chief
New York, N. Y., Rm. 604, 90 Church St.—Jack E. Buckley, Chief
St. Louis, Mo., Room 334, 815 Olive St.—Clarence J. Henry, Acting Chief
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhayes, Chief

Field Engineering and Monitoring Bureau

GEORGE S. TURNER, Chief  
Frank M. Kratokvil, Assistant Chief  
John H. McAllister, Attorney-Advisor

FIELD OPERATING DIVISION
Frank M. Kratokvil, Chief

INSPECTION & EXAMINATION DIVISION
Stacy Norman, Chief

ENGINEERING DIVISION
George L. Jenson, Chief

MONITORING DIVISION
Irving L. Weston, Chief

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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.
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.
NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Headquarters: 1771 N Street, N.W., Washington 6, D.C.
Phone: Decatur 2-9300

Officers

President—Harold E. Fellows

Neal McNaughten
Manager of Engineering

Robert K. Richards
Administrative Vice Pres.

John H. Smith, Jr.
Manager of Promotion and FM

Vincent Wasilewski
Chief Attorney

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Louise K. Aldrich, Librarian
Richard M. Allerton, Manager of Research
Jack L. Barton, State Relations Field Representative
Howard H. Bell, Assistant to the Vice President (Television)
Edward H. Bronson, Director of Television Code Affairs
Abiah A. Church, Attorney
Oscar Elder, Manager of Publicity

Neal McNaughton, Manager of Engineering
Fran Riley, Editor of Publications
John H. Smith, Jr., Manager of Promotion and FM
William T. Stubblefield, Manager of Station Relations
Charles H. Tower, Assistant to the Vice President (EERD)
William K. Treynor, Assistant Manager of Station Relations
William L. Walker, Auditor
Vincent T. Wasilewski, Chief Attorney

RADIO BOARD OF DIRECTORS 1953-1954

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>
</tr>
</thead>
<tbody>
<tr>
<td>Robert L. Krueger</td>
<td>1</td>
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<tr>
<td>WTAG, Worcester</td>
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<tr>
<td>E. R. Vadeboncoeur</td>
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<tr>
<td>WSYR, Syracuse, N. Y.</td>
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<td>George H. Clinton</td>
<td>3</td>
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<td>WPAK, Parkersburg, W. Va.</td>
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<td>Harold Essex</td>
<td>4</td>
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<tr>
<td>WSJS, Winston-Salem, N. C.</td>
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<tr>
<td>John Fulton</td>
<td>5</td>
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<tr>
<td>WGST, Atlanta</td>
<td></td>
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<tr>
<td>Henry B. Clay</td>
<td>6</td>
</tr>
<tr>
<td>KWKH, Shreveport, La.</td>
<td></td>
</tr>
</tbody>
</table>

States Comprising District

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

New York and New Jersey.

Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.

District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.

Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.

Arkansas, Louisiana, Mississippi and Tennessee.

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<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>F. Ernest Lackey</td>
<td>7</td>
<td>Kentucky and Ohio</td>
</tr>
<tr>
<td>WHOP, Hopkinsville, Ky.</td>
<td></td>
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<tr>
<td>Stanley R. Pratt</td>
<td>8</td>
<td>Indiana and Michigan</td>
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<tr>
<td>Hugh K. Boice, Jr.</td>
<td>9</td>
<td>Illinois and Wisconsin</td>
</tr>
<tr>
<td>WEMP, Milwaukee</td>
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<tr>
<td>E. K. Hartenbower</td>
<td>10</td>
<td>Iowa, Missouri and Nebraska</td>
</tr>
<tr>
<td>KCMO, Kansas City, Mo.</td>
<td></td>
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<tr>
<td>John F. Meagher</td>
<td>11</td>
<td>Minnesota, North Dakota and South Dakota,</td>
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<tr>
<td>KYSM, Mankato</td>
<td></td>
<td>excluding the counties of Fall River,</td>
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<td></td>
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<td>Shannon, Bennett, Todd, Mellette,</td>
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<td>Waushabaugh, Washington, Custer, Pennington,</td>
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<td>Jackson, Jones, Stanley, Haakon, Meade,</td>
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<td>Lawrence, Butte, Harding, Perkins, Ziebach,</td>
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<td>Armstrong, Dewey and Corson, Kansas and</td>
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<td></td>
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<td>Oklahoma.</td>
</tr>
<tr>
<td>Jack Todd</td>
<td>12</td>
<td>Texas.</td>
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<tr>
<td>KAKE, Wichita, Kan.</td>
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<tr>
<td>KWFT, Wichita Falls, Tex.</td>
<td></td>
<td>Mexico, and South Dakota, excluding the</td>
</tr>
<tr>
<td>William C. Grove</td>
<td>14</td>
<td>counties of Fall River, Shannon, Bennett, Todd,</td>
</tr>
<tr>
<td>KFBC, Cheyenne, Wyo.</td>
<td></td>
<td>Mellette, Waushabaugh, Washington, Custer,</td>
</tr>
<tr>
<td>William D. Pabst</td>
<td>15</td>
<td>Pennington, Jackson, Jones, Stanley, Haakon,</td>
</tr>
<tr>
<td>KFRC, San Francisco</td>
<td></td>
<td>Meade, Lawrence, Butte, Harding, Perkins,</td>
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<tr>
<td>KGY, Phoenix, Ariz.</td>
<td></td>
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<tr>
<td>KPOJ, Cortland</td>
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</tr>
</tbody>
</table>

**DIRECTORS-AT-LARGE**

**Large Stations**

- Paul W. Morency
- WTIC, Hartford, Conn.
- John H. DeWitt, Jr.
- WSM, Nashville, Tenn.

**Medium Stations**

- A. D. Willard, Jr.
- WGAC, Augusta, Ga.
- G. Richard Shafto
- WIST, Charlotte, N. C.

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- Clair R. McCollough, Vice-Chairman
- WAGL-TV, Lancaster, Pa.
- Campbell, Arnoux
- WTAR-TV, Norfolk, Va.
- Harold Hough
- WBAP-TV, Fort Worth, Tex.
- Kenneth L. Carter
- WAAM, Baltimore, Md.
- William Fay
- WHAM-TV, Rochester, N. Y.
- Paul Raibourn
- KTLA, Los Angeles, Calif.

- Edgar Cobak
- WTWA, Thomson, Ga.
- Lee W. Jacobs
- KBKR, Baker, Ore.

**FM Stations**

- Ben Strouse
- WWDC-FM, Washington, D. C.
- Michael R. Hanna
- WHCU-FM, Ithaca, N. Y.
- Network: Earl M. Johnson
- MBS, New York

- W. D. Rogers, Jr.
- KEYL, San Antonio, Tex.
- George B. Storer
- Fort Industry Co., Toledo, Ohio
- Frank M. Russell
- NBC, Washington, D. C.
- H. V. Akerberg
- CBS, New York, N. Y.
- C. J. Witling
- DuMont, New York, N. Y.
- Henry W. Slavick
- WMCT, Memphis, Tenn.
- Alexander Strong
- ABC-TV, New York
Affiliated Artists
20 East 53rd St. Plaza 3-1862
Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224
All America Artists, Inc.
1x10 Broadway JUdson 6-2244
Allen, Buddy, Agency
595 Madison Ave. Eldorado 5-0646
Appell, James S.
400 Madison Ave. Plaza 3-7840
Becker, V. S., Advertising Service
562 Fifth Ave. Luxembourg 2-1040
Briscoe & Goldsmith, Inc.
522 Fifth Ave. Murray Hill 2-6244
Brooks, Ted
134 East 57th St. Plaza 9-1344
Chase, Cleveland B., Co., Inc.
424 Madison Ave. Eldorado 5-1591
Coe, Roberts Associates
306 Madison Ave. Vanderbilt 6-3417
Collins, Ted
1819 Broadway Circle 7-0094
Columbia Artists Management, Inc.
113 West 57th St. Circle 7-8900
Consolidated Radio Artists, Inc.
30 Rockefeller Plaza. Columbus 5-3580
Cooper, Frank Associates
521 Fifth Ave. Vanderbilt 6-5661
DeGroot, Roy Consultants, Inc.
551 Fifth Ave. Murray Hill 7-9135
Evans & Weinhold
113 West 57th St. Circle 7-6900
Fadiman Associates, Ltd.
1501 Broadway Circle Ackawanna 4-3544
Famous Artists Corp. of N. Y.
610 Fifth Ave. Circle 7-6200
Fanchon & Marco, Inc.
1501 Broadway Circle 4-3956
Herman Finkl & Co., Inc.
1560 Broadway JUdson 2-4037
Gabbe, Lutz & Heller
1619 B'way Circle 5-7998
Gale, Inc.
48 West 48th St. Plaza 7-7100
General Artists Corp.
1270 Sixth Ave. Circle 7-7543
Getta, Clark H.
430 Park Ave. Plaza 0-0910
Gibbs, John E., & Co.
30 Rockefeller Plaza Circle 7-5959
Glaser, Joe, Inc.
745 Fifth Ave. Plaza 9-4600
Goodman, Martin
Warwick Hotel JUdson 6-1180
Greshler, Abner J.
1270 Sixth Ave. Circle 7-3025
Grossman, Al
1270 Sixth Ave. Circle 5-8422
Hablo, Sylvia
113 W. 57th St. JUdson 6-1273
Hanna, Mark
554 Madison Ave. Templeton 8-8730
Hayward, Leland, Ltd.
250 W. 57th St. JUdson 6-2580

Hurok Attractions, Inc.
711 Fifth Ave. PLaza 9-6000
Karn, Estella H.
49 West 45th St. Luxembourg 2-1270
Kerr, Bob
65 W. 54th St. Columbus 5-8051
Leddy, Mark J.
48 Wst 48th St. JUdson 6-2760
Lengel, William C., Literary Associates
97 West 44th St. Murray Hill 2-3806
Lipset, Benjamin B.
1350 Broadway Circle 4-2466
Leipzig, Syd
1504 Broadway Circle 6-2387
Management Corp. of America
598 Madison Ave. PLaza 9-7500
William McCaffrey Agency
501 Madison Ave. Eldorado 5-1076
Michaud, Arthur T.
1619 Broadway Circle 7-2900
Mindling, Louis A.
113 West 57th St. Circle 5-5370
Morris, William Agency, Inc.
1270 Sixth Ave. JUdson 6-5100
Morrow, Marjorie
1501 Broadway Circle 4-0644
Moses, John H.
373 Fifth Ave. Circle 6-2677
Music Corp. of America
598 Madison Ave. PLaza 9-7500
National Concert & Artists Corp.
711 Fifth Ave. PLaza 9-6000
National Radio & Theatrical Bureau
1270 Sixth Ave. JUdson 6-5350
North, Meyer B.
1504 Broadway PLaza 7-3445
O'Connor, John
1697 Broadway Circle 5-4820
Okuma, William
147 West 67th St. TRafalgar 7-8916
Peed, Earl S.
119 W. 57th St. PLaza 7-3726
Pratt, Ben
322 East 50th St. PLaza 8-0593
Richard, Max
1776 Broadway PLaza 7-6414
Roberts, Bob Levitt
806 Seventh Ave. JUdson 6-0026
Shurr, Louis
1501 Broadway Circle 4-8240
Soulaine, Henry, Inc.
30 Rockefeller Plaza Circle 7-5666
Special Attractions, Inc.
48 West 48th St. PLaza 7-3380
Stanley, Allen
1619 Broadway PLaza 7-8779
Stark, William
510 Madison Ave. PLaza 3-1742
Storer, Douglas F.
1270 Sixth Ave. Circle 7-8325
Vallon, Mike
1270 Sixth Ave. Circle 7-0182
Vaibbe, Fred
400-A E. 56th St. Eldorado 5-2372
Wolf Associates, Inc.
420 Madison Ave. PLaza 5-7620
Yost, Ben Enterprises
1850 Broadway Circle 6-6533

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400-A E. 56th St. Eldorado 5-2372
Wolf Associates, Inc.
420 Madison Ave. PLaza 5-7620
Yost, Ben Enterprises
1850 Broadway Circle 6-6533
**LOS ANGELES**

Allen Larry, Inc. 6381 Hollywood Blvd. (28)....Hillside 0421
Ainsworth, Helen, Agency 197 N. Canon Dr. (B.H.)...Crestview 6-2062
Bergerman, Stanley & Co. 8535 Sunset Blvd. .......... CRestview 6-6121
Bernie, Michael A. 280 S. Beverly Dr. (B.H.)...Crestview 5-0117
Bloom, Phil, Agency 416 N. Bedford Dr..........Crestview 6-1339
Business Administration Co. 390 N. Camden Dr. (B.H.)...Crestview 6-7071
Columbia Artists Management, Inc. 427 West 5th St. ...Madison 6-3237
Crosby, Everett N., Ltd. 9028 Sunset Blvd. (46) ...B.Radshaw 2-2771
Famous Artists Corp. 9441 Wilshire Blvd. (B.H.)...Crestview 1-5222
Federal Artists Corp. 8724 Sunset Blvd. (46)......Crestview 5-2551
Frederick Bros. Agency, Inc. 214 N. Canon Dr. (B.H.)...Crestview 1-6244
General Artists Corp. 9028 Sunset Blvd. (46)....Crestview 1-8101
Gertz, Mitchell Agency, Inc. 240-242 S. Beverly Dr. (B.H.)...Crestview 4-5491
Gregory Associates, Inc. 830 N. La Cienega Blvd....B.Radshaw 2-5084
Jack, Goldstone Agency 9121 Sunset Blvd. (46)....Crestview 6-1071
Hamillburg, Mitchell, Jr. 8776 Sunset Blvd.........Crestview 5-4171
Irwin, Lou, Inc. 9105 Sunset Blvd. (46).........Crestview 1-7131
Jaffe, Sam, Agency 8553 Sunset Blvd. (46) .......Crestview 6-6121
Kohner, Paul, Inc. 9169 Sunset Blvd. (46) .......Crestview 1-5185
Kramer, Earl Agency 204 S. Beverly Drive (B.H.)...Crestview 6-2338
Kurtz, Jack, Agency 214 N. Canon Dr. (B.H.) ...Crestview 4-5403
M. C. Levy 9000 Sunset Blvd. .......Crestview 6-6285
Linsk, Lester 9606 Santa Monica Blvd. (B.H.) ....Crestview 5-4396
MCA, Ltd. 9370 Santa Monica Blvd. (B.H.) ....Crestview 6-2001
McConkey Artists Corp. Hollywood Roosevelt Hotel (23)....Hillside 7141
Morris, Wm., Agency, Inc. 202 N. Canon Drive (B.H.)...Crestview 1-6161
National Concert & Artists Corp. 427 W. 5th St. (13) ....Madison 9-1241
Perringen, Inge, Agency 104 S. Beverly Dr. (B.H.) ...Crestview 6-8775
Radio Registry 1519 Cross Rds. of the World. Hillside 8321
Rocamora, Wynne 8684 Sunset Blvd. (46) .........Crestview 4-5431
Rosenberg, George, Agency, Inc. 211 S. Beverly Dr. (B.H.)...Crestview 1-8121
Rush, Art, Inc. 1415 N. Highland Ave. (28) .......Hillside 5161
Saphier, James L., Agency, Inc. 9538 Brighton Way (B.H.)....Crestview 1-7231
Small, Paul, Artists, Ltd. 448 S. Canon Dr. (B.H.) ...Crestview 1-5246
Sharpe, Don W. 8511 Sunset Blvd. (46) .......Crestview 6-3044
Schwartz Agency 8749 Sunset (46) ...............Crestview 6-7371
Shauer, Melville A., Agency 9120 Sunset Blvd. (46) ...Crestview 1-1103
Sherman, Edward, Agency 8530 Sunset Blvd. (46) ...Crestview 5-0186
Shurr, Louis Agency 327 North Rodeo Dr. (B.H.) ...Crestview 1-1116
Somlyo, E. T. 242 N. Canon Dr. (B.H.) .......Crestview 6-2041
Stempel-Oenick Agency 717 N. La Cienega Blvd. (46) ...Crestview 1-7141
Wadsworth, J. B. 9172 Sunset Blvd. ...............Crestview 6-0698
Winkler, Daniel M. 9606 Santa Monica Blvd. (B.H.) ...Crestview 1-7244

**CHICAGO**

Alexandroff, Norman, Artists' Bureau 410 S. Michigan Ave. .........Wabash 2-6761
Associated Booking Corp 203 North Wabash ...........Central 6-9451
Benn Theatrical Agency 64 West Randolph St. ........DEarborn 2-6550
Consolidated Radio Artists of Ill. 32 W. Randolph St. ...Franklin 2-8300
Ellisworth, W. M. 75 E. Wacker Drive .........Central 6-0942
General Artists Corp. 360 N. Michigan Avenue .......State 2-2288
Harry Greben Enterprises 203 North Wabash ........DEarborn 2-0996
Gumbiner Management Co. 120 S. LaSalle St. .......State 2-0248
Charles E. Hogan 203 North Wabash .................Central 6-2032
Tweet Hogan 203 North Wabash ..........Andover 3-6910
Jack & Jill Players Radio Artists Co. 180 E. Delaware St. ...Whitchall 4-5100
Lear, Les Productions Corp. 139 No. Clark St. ....Franklin 2-2100; 2-7840
Levin, W. Biggie 612 N. Michigan Ave. ...............Superior 7-0506
Paul Marr Theatrical Agency 203 North Wabash ....DEarborn 2-7415
McConkey Artists Corporation 127 North Dearborn .......State 2-7332
Morriss, William, Agency 203 N. Wabash Ave ........State 2-3632
Morse, Sidney P. 203 N. Wabash Ave ............Randolph 6-6990
Music Corporation of America 430 N. Michigan Ave. ....DEarborn 7-1100
Mutual Entertainment Agency, Inc. 203 North Wabash ....Randolph 6-6990
National Concert & Artists Corp. 105 W. Adams St. ....DEarborn 2-5813
Sidney J. Page 203 North Wabash ..........State 2-7344
Radio Talent, Inc. 35 E. Wacker Drive ....Franklin 2-4351
Schuster, Milton 127 North Dearborn St. ..........DEarborn 2-8633
Phil Tyrrell Agency 203 North Wabash ..........Franklin 2-8665
WLS Artists Bureau 120 W. Washington Blvd. .......Monroe 6-9700
<table>
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<th>STATION</th>
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<tbody>
<tr>
<td>WJGBK</td>
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<tr>
<td>WSPD-TV</td>
<td>TOLEDO</td>
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<td>SAN ANTONIO</td>
</tr>
<tr>
<td>WSPD</td>
<td>TOLEDO</td>
</tr>
</tbody>
</table>

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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. *LONE RANGER* celebrates its 20th anniversary this year.

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NEW SYMBOL OF PROGRESS

AB-PT Moves Swiftly To Build Public Service

By ROBERT E. KINTNER, President
American Broadcasting Company

A NEW competitive force was initiated in the home radio and television broadcasting industry on February 9, 1953 when the Federal Communications Commission gave its approval to the merger of the American Broadcasting Company and United Paramount Theatres, Inc., as being “in the public interest.”

The merger combined in the newly formed American Broadcasting-Paramount Theatres, Inc., the 651-theater chain of United Paramount Theatres, Inc., with the then 355-radio station and 81-television station networks of the American Broadcasting Company which owned five stations in radio, television and FM.

Under the terms of the merger, the American Broadcasting Company continues to operate its radio and television networks as a division of the merged company, AB-PT, which maintains its policy of operating its theaters on a decentralized basis through regional operating subsidiary companies.

The merger brings together in one company the combined show business “know-how” of two leading components of the entertainment world—radio and television on the one hand and the motion picture theaters on the other.

Less than a month after the merger was consummated, ABC moved rapidly ahead to make good its promise to become a stronger and top competitor in the home broadcasting and telecasting industry. In rapid succession these developments were announced by ABC:

Feb. 18: ABC to spend $2,000,000 for super-power video for its five owned television stations
Feb. 19: ABC buys two top TV story properties; to star Paul Hartman and Barry Sullivan
Feb. 23: A new concept in radio programming featuring music and news on ABC Saturday, Sunday and Monday nights, with name stars as masters of ceremonies.
Feb. 24: ABC eagle on federal mirror adopted as trademark by ABC radio and television networks starting March 1, 1953.
Feb. 25: WABC, WABC-FM and WABC-TV are the new call letters for ABC in New York, effective March 1, 1953.

Feb. 27: ABC announces expenditure of $100,000 for all-family film serials on New York television station—WABC-TV.
March 2: ABC expands its TV and radio operations into additional top markets of the country; adds 14 new TV affiliates for total video network of 95 and five new radio affiliates bring ABC radio network to 362 stations.

March 6: (the date this was written) ABC signs George Jessel to an exclusive long-term contract for his services in radio and TV as a performer and producer effective June 1, 1953.

These are the headlines which tell in graphic and concise fashion the story of ABC’s first steps following the merger to become a vital and vigorous competitor.

The goal of ABC is to compete more effectively, to render a better and more far-reaching service to the public. We plan to achieve this goal through sound, business-like progress and a steady, consistent development and growth. We do not expect magic results over-night.

Time alone will tell the full benefits of the merger to the American audience in radio and television through better programming, not alone by ABC but throughout the entire industry as competition rises to higher levels.

This year (1953) will mark one of the peak periods of expansion in the history of ABC. Basically this expansion will be on the programming front and is geared to the Fall season. As a milestone in the network’s progress, 1953 will take its place alongside the August, 1948-September, 1949 period when ABC became the first network to place in operation its five owned television stations.

ABC eagerly welcomes the opportunities the merger presents to us for broadening the industry’s programming horizons just as I am certain CBS, DuMont, MBS and NBC recognize and will rise to new heights of achievement to meet the challenge of strong new competition.

This will rebound to the benefit of the audience, the advertiser and the industry. We are indeed standing on the threshold of an exciting new era in radio and television.
The WJR market data:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>% of total U.S. market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>12,601,300</td>
<td>8.3</td>
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<tr>
<td>Radio Homes</td>
<td>3,785,540</td>
<td>8.6</td>
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<tr>
<td>Farm Radio Homes</td>
<td>328,990</td>
<td>5.9</td>
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<td>Food Sales</td>
<td>$3,266,766,000</td>
<td>9.4</td>
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<td>Retail Sales</td>
<td>$13,613,431,000</td>
<td>9.3</td>
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<td>Drug Sales</td>
<td>$464,447,000</td>
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</tr>
<tr>
<td>Filling Station Sales</td>
<td>$739,614,000</td>
<td>10.1</td>
</tr>
<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
<td>10.2</td>
</tr>
</tbody>
</table>

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches all of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information, contact WJR or your Christal representative today.

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WJR, Eastern Office: 665 Fifth Avenue, New York 22
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NO. 1 PROBLEM—AUDIENCE
Basic Ingredients For Its Building Is—Programs

BY ADRIAN MURPHY
President, CBS Radio

It is always something of a risk to try and set down in the middle of January predictions which will be published toward the end of April and which will be read (if at all) at some unknown time in the succeeding ten or eleven months.

This is a risk which none of us takes willingly. But perhaps it is good for the soul that we do take it since it forces us to attempt long-range revaluations of a situation which, for the most part, we see only on a day-to-day, even hour-by-hour basis.

It seems to me that now—as invariably as in the past—the basic problem of radio is audiences. And audiences inevitably have only a single fountainhead: programs.

The mere fact that television has become another competitor for leisure-time attention—added to reading, conversation, movies, visiting, driving, etc.—accent the audience problem rather than makes it insoluble.

Perhaps one of radio’s strongest attributes now, as always, is the fact that radio listening is a leisure-time activity which can be engaged in at the same time people engage in other activities. This is most demonstrable during the daytime hours when housewives are faced with the hourly and weekly chores which continue throughout the year. These housewives each day recognize and rebuild their homes from the debris of everyday living and, at the same time, are informed and entertained by daytime radio—without missing a crease in the bed sheets or a speck of dust in the living room. This simultaneous work-play equation has made daytime radio the good companion of the American housewife. There seems to me to be no evidence that television will materially change this situation in the foreseeable future.

In nighttime radio we have, obviously, a somewhat different situation. Initially radio was traditionally a center-of-the-home activity. The radio set was a major household investment made for the whole family. The family made dates with their favorite performers between the hours of 7 and 10 and gathered as a family to keep these dates.

But, even before television, this pattern was changing. Radio listening was moving beyond the confines of the living room into the den, the kitchen, the bedroom, and the automobile. The mere fact that in the past six years 100,000-000 new radio sets have been bought seems to indicate that the radio has been becoming a personal, rather than a family, adjunct to people’s lives.

I suspect that as the general economic well-being of the United States continues to grow—as more and more people continue to get more and more of the so-called luxuries—this trend toward personalization of radio will accelerate, rather than diminish.

I think as broadcasters we have a very real responsibility to work with diligence and imagination to create new forms of programming which will conform to the living habits of our people.

Obviously, none of us is satisfied with the encouraging situation as it is reported to us through research information. We, at CBS Radio, are considering how we can best translate the world of public affairs into exciting radio fare. This might be a program feature of the future. We are constantly devising new ways to discover and expose new personalities to the radio audience. All this, and more, we have done and will continue to do.

I grant you that there is a wide gap between recognizing and accomplishing an objective. However, recognition is an important first step—and we have already taken a few steps beyond.

Programs is the word that all of us keep before us at all times—think about, talk about, dream about. I am sure that other broadcasters are doing the same. I am convinced that today, and for the next five years, audiences are the industry’s primary concern. It is the concern of our affiliated stations, and it is the concern of network and the stations that we own and operate. I am confident that the nature of radio, and the personalities of radio, and the interest that people have in acquiring radios to accompany them whenever they go represent a foundation which will insure the continuance of radio as a major medium for reaching, communicating to, and influencing the U. S. market in 1953 and years beyond.
CBS RADIO

NETWORK FACILITIES
AS OF FEBRUARY 1, 1953
NETWORK
CBS RADIO NETWORK

NETWORK FACILITIES AS OF FEBRUARY 1, 1953
Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
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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
William A. Schudt, Jr. .... Vice President in Charge of Station Relations

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Merle Wick .................. Comptroller

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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

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

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Henry Howard................. Senior Attorney

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Lester Gottlieb.............. Vice Pres. Network Programs
Gerald Maulsby.............. Mgr. of Network Broadcasts
Norman Frank............... Program Supervisor
James Fassett.............. Director of Serious Music
Charles S. Monroe.......... Manager, Program Writing

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John Karol............... Vice President in Charge of Network Sales
Eldon Hazard.............. Sales Manager
Dudley Faust.............. Eastern Sales Manager
Gilson Gray.............. Administrative Manager
E. E. Hall................. Sales Service Manager

Chicago Office, 410 Michigan Avenue
Erwin H. Shomo.............. Western Manager
Roger K. Huston........... Assistant Manager
Joseph Spadae............. Manager

News and Public Affairs
Wells Church............... Director of News and Special Events
Stuart Novins.............. Director of Public Affairs
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Red Barber................. Counselor on Sports
John Derr................. Director of Sports
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Theodore Koop........... Associate Director of News and Public Affairs, Washington
Dallas Townsend.......... Manager of Special Events
Lewis Shollenberger........ Director of Special Events, Washington

Operations
Horace Guillotte.............. Director of Operations
Austin E. Joscelyn............ Director of Operations, Hollywood
James Simons........ Manager of Network Operations
Davidson Vorhies........ Manager, Technical Operations and Chief Engineer, WCBS
Hugh Cowham............ Tariffic Manager
Julius Mattfeld........ Director of Music Library
Lucile Singleton........ Manager of Record and Script Library

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George Crandall........... Dir. of Press Information
Irving Fein.............. Director of Publicity and Exploitation, Hollywood
Sidney Garfield........... Director of Exploitation
Michael Boscia........... Executive Assistant to Mr. Crandall

Edwards Reynolds........ Manager, Press Information
Harry J. Feeney........ Assistant to the Director of Press Information and Trade News Editor
Anne Harding........... Manager, Service Division
Raymond Hughes........ Manager, Magazine Division

CBS Radio Spot Sales
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Henry Flynn............... Eastern Sales Manager
H. A. Carlberg........ Manager, Sales Development
Richard Hess............ Research Manager
Guy Cunningham........ Promotion Manager

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H. W. Maier, Sr........... Sales Manager

Detroit Office, Fisher Bldg.
Ralph Patt................. Sales Manager

Los Angeles Office, Columbia Square
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San Francisco Office, Palace Hotel
Bert West................. Sales Manager

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Harper Carraine........... Director of Research
Edward Reeve............ Sales and Promotion Research Manager
Howard Miller........... Manager, Coverage and Marketing Research
Gerhart Wiebe........ Research Psychologist

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George Bristol............ Director
Charles Oppenheim........ Administrative Manager
Louis Dorfsman........... Associate Director
Thomas Means........... Director, Promotion Service, CBS-Owned Stations
Frank Nesbitt........... Director, Network Sales Presentations
Robert Elliott........... Director, Network Copy
Irving Miller........... Director, Art Service, CBS-Owned Station Promotion
Joseph Tole........... Production Manager
Edward Kaylen........... Sales Analysis and Special Reports
Station Administration

Carl J. Burkland.............. Director of Station Administration

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Edward DeGray.............. Station Relations Rep.
Dorothy Banks.............. Manager of Ticket Division

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Building Operations and Ticket Division

James Swenson.............. Manager of Building Operations
Jack Page.................... Asst. Mgr. of Building Operations
Laurette Banks.............. Supervisor of Ticket Division

General Purchasing

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Edward Drewes.............. Purchasing Agent

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Maude Sturber.............. Supr. of Program Typing
Emily Schienker.............. Supr. of Program Transcripts

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Dr. Jack Nelson.............. Director of Medical Office
Charles Burt.............. Personnel Administrator
John Anderson.............. Personnel and Labor Relations Manager
Richard Stanley.............. Employment Manager

Photographic

Walter L. Siegal.............. Manager

Reference

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May Dowell.............. Manager, General Information Division
Agnes Law.............. Librarian
Esther Dobbs.............. Manager, Program Information Division
Dorothy Boyle.............. Manager, Program Statistics Division

CBS-Owned Stations

WCBS and WCBS-FM, 485 Madison Avenue, New York 22

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Henry Untermeier.............. 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 of KCBS and KCBS-FM

Jules Dundes.............. Sales Manager
Pede Worth.............. Program Manager
Evelyn Clark.............. Promotion Manager

KMOX, 401 S. Twelfth Boulevard St. Louis 2

Eugene Wilkey.............. General Manager
Robert Hyland.............. 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
Robert Sutton.............. Program Manager
Sherril Taylor.............. Promotion 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
William Miller.............. Sales Manager
Thomas A. Bland.............. Program Manager
C. W. Doebler.............. Promotion Manager

WEEI and WEEI-FM 182 Tremont Street, Boston 12

Harvey Struthers.............. General Manager
Emmett J. Heerdt, Jr.............. Sales Manager
Raymond Girardin.............. Program Manager
Charles Vaill.............. Promotion Manager

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(For television personnel turn to TELEVISION YEAR BOOK in this volume)
EXAMINING 1952 for what it was—a 12-month installment in the long-term history of broadcasting — I find the year noteworthy on three main counts, with a fourth which turned out to be mainly a stage-set for the other three, despite advance notices which had it billed as the milestone event of the decade. But the top contribution of the year as a whole was its stronger-than-ever evidence that radio and television are both destined for long and thriving existence ... each one performing vital functions in its own right.

TV's Big Thaw, announced last April, proved to be merely the backdrop against which both forms of broadcasting played their respective roles in '52. Theoretically, that FCC ruling was to open the flood-gates to nationwide saturation by this newest medium. For a number of reasons, however, the expected flood is still a trickle; large U. S. areas are still unreachable by TV; radio continues to serve as the only real mass medium available to the people of the United States at the present time.

Accordingly, one point firmly established during the past year is this: that the national economy has ample room for both radio and TV. This point had been perennially questioned ever since television first arrived on stage. But it seems to me that the two media's working roles got squared away, for a long time to come, by their users' experience in '52. New and better ways were developed for the use of each, and the comparative scope and effectiveness of both became more clearly understood to the people than ever before.

This brings me to the second plus-mark in my scoring of the past year, and here I credit television with doing radio a genuine service. For years, a good three-quarters of all network radio business was confined to four main product-types: foods, drugs, soaps, and tobaccos. Then along came TV, with all its allure for all sorts of advertisers—many of whom had never conceived of using the airwaves, with or without pictures. Inevitably, a number of these new sponsors found TV costs out of line with their own economics, and had to discontinue. But even that brief fling gave them first-hand realization of the mass impact which both radio and TV provide, and the radio networks found a lot of new doors open to their lower-cost, mass-sales story. On Mutual alone last year, 22 different product classifications were represented, and the entire medium is proving its ability to sell a wider variety of goods and services with every turn of the calendar.

I approach Point Three on the year's record with some difference, for here my assessment of network radio in '52 must concentrate on the Mutual Network in '52. Our solid and contra-industry gain in billings over the preceding year is reasonably good proof that radio time continues to work well in our clients' hands. But still more important—for the whole industry and its whole future—is the new focus we have put on actual radio-vs.-TV performance.

This refers, of course, to the unique formula for rate adjustment set up by Mutual. Following the other networks in point of time, but differing entirely from them in point of policy, our rate revision enables the radio sponsor to gear his time costs to the spread of TV—even as that spread increases in years to come. In brief, our rates remain unchanged in non-TV America ... we provide a 50% discount on nighttime charges for all stations within 50 miles of a TV transmitter ... and we apply that discount, six months after TV reaches any new area, to all MBS stations within that radius of the new tower.

I can't help remarking that, without exception, the loudest blasts against radio, and the most presumptuous arrangements for its immediate funeral, are made by persons with the least insight into the actual workings of the medium. Often, too, the apparent "glamour" of television and its stars seems to cloud some people's thinking regarding the real value inherent in the two media.

The past year has demonstrated anew the unmatched effectiveness of network radio. And it is my abiding conviction that, because of the year's further contributions in both flexibility and economy as traced on this page, the future of the medium is assured.
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1440 Broadway, New York 18, N.Y.
Phone, Longacre 4-8000

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Dannett & Horowitz, New York
Elisha Goldfarb .................................. MBS, New York

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Dolores Goudsward, Supervisor of Program Traffic
Frank Miller, Night Program Supervisor

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Robert Kennett, Southern Manager
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James Chapman, Supt., Engineering Traffic
Cyrus Samuelson, Supervisor Engineering Operations
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Richard J. Puff, Dir., Research & Presentations
Francis X. Zuzulo, Director of Press Information
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Frederick Schneier, Mgr., Presentations
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Nathan Sakolsky, Production Manager

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Virgil Reiter, Midwestern Sales Manager
Alma Graef, Manager, Sales Service
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Everett Holles, White House Correspondent
Lee Higbie, News Editor

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Virgil Reiter, Midwestern Sales Manager
Dorothy Reynolds, Midwest Sales Service Mgr.
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Hollywood
Ned Tollinger, Co-Ordinator of Programs
Capp Collins, Press Information Representative
... for three decades, the great audience and fine facilities of WLW, the nation’s most merchandise-able station, have afforded advertisers sales depth unavailable anywhere else. Now, the WLW-Television stations in Cincinnati, Dayton and Columbus offer advertisers this same leadership. For the finest facilities, greatest circulation and market dominance, buy the WLW stations—best buy... year after year.
PEOPLE MEET THE LEADERS
Radio And Television Bringing Greater Intimacy

By FRANK WHITE, President,
National Broadcasting Company

In an industry which always has its restless eye on tomorrow, the luxury of the long look back is a tradition to be cherished and encouraged. In the past, I have been privileged to use space in the Radio Annual—Television Yearbook for a summing up of the previous year's business accomplishments, and an estimate of the prospects they suggest for the period ahead. This year, such an expression of pride in the great forward strides made by NBC in 1952 would come with ill grace from one who has been president of the company for less than a month. Nor do I wish to resort to the relative impersonality of industry statistics measuring the massiveness of radio and recording the upsurge of television. They tell a story dramatic and worth the telling, but that story alone does not begin to indicate the essential values of the broadcasting media.

To me, 1952 stands out in broadcasting as the year which marked television's coming of age as an instrument of infinite capacity in service to the public, and a year which saw radio continue—despite economic crisis and adversity—as a medium for fundamental public needs.

The prime example of broadcasting's service during 1952 was, of course, its facility in bringing directly to the people in their homes the whole political panorama as it unfolded—from the first of the primaries through the Conventions and campaigns and election to the stirring ceremonials of the inauguration. By stimulating public participation in the issues and events on such a broad base, radio and television took a long step forward in bringing the Government back to its citizens, and its citizens back to the Government. In the face of growing complexities in our social and political organization, they provided the means whereby the people could become the masters—and not the servants—of those problems.

In its eyewitness coverage of news and events as they occurred, television demonstrated the greatness of which it is capable, and the role it can play in giving all the people equal opportunity to learn and understand what is happening in the world around them.

In order for television to provide these opportunities, it must itself have equality of opportunity to attend wherever something of importance to the public is happening, because it is the eyes and ears of the public. To deny it access to the things the people should know is to deny them such access. In 1952, we saw a growing realization of the importance of this principle and in 1953 we may hope for its full acceptance.

In 1952, too, we saw confirmation of the principle that broadcasters are equipped and able to keep their own house in order and should be left free to apply the procedures they have developed for self-regulation—which is the only really effective kind of regulation. In carrying through on this responsibility in the past year, the new television medium again demonstrated its coming of age.

But this coming of age is only a threshold and a beginning. All the things television has done in the past year and all the public contributions it has made are only a token of what it can do as it moves ahead into maturity. Through this complete communications medium of sight and sound and movement—and eventually of color—Americans throughout the country, rich and poor, young and old, can become more truly and more wholly citizens of their times and world.

To develop this potential, to bring broadcasting to the point of maximum service, a healthy economic foundation for the industry must be assured. This means proper economic support, not only for radio and television stations, but also for the networks which provide the basic national service and are the source of the nationwide news and special events coverage and the great cultural and entertainment presentations.

Today, those of us who are concerned with network operations are still wrestling our way through the economic problems, and there are no easy solutions. But the accomplishments of 1952 in moving toward a level of stability in network radio and developing the patterns for television's strength are certainly favorable signs that we can progress toward the goal in the turbulent year ahead. And the goal is so great that it is worth every effort we can put to the task.
NATIONAL BROAD NETWORK FACILITIES AS OF FEBRUARY 1, 1953
NETWORK FACILITIES
AS OF FEBRUARY 1, 1953
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Charles R. Denny
Gano Dunn
Frank Folsom
George L. Harrison

Frank White

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Thomas McCray ............. Director Networks Programs — Hollywood
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Thomas S. Gallery .......... Manager of Sports
Edward Stanley .......... Manager of Public Service Programs

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Leonard H. Hole .......... Director of Production

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Thomas H. Phelan .......... Manager of TV Technical Operations
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William H. Finshriber .... Vice President and General Manager of Networks
David C. Adams .......... Vice Pres. for Administration

NATIONAL BROADCASTING COMPANY INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300
Registered Telegraphic Address:
NATBROCAST, NEW YORK
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Fred Shawn...Director of Production Services
James A. Glenn...Manager of Staging Services and Special Effects
Hugh T. Graham...Chief of Production Operations
Ernest V. Theiss...Manager of Production Operations

Plant Operations Department
Anthony M. Hennig...Director of Plant Operations
Sol Cornberg...Supervisor of Plant Facilities Development
William Ervin...Supervisor of Studio and Theater Operations
Thomas Tart...Supervisor of Plant Procedures

Production Controls
J. Robert Myers...Director of Production Controls
Isabel Finnie...Supervisor of Business Office

Promotion, Planning and Development Department
Ruddick C. Lawrence...Director of Promotion, Planning and Development

Advertising and Promotion Department
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John G. Fuller...Sales Promotion Manager
Fred C. Veit...Manager of Art, Production and Graphics
Frank W. McMahon...Advertising and Copy Coordinator
Gerald Pat Steel...Advertising and Copy Coordinator

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James H. Cornell...Manager of Audience Measurement
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Allen R. Cooper...Manager of Markets and Media

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Lewis M. Marcy...Project Manager

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Thomas E. Knode...Manager of Station Relations
Harry A. Woodman...Manager of Traffic Department

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Don Bishop...Manager of Program Publicity
William Lauten...Manager of Business Publicity
Norman H. Pader...Manager of Exploitation

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William V. Sargent...Assistant Controller, Networks
John J. Heywood...Financial Planning Manager
Francis X. O'Shea...Chief Accountant
Edward J. Stegeman...Programming Business Manager

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Samuel Chotzinoff...General Music Director
George D. Matson...Operation Analyst

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Hamilton Young...Budget Director
Joseph J. Alkulonis...Assistant Budget Director
Frederick E. Acker...Director of Capital Appropriations

Controllers Department
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Harold M. Kelly...Assistant Controller
Hugh R. McGeachie...Assistant Controller

Integrated Services Department
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William B. Miller...Night Executive Officer
Frances Sprague...Chief Librarian
Peter M. Tintle...Manager of Guest Relations Department

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Thomas E. Ervin...Assistant General Attorney
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Cahill, Gordon, Zachary and Reindel...Counsel

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Henry T. Sjogren... Controller for Owned & Operated Stations

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Richard H. Close... Manager for Represented Stations

John H. Reber... National Manager for Television Spot Sales

Caroline Herbert... Sales Service Manager

Harold Shepard... Sales Development Advertising & Promotion Manager

WNBC, WNBC-FM—New York

Ted Cott... Vice Pres. & General Manager

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Robert J. Leder... Radio Sales Manager

Richard M. Pack... Director of Programs & Operations

Jack R. Robinson... Community Relations Manager

Steven H. White... Radio Program Manager

Theodore Zaer... Controller

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Robert Adams... Supervisor Advertising and Promotion

Kenneth French... Manager Radio Programs

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Samuel E. Leonard... Engineer in Charge

John L. McHale... Controller

Frank D. Smith... Program Manager

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The **AMPEX** you buy today will still be giving unsurpassed fidelity and performance, and Ampex will still be setting the pace for the recording industry.

**AMPEX**
ELECTRIC CORPORATION
934 CHARTER STREET
REDWOOD CITY • CALIF.

For your recording requirements, your best answers today or tomorrow will come from the leader in the tape recording field. If you plan for tomorrow, buy **AMPEX** today.
BIG AREAS STILL LACK TV
Over 400 Stations In Localities Without Video

By SIDNEY J. WOLF, President,
Keystone Broadcasting System, Inc.

THIS year, the radio industry faces another period of adjustment. With the lifting of the TV freeze, there is little doubt but what Keystone will thrive, due to the fact that at the present time Keystone has over 400 stations beyond the effective TV coverage area; and as new stations are built, there will be a tendency on the part of national advertisers to buy in all TV markets and supplement with Keystone. Within the past year, there was every indication that some advertisers would cover some markets with TV and supplement their activity with the smaller stations.

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 by far to their hometown radio station.

Their home town 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 thirteen-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.

Proof of this performance is indicated by the fact that Keystone, entering its 14th year of operation, has shown a consistent healthy increase in each succeeding year ... and the number of affiliates are in excess of 625.

During 1952, 12 new major advertisers were added ... and 134 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.

Even as this is being written it has become necessary to dispatch to this publication another seven new affiliates extending from West Virginia to California, from Ohio to Texas. The usual Keystone map, a regular feature of Radio Annual for many years has been replaced by a double-page listing of all KBS stations, a move made necessary by the fact that the tremendous number of affiliates could not be included within the limits of the map and still remain legible.

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 $50,000,-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 1953, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium of even greater importance to the nation’s advertisers who want to reach the world’s richest market. And, there is little doubt but what we will have more than 700 affiliates by the end of 1953.
Officer and Directors

111 W. Washington St., Chicago, Ill.

Sidney J. Wolf (Director) ........................................... President
Joseph Bayer (Director) ........................................... Vice-President
Noe A. Rhys .......................................................... Vice-President
Edwin R. Peterson .................................................. Vice-President
William Bayer ....................................................... Vice-President
Arthur Wolf (Director) ............................................. Secretary-Treasurer

New York
580 Fifth Ave., New York 36, N. Y.
Phone: Plaza 7-1460

Noel A. Rhys ......................................................... Vice-President and Eastern Sales Manager
Charles A. Hammarstrom ........................................ Account Executive
Eve Bannier .......................................................... Office Manager
Nicholas Gordon ..................................................... Research Director

Chicago
111 W. Washington St., Chicago 2, Ill.
Phone: State 2-6303

Sidney J. Wolf ....................................................... President
Edwin R. Peterson ................................................. Vice-President
Arthur Wolf ........................................................ Secretary-Treasurer
Blanche Stein ....................................................... Director of Station Relations
Wyn Spangenberg .................................................. Traffic Manager
Bertha Vincent ....................................................... Office Manager

Los Angeles
1330 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Dunkirk 3-2910

William Bayer ...................................................... Vice-President
Henry G. Eschen ................................................ Account Executive
Harry Roe .......................................................... Account Executive

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 625 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 1952, as in 1951, 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.
SELECTION AND IS THE KEYSTONE

Markets
Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!

Audience
Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!

Merchandising
Keystone cooperates with any advertiser in a merchandising program that gets results!

Time
From sign-on to sign-off, 631 KBS stations may be purchased any time of day!

Announcements or Programs
Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc—all are available on any of the 631 KBS Stations.
KEYNOTE OF THE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with one order, one rate, and one invoice.

KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 500 Fifth Ave.
• Chicago: 111 W. Washington
• Los Angeles: 1330 Wilshire Blvd.

Live or Transcribed
Many advertisers use live announcements; others use transcriptions.

Number of Broadcasts
Any number of Broadcasts per station you need to do the job!
<table>
<thead>
<tr>
<th>State</th>
<th>Network Facilities</th>
</tr>
</thead>
</table>
| Alabama | wMQO* Mobile<br>WRF* Alexander City<br>WCT* Andalusia<br>WJLD Bessemer<br>WJBI Bristow<br>WRAG* Carrolton<br>WJLF Clanton<br>WJUL Columbus<br>WMSL* Deactur<br>WXAL* Daphne<br>WDOF* Dothan<br>WULA* Eufaula<br>WWFM Fayettie<br>WOWL* Florence<br>WGD* Gadsden<br>WGXY* Greenville<br>WGTV* Guntersville<br>WMB* Hunstville<br>WPBB* Jackson<br>WJUL Jasper<br>WWFM Jacksonville<br>WULA* Laurel<br>WFMJ* Lebanon<br>WNER* Live Oak<br>WTVS* Mattawan<br>WPRC Miami<br>WMC* Okeechobee<br>WUP* Pembroke<br>WPF* Pembroke Pines<br>WAML* Pensacola<br>WNCB* Pensacola<br>WFB* Panama City<br>WPLA* Plant City<br>WTRR* Sanford<br>WKKH* South Bend<br>WTJ* Tell City<br>WAK* Warsaw<br>WVBS* Canton
| Delaware | WJWL* Georgetown<br>WCCO* Cape Girardeau<br>WMC* Cheatham<br>WVCS* Centralia<br>WJAV* Charleston<br>WPT* Charleston<br>WVFC* Charleston<br>WVE* Charleston<br>WVLS* Charleston<br>WJJ* Charleston<br>WJIA* Charleston<br>WVLS* Charleston<br>WJOT* Charleston<br>WKB* Charleston<br>WHS* Charleston<br>WJTF* Charleston<br>WJPO* Charleston<br>WJUL* Charleston<br>WVFB* Charleston<br>WIS* Charleston<br>WMC* Charleston<br>WJCF* Charleston<br>WJWL* Charleston<br>WVT* Charleston<br>WCV* Charleston<br>WJL* Charleston<br>WJC* Charleston<br>WUS* Charleston<br>WJCA* Charleston<br>WJCI* Charleston<br>WJCF* Charleston<br>WJIA* Charleston<br>WJUP* Charleston<br>WJUL* Charleston<br>WJW* Charleston<br>WJX* Charleston<br>WJS* Charleston<br>WJZ* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston<br>WJS* Charleston<br>WJL* Charleston<br>WJF* Charleston<br>WIS* Charleston<br>WJH* Charleston<br>WJK* Charleston<br>WVFR* Charleston<br>WJAC* Charleston<br>WJMM* Charleston<br>WJNF* Charleston<br>WJNW* Charleston<br>WJNT* Charleston<br>WJQ* Charleston<br>WJR* Charleston<br>WJU* Charleston

* Asterisk following call letters indicates station is outside of current TV coverage.
Two ways to more sales in New England

GO YANKEE

GO HOME-TOWN

YANKEE HOME TOWN FOOD SHOW
with
RUTH MUGGLEBEE
Woman's Editor Boston Record-American and Sunday Advertiser
and
BILL HAHN
Popular Yankee Announcer
Monday thru Friday
1:15-1:45 P.M.
A neighborly show that is making a host of friends for its sponsors, as attested by their consistent renewals. The merchandising plan, which is exclusive and distinctive in New England, will enable you to get the full benefit of the home town impact of this outstanding food show.

YANKEE NETWORK NEWS SERVICE
New England’s Oldest and Largest Independent Radio News Service

8 A.M. 9 A.M.
1 P.M. 6 P.M.
11 P.M.

Yankee Network News Service is an all-day listening habit in New England - fast, accurate, serving no other media first . . . Fast also for getting mass attention, for it reaches Yankee listeners everywhere in New England through their own home town stations.

Ask the man from HR Representatives, Inc.

THE YANKEE NETWORK
DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
REGIONAL NETWORKS

Airline Network
P. O. Box 2553, Birmingham, Ala.
Phone: 4-3434
PERSONNEL
Gen. Sales Manager.............. B. W. Randa
STATIONS
WSGN, Birmingham; WHBS, Huntsville.

Alaska Broadcasting System
(Affiliated with CBS)
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333
PERSONNEL
General Manager............... Wm. J. Wagner
Relations Mgr.................... Ernest Spink
Commercial Manager............ Irving Lusk
Traffic Manager................ A. L. Christensen
Program Manager.............. Irene F. Wagner
Auditor......................... F. Daniel McLean
Recording Engineer........... Harold H. Kaden

BRANCH OFFICES
Station KFQD, Box 1040, Anchorage, Alaska.
Chas. Mohler, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; W. R. Nichols, Station
Mgr.; Station KINY, Box 1091, Juneau, Alaska.
Dick Peter, Station Mgr.; Station KTBN, Box
1308, Ketchikan, Alaska; Dorothy Bussanich.
Station Mgr.; Station KIBH, Box 250, Seward,
Alaska; Jim Lawson, Station Mgr.; Station
KIFW, Box 899, Sitka, Ataska; Wm. Maynard.
Station Mgr.; Alaska Radio Sales, 17 East 42nd
St., New York 17, N. Y.; Murray Hill 2-1811;
Duncan A. Scott & Co., Mills Bldg., San
Francisco 4, Calif.; Garfield 1-7950; Duncan A.
Scott & Co., 2978 Wilshire Blvd., Los Angeles
5, Calif.; Willis Harpel, 3256 Barham Blvd.,
Hollywood 28, Calif.

STATIONS
KFQD, Anchorage, Alaska; KFRB, Fair-
banks, Alaska; KINY, Juneau, Alaska; KTBN,
Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW,
Sitka, Alaska.

The Aloha Network
P. O. Box 1380, Honolulu, T. H.
Phone: 95295
PERSONNEL
General Manager................ R. M. Fitkin
Comm. Manager................ J. D. Allison
Chief Engineer............... Ira G. Mercer

STATIONS
KHON, Honolulu; KIPA, Hilo; KMVL
Wailuku; KTOH, Lihue.

Arizona Broadcasting System
(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161
PERSONNEL
General Manager............... Richard O. Lewis
Commercial Manager............ Bill Harvey
STATIONS
KTAR, Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KWJB, Globe-Miami;
KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network
Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144
PERSONNEL
Manager.................... Albert D. Johnson
Program Director............... John R. Williams
Commercial Manager............ John L. Hoag
KTUC Manager................. Lee Little
KSUN Mgr,. owner............. Arlo W. Morris
KYMA Manager............... William L. Lindsey
KCLS Manager............... Charles J. Saunders

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; Station KCLS, 110 W. Birch St.,
Flagstaff.

STATIONS
KOY, Phoenix. KTUC, Tucson; KSUN, Lowell;
KYMA, Yuma; KCLS, Flagstaff.

Arrowhead Network
WEBC Building, Duluth 2, Minn.
Phone: Melrose 2-2873
PERSONNEL
President.................... Morgan Murphy
V-P. & Gen. Mgr............. Walter C. Bridges
Director of Engineering..... Charles P. Perrons
STATIONS
WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.; WJMC. Rice
Lake, Wis.; WEAU Eau Claire, Wis.; WISC.
Madison, Wis.

Broadcasting Corp. of America Network
P. O. Box 987, Riverside, Calif.
Phone: Riverside 6290
PERSONNEL
President................ W. L. Gleeson

291
Regional Networks

Columbine Network
Security Life Bldg., Denver, Colo.

General Manager ............ Albert G. Meyer
Sales Manager ............ Edwin E. Koepke

STATIONS
KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.
555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

President .................... C. Glover DeLaney
Directors: Aldo DeDominicis (WHNC), Levon Thomas (WNAB), Julian Schwartz (WSTC), Sam Elman (WATR), Gerald Morey (WNLC), Edmund Waller (WTOR), Leo Burton (WHAY).

STATIONS
WNAB, Bridgeport; WHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury; WTHT, Hartford; WHAY, New Britain.

Dairyland Network
Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: Lincoln 0552

STATIONS
WTCN, Minneapolis-St. Paul; KATE, Albert Lea; KWLM, Wilmar; KWN, Winona.

Don Lee Broadcasting
1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

President .................... Willet H. Brown
Exec. Vice-President .......... Ward D. Ingrin
Sec.-Treas. .................... A. M. Quinn
Vice-President in Charge Sales .... Norman Boggs
Vice-President Station Relations ........ Norman Oatby
Dir. of Operations ............ A. J. LaFrate
Nat. Adv. Mgr. ................ Arthur M. Mortensen
KHJ Sales Manager ............ Terry Mann
Dir. Public Relations .......... Bud Coulson
Promotion Director .......... H. H. Sonnenburg
News & Special Events ........ L. Mawhinney
Chief Engineer ............ Robert Arne

BRANCH OFFICES
1000 Van Ness Avenue, San Francisco, Calif.; Wm. Pabst, Vice-President; National Reps., John Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

REGIONAL NETWORKS


Granite State Network
155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL
President......................Al Malin (WWNH)
Treasurer....................William Rust, Jr. (WKBR)
Manager......................Ralph Gottlieb (WKBR)

STATIONS
WKBR, Manchester; WNH, Rochester;
WSV, Claremont; WMU, Berlin, and WTS, Hanover, all in New Hampshire; WSA, Brattleboro, Vt.; WHO, Gardner, Mass.

Grass Roots Network
412½ Court St., Muskogee, Okla.
Phone: 856

PERSONNEL
President.....................Jimmie Barry
Secy-Treas...................James L. Neal

STATIONS
KOY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBZ, Ponca City, Okla.; KHBG, Okmulgee, Okla.; KFSA, Fort Smith, Ark.

Great Lakes Network
Radio Building, Saginaw, Mich.

PERSONNEL
Manager......................Jack D. Parker

STATIONS
WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WYFC, Alma; WOAP-AM-FM, Owosso.

Great Northern Bestg. System
107 First Ave., N.W., Mandan, North Dakota
Phone: 561, 562

PERSONNEL
Secretary.....................M. J. Reichert

STATIONS
KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KVOX, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCMX, Sidney, Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'cstng. System
330 Congress St., Portland 3, Maine
Phone: 2-7423

PERSONNEL
President.....................Guy P. Gannett
Vice-President................Laurence H. Stubbs
V.-P., Gen. Mgr................Creighton E. Gatshell
Sales Manager................Richard E. Bates

STATIONS
WGAR, Portland; WGU, Bangor.
REGIONAL NETWORKS

Intermountain Network
146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561
PERSONNEL
President............................Lynn L. Meier
Exec. Vice-President...............Jack S. Patge
Eng. Director......................W. D'Orr Cozzens
Comptroller.......................E. W. Campbell
Chairman of Board.................George C. Hatch

STATIONS

Lone Star Chain, Inc.
(The O. L. Taylor Co.)
1024 Life of America Bldg., Dallas 1, Tex.
Phone: LAKeside 1041
PERSONNEL
President.........................Harold V. Hough
Vice-President....................Fred Nahas
Secretary-Treasurer................O. L. Ted Taylor
General Manager..................Fred L. Vance

STATIONS
WBAP, Fort Worth; KTCB, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KFRE, Lufkin; KTBB, Tyler; KGNR, Amarillo; KFYR, 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...............Philip N. Johnson

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

STATIONS
WCSC, Portland; WLBB, Bangor; WRDO, Bangor, Me.

McClatchy BeeLine
911 Seventh St., Sacramento, Calif.
PERSONNEL
President.......................Eleanor McClatchy
Sales Director...............Leo O. Ricketts

STATIONS
KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KGW, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network
Munsey Bldg., Washington 4, D. C.
Phone: Sterling 3-1772
STATIONS
WPIK, Alexandria; WFXA, Falls Church, Virginia; WGAY, Silver Spring; WUST, Bethesda, Maryland.

Michigan Radio Network
1700 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321
PERSONNEL
President.....................James G. Riddell
Sales Manager................H. S. Christian
Dir. Adv. & Sales Prom........William Morgan

STATIONS
WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WEL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Sauble Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network
WCBI, Columbus, Mississippi
PERSONNEL
General Manager................Bob McRaney

STATIONS
WCBI, Columbus; WETO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co.
(Withers Gavin Stations)
PERSONNEL
Pres. & Mgr..................Withers Gavin

STATIONS
WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.
**REGIONAL NETWORKS**

**New England Regional Network**
26 Grove St., Hartford 15, Conn.
Phone: Hartford 5-0801

DIRECTORS

Chairman ..................... Paul W. Morency

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

**North Eastern Broadcasting System**
John Hancock Bldg., Boston 16, Mass.
Phone: LI 2-5799

PERSONNEL

Sales Director ....................... Elmer Kettell

STATIONS
WABI, Bangor; WLAM, Lewiston-Auburn; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WSKI, Montpelier-Barre, Vermont; WAGE, Chicopee-Springfield; WALE, Fall River; WBBG, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WXOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WBRY, Waterbury, Conn.; WHBW, Rutland, Vt.; WIKE, Newport, Vt.; WTWN, St. Johnsbury, Vt.; WCAP, Lowell, Mass.; WCCC, Hartford, Conn.

**Northwest Network**
3415 University Ave., St. Paul W 14, Minn.
Phone: Priorion 2717

PERSONNEL

General Manager ............. Stanley E. Hubbard
Treasurer ...................... Kenneth M. Hance
Nat. Sales Mgr. .......... Karl A. Plain

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

NATIONAL REPRESENTATIVE
Edward Petry & Co.

**The Nutmeg Network**
750 Main St., Hartford, Conn.
Phone: 7-1198

PERSONNEL

Secretary .................... Walter Haase (WDRC)

STATIONS
WDRC, Hartford; WBRY, Waterbury; WELS, New Haven; WICC, Bridgeport; WICH, Norwich.

**Oklahoma Network**
Station KVSO, Ardmore, Okla.

PERSONNEL

Chairman ..................... Bill Hoover (KVSO)
Representative ............... O. L. Taylor Co.

STATIONS
KTOK, Oklahoma City; KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

**The Oregon Trail Network**
c/o Sta. KBKR, Baker, Oregon

STATIONS
KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

**Palmetto Broadcasting System**
#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President ..................... Wilton E. Hall
General Manager ............ Glenn P. Warnock
Production Manager ........ Ray Barath
National Sales Mgr. ......... G. P. Browne
Promotion Director .......... V. Barath
Regional Sales ............... John F. McCallum

BRANCH OFFICES
405 Montague St., Atlanta, Ga., Exec., Clayton Co., 310 Central St., Wilmette, Ill., Exec., Charles L. Allen, R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardnesty.

STATIONS

**Quaker Network**

PERSONNEL

Sales Manager .............. George A. Koehler

STATIONS
WFIL, Philadelphia; WEEU, Reading; WAEW, Allentown; WESP, Easton; WSBA, York; WAZL, Hazleton; WLAC, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGBH, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKZ, Oil City.

**Razorback Network**
217 E. 3rd St., Little Rock, Ark.
Phone: 4-3238

PERSONNEL

General Manager .......... Emil J. Pouzar

STATIONS
KXLR, Little Rock and all stations in Ark.
**REGIONAL NETWORKS**

**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; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

**Rural Radio Network**
306 E. State St., Ithaca, N. Y.
Phone: 4-6357
PERSONNEL
General Manager .......... D. K. deNeuf
Sales Manager .......... H. S. Brown
Program Director ...... M. N. Knapp
Farm Director .......... R. B. Child
Farm Service Dir. ...... L. Hamrick
Chief Engineer .......... T. R. Humphrey
Controller .......... G. B. Holland, Jr.

STATIONS
WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WPNF, Wethersfield; WHDL-FM, Olean; WBVT, Bristol Center; WVCN, DeRuyster; WRUN-FM, Utica-Rome; WNYN-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

**South Central Quality Network**
(Address any station)
STATIONS
WMC, Memphis: KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.

**Steinman Stations**
8 W. King St., Lancaster, Pa.
Phone: 5251
PERSONNEL
Gen. Mgr. .......... Clair R. McCollough
Sales Manager ...... J. Robert Gulick
Promotion Manager ...... Bart Ferec
Technical Dir. ...... J. E. Mathiot
Nat'l Representative ...... Robert Meeker Assoc.

STATIONS

**Tall Corn Network**
(Address any station or John E. Pearson, Reps.)
PERSONNEL
President ...... Dietrich Dirks (KCOM)
Vice-President ...... Ed Breen (KVFD)
Vice-President ...... G. J. Volger (KWPC)
Secretary ...... Wm. P. White (KFJB)

**STATIONS**
KWCR, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFN, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVF, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWB, Boone; KICD, Spencer; KRR, Mason City; KCM, Carroll; KOEL, Oelwein, all in Iowa.

**Tennessee Valley Associates Network**
(Address Any Station)
STATIONS
WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGN, Murfreesboro; WCDT, Winchester.

**Texas Broadcasting System**
KRLD, Herald Square, Dallas, Tex.
PERSONNEL
General Manager ........... Clyde W. Rembert

STATIONS
KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

**Texas Plains Stations**
KFLD, P. O. Box 955, Floydada, Tex.
STATIONS
KFLD, Floydada; KPAN, Hereford; KVCN, Colorado City, Texas.

**Texas Quality Network**
1122 Jackson St. (WFBA), Dallas, Tex.
Phone: Riverside 9631
PERSONNEL
Representative ............. Alex Keele (KERS), P. O. Box 840, Corpus Christi, Tex.; Phone: 4-6354.
Gen. Mgr. T. Frank Smith (KPRC); Lamar & Main Sts., Houston, Tex.; Phone: Fairfax 7101.

**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
KFJZ, Fort Worth; KBR, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCM, Texarkana.
The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988
Raleigh, N. C.
Phone: 8885

PERSONNEL

President ....................... Harmen L. Duncan
Vice-President ............... Victor W. Dawson
Secy.-Treas. .................... Lester L. Gould
Sales Manager ............... Kenneth C. Wilson
Office Secretary ............. Nina J. Livingston

STATIONS

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

Union Broadcasting System

PERSONNEL

General Manager .............. Jim Healy

STATIONS

WOKO, Albany, N. Y.

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg., Minneapolis, Minn.

PERSONNEL

President ...................... Orville Lawson

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIX, Brainerd; KBMW, Breckenridge; KROX, Crookston; KDLM, Detroit Lakes; KDFL, Fairbault; KSUM,Fairmont; WREX, Duluth; WEVE, Eveleth; KGDE, Fergus Falls; CKFI, International Falls; KVOX, Fargo-Moorhead; and KNUJ, New Ulm, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KNOX, Grand Forks; KGCU, Bismarck-Manan; KLPM, Minot; KQVC, Valley City; KGCG, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KJIV, Huron; KORN, Mitchell; KDSJ, Deadwood; KIKO, Sioux Falls; KWAT, Watertown; and KGFX, Pierre, all in South Dakota; WHDF, Hurton; WIKD, Iron River; WMJS, Ironwood; WJPD, Ishpeming; WDWC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBEL, Beloit; WBIZ, Eau Claire; KFIZ, Fond du Lac; WJPQ, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Madison; Paynette; WLIN, Madison; WOBT, Rhinelander; WTC, Shawano; and WFRH, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KXIC, Iowa City; KFL, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOKX, Keokuk; KCHA, Charles City; KBIZ, Ottumwa, all in Iowa; KCNI, Broken Bow; WJAG, Norfolk; KFEG, Fremont; KNAB, Scottsbluff, and KJSK, Columbus, all in Nebraska; WMBO, Aurora; WCAX, Carthage, and WLBK, DeKalb, all in Illinois; KXGN, Glendale and KGCX, Sidney, both in Montana.

West Texas Packaged Stations

(Address any station)

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

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; WCLQ, Janesville; WGEZ, Eolet; WIBU, Paynette; WOHY, Appleton; WHBL, Sheboygan; WIPG, Green Bay; WFRH, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wisc.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 8-0800

Sales, Prom. Manager .............. Tom Batson
Executive Vice-Pres. & Gen. Mgr. Linus Travers
Vice-President .................. George Steffy
Traffic .......................... Dick Black
News .......................... L. Bickford
Program Manager ............... Dave Cox

STATIONS

## ESTIMATED FAMILIES FOR 1953

<table>
<thead>
<tr>
<th>State</th>
<th>U.S. Population April 1, 1953 (Estimated)</th>
<th>Total Housing Units</th>
<th>U.S. Families April 1, 1953 (Estimated)</th>
<th>Stations in State</th>
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<td>WASHINGTON</td>
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<td>WISCONSIN</td>
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<td>WYOMING</td>
<td>309,000</td>
<td>94,000</td>
<td>87,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>158,606,000</td>
<td>46,293,000</td>
<td>43,093,000</td>
<td>2,324</td>
</tr>
</tbody>
</table>
AM RADIO STATIONS

U. S. Station Index

Frequency — Power

Stations Alphabetically Listed by States—Cities

Key Personnel
Every season... every month... every day,
WOR sells more products to more people
at less cost than any other station
in the United States.

WOR — New York
Key station of the Mutual Broadcasting System
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKLW</td>
<td>Detroit, Mich.</td>
</tr>
<tr>
<td>KAAA</td>
<td>Red Wing, Minn.</td>
</tr>
<tr>
<td>KABC</td>
<td>San Antonio, Tex.</td>
</tr>
<tr>
<td>KABI</td>
<td>Ketchikan, Alaska</td>
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<tr>
<td>KABR</td>
<td>Aberdeen, S. D.</td>
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<tr>
<td>KADA</td>
<td>Ada, Okla.</td>
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<tr>
<td>KAFP</td>
<td>Petaluma, Calif.</td>
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<tr>
<td>KAFY</td>
<td>Bakersfield, Calif.</td>
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<tr>
<td>KAGH</td>
<td>Crossett, Ark.</td>
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<tr>
<td>KAHU</td>
<td>Honolulu, T. H.</td>
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<tr>
<td>KAKC</td>
<td>Tulsa, Okla.</td>
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<td>KAKE</td>
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<tr>
<td>KALB</td>
<td>Alexandria, La.</td>
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<tr>
<td>KALE</td>
<td>Richland, Wash.</td>
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<td>KALG</td>
<td>Alamogordo, N. M.</td>
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<td>KALL</td>
<td>Salt Lake City, Utah</td>
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<td>KALT</td>
<td>Atlanta, Tex.</td>
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<td>KAMD</td>
<td>Camden, Ark.</td>
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<td>KAMQ</td>
<td>Amarillo, Tex.</td>
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<td>KANA</td>
<td>Anaconda, Mont.</td>
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<td>KAND</td>
<td>Corsicana, Tex.</td>
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<td>KANS</td>
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<td>KAPA</td>
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<td>KARK</td>
<td>Little Rock, Ark.</td>
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<td>KARM</td>
<td>Fresno, Calif.</td>
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<td>KASA</td>
<td>Elk City, Okla.</td>
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<td>KASM</td>
<td>Albany, Minn.</td>
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<td>Astoria, Ore.</td>
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<td>KAYL</td>
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<td>KAYS</td>
<td>Hays, Kan.</td>
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### WAVU
**ALBERTVILLE—1948**
- **Frequency:** 630 Kc
- **Power:** 500 Watts
- **Owned-Oper. By:** Sand Mt. Bcstg. Service
- **Business-Studio Address:** P. O. Box 250
- **Phone Number:** 633
- **News Service:** AP
- **Transcription Service:** World
- **Pres., Gen. Mgr.:** Pat M. Courington
- **Comm. Manager:** Bob H. Riseling
- **Prog. Dir.:** Mel Evans
- **Chief Engineer:** R. W. Hoffman

### WRFS
**ALEXANDER CITY—1947—KEYSTONE**
- **Frequency:** 1050 Kc
- **Power:** 1000 Watts
- **Owned-Oper. By:** Piedmont Service Corp.
- **Business-Studio Address:** Main St.
- **Phone Number:** 1050
- **News Service:** UP
- **Transcription Service:** World
- **Representative:** Sears & Ayer
- **Membership:** NARTB, BAB
- **President:** James L. Coley
- **Gen.-Station-Com. Mgr.:** Jim Whaley
- **Dir. of Operations:** Lem Coley
- **Prog. Dir.:** Bob McKinnon
- **Chief Engineer:** James W. Whaley

### WCTA
**ANDALUSIA—1946—MBS-KBS**
- **Frequency:** 1340 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Andalusia Bcstg. Co., Inc.
- **Address:** P. O. Box 29
- **Phone Number:** 1100
- **Air Time:** 5:30 a.m.-10:30 p.m.
- **News Service:** AP
- **Transcription Service:** World, KBS
- **Representative:** Walker
- **Membership:** NAB
- **Exec. V.P., Gen. Mgr.:** J. Dige Bishop
- **Chief Engineer:** Joe Thorpe

### WHA
**ANNISTON—1938—ABC**
- **Frequency:** 1450 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Anniston Bcstg. Co., Inc.
- **Business-Studio Address:** Radio Bldg.
- **Phone Number:** 2380
- **Air Time:** 5:45 a.m.-11:05 p.m.
- **Transcription Service:** World
- **Representative:** Sears & Ayer
- **Membership:** BAB
- **President:** Harry M. Ayers
- **Gen.-Sta. Mgr.:** Malcolm Street
- **Commercial Mgr.:** W. Hall Wray
- **Program Director:** Rosamond Ponder
- **Publicity Director:** Dewitt Carmichael
- **Chief Engineer:** James A. Hudson

### WSPC
**ANNISTON—1949—MBS**
- **Frequency:** 1390 Kc
- **Power:** 5000 Watts
- **Owned-Oper. By:** Model City Bcstg. Co., Inc.
- **Business Address:** Jefferson Davis Hotel
- **Phone:** 1850-51
- **Air Time:** Unlimited
- **News Service:** AP
- **Transcription Service:** Standard
- **Representative:** Walker & Dora-Clayton
- **Pres., Gen., Sta. Mgr.:** W. S. Weatherly
- **Commercial Manager:** John M. Orrison
- **Program Director:** Rosbud Waldrop
- **Sales Prom. Mgr.:** Sara F. Jackson
- **Chief Engineer:** Wintred B. Kennedy

### WJMW
**ATHENS—1949**
- **Frequency:** 1010 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Athens Bcstg. Co., Inc.
- **Business-Studio Address:** P. O. Box 388
- **Phone Number:** 585
- **News Service:** AP
- **Pres.-Gen.-Comm. Mgr.:** Homer F. Dunnivant
- **Pgm., Prom., News Dir.:** Robert V. Dunnivant
- **Chief Engineer:** William G. Mitchell

### WATM
**ATMORE—1949**
- **Frequency:** 1590 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Southland Bcstg. Co.
- **Address:** Box 205
- **Phone:** Atmore 50
- **Air Time:** Sunrise-Sunset
- **News Service:** UP
- **President:** John B. McCrory
- **Vice-Pres. & Chief Engr.:** Cyril W. Redboch
- **Manager:** Everett M. McCrory

### WAUD
**AUBURN—1947—ABC**
- **Frequency:** 1230 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Auburn Bcstg. Co.
- **Business Address:** Box 350
- **Phone Number:** 1240-1
- **Air Time:** 6 a.m.-Midnight
- **News Service:** AP
- **Transcription Service:** Associated
- **Pres., Gen-Station Mgr.:** Elmer G. Salter
- **Pgm., Prod., Pub. Dir.:** Earl Andrews
- **Chief Engineer:** Ted Bellon
**WBCO**

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: The Bessemer Bcastg. Co., Inc.
Business Address: 1720 3rd Ave., N., Bessemer
Phone: Bessemer 5-5241
Air Time: 6 a.m.-11 p.m.
Transcription Service: Langworth
Pres., Gen. Mgr.: J. E. Lanier
Prod. Director: Bruce Payne
Com. Mgr.: Hal Falter
Chief Engineer: Jack Warden

**WAPI**

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 10,000 Watts
Owned-Oper. By: T. Television Corp.
Address: 701 Protective Life Bldg.
Phone Number: 3-8118
News Service: UP
Transcription Service: World
Representative: Radio Sales (CBS)
Membership: NARTB, BAB
Chairman of the Board: Edward L. Norton
President-Gen. Mgr.: Thad Holt
Manager of Radio Operations: Lionel F. Baxter
Pro. Dir.: Maury J. Farrell
Chief Engineer: Norman S. Hurley

**WBRC**

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
Address: 1727½ 2nd Ave., N.
Phone Number: 4-7741
News Service: INS, AP
Transcription Service: Capitol
Representative: Paul H. Raymer Co.
President: Eloise S. Hamma
Gen. Manager: G. P. Hamann
Pgm. Dir.: Bob Tamblyn
Com. Mgr.: H. Callaway

**WEDR**

BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: Magic City Bcastg. Co.
Business Address: 1417 Fourth Ave., N.
Phone Number: 40925
Partner: J. L. Doss
Partner: Leah L. Doss
Gen. Mgr.: John A. Thompson
Program Director: Carolyn Mardis
Chief Engineer: John F. Cram

**WILD**

BIRMINGHAM—1945—MBS

Frequency: 850 Kc. Power: 10,000 Watts
Address: Essex House
Phone Number: 53-4977

**WLBS**

BIRMINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: WLBS, Inc.
Address: 216½ 21st St., N.
Phone Number: 54-2541
President: B. F. J. Timm
Gen. Mgr.: Ed Rayfield
Chief Engineer: S. H. Strickland

**WSGN**

BIRMINGHAM—1926—ABS

Frequency: 610 Kc. Power: 5000 watts
Owned-Operated: Birmingham News Co.
Business Address: P. O. Box 2553
Phone Number: 4-3434
Newspaper Affiliation: Birmingham News
News Service: AP
Transcription Service: Thesaurus
Air Time: Full Time
Representative: John Blair & Co.
Membership: NARTB, BAB
Mngqng Director: Henry F. Johnson
Manager Sta. Operations: Ray A. Furr
Sales Manager: Herbert Martin
Prom., Pub. Dir.: James Chenoweth
Chief Engineer: J. V. Sanderson

**WVOK**

BIRMINGHAM—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
Owned-Operated By: Voice of Dixie Inc.
Business Address: P. O. Box 2469
Phone Number: 6-2926
Air Time: Full Time
News Service: UP
Transcription Service: Capitol
Representative: Radio Reps., Inc.
Membership: NARTB
Pres., Gen. Sta. Mgr.: Irad Lee W. Benms
Com. Sales Prom. Mgr.: William J. Brennan
Chief Engineer: William J. Brennan

**WEBJ**

BREWTON—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Brewton Bcastg. Co.
Phone Number: 1000
News Service: AP
Transcription Service: SESAC, Capitol
Representative: Dora-Clayton
Commercial Manager: C. E. Land
Program Director: Bolling Brooks
Chief Engineer: R. D. Cragg
**WRAG**  
CARROLLTON—1951—KBS  
Frequency: 590 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Pickens County Bcstg. Co.  
Address: Carrollton  
Phone Number: 2264  
News Service: AP  
Transcription Service: World  
Co-Owners: Roth E. Hook, W. E. Farrar  
Gen., Comm. Mgr.: Wilton H. Beaver  
Program Director: Peggy Lowe  
Chief Engineer: Herb Guthrie  
Partners: Barrett C. Shelton, John J. Jones  
Gen., Comm. Mgr.: Louis C. Blizzard  
Pgm. Dir.: Bill Williams  
Prom. Mgr.: Jim Fouts  
Chief Eng.: Alvin Millwood

**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  
News Service: AP  
Transcription Service: World  
Representative: Thomas F. Clarke  
Membership: BAB  
President: Dr. J. Kelley Robinson  
Gen-Station-Pub. Mgr.: Robert B. Taber  
Program Director: Helen Parrish  
Chief Engineer: Lester Carter

**WFMH**  
CULLMAN—1950  
Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The Voice of Cullman  
Address: 206 Second Ave. E.  
Phone No.: 910  
News Service: AF  
Transcription Service: Associated & Thesaurus  
Pres., Partner, Gen. Mgr.: B. C. Eddins

**WKUL**  
CULLMAN—1946—MBS  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Cullman Bcstg. Co.  
Bus., Studio, Trans. Address: P. O. Box 211  
Phone Number: 864  
News Service: UP  
Program Director: Ralph Mann  
Chief Engineer: Arthur Bachmann

**WHOS**  
DECATUR—1948  
Frequency: 800 Kc. Power: 1000 Watts d.  
Business-Studio Address: 212 Jackson St.  
Newspaper Affiliation: Decatur Daily  
Phone Number: 991-992  
Air Time: Sunrise-Sunset  
News Service: UP  
Partners: John J. Jones, Barrett C. Shelton  
Gen., Comm. Mgr.: Louis C. Blizzard  
Pgm. Dir.: Bill Williams  
Prom. Mgr.: Jim Fouts  
Chief Eng.: Alvin Millwood  
**WMSL**  
DECATUR—1935—KBS  
Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Tennessee Valley Bcstg. Co.  
Address: 703 Bank St.  
Phone Number: 802-803  
News Service: AP  
Transcription Service: World  
Membership: NARTB  
Pres., Gen. Mgr.: Frank Whitkenant  
Comm., Prom., Pgm. Dir.: Robert E. Gleason  
Chief Engineer: Garlan Sandlin

**WXAL**  
DEMOPOLES—1947—MBS-KBS  
Frequency: 1400 Kc. Power: 250 Watts  
Business Address: P. O. Box 261  
Phone Number: 400  
News Service: AP  
Transcription Service: Thesaurus  
Pres., General Manager: W. M. Jordan  
Commercial Manager: Henry J. Bley  
Pgm. Dir.: A. A. Caldwell  
Chief Engineer: W. M. Jordan

**WAGF**  
DOTHAN—1932—NBC  
Frequency: 1320 Kc. Power: 1000 Watts  
Address: 204½ E. Main Street  
Phone Number: 2-9100  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
Transcription Service: World  
Representative: Joseph Hershey McGillvra  
Membership: NARTB  
General Manager: Julian C. Smith  
Comm. Mgr.: Fred C. Moseley  
Program Director: J. Arthur Croamer  
Chief Engineer: John T. Hubbard

**WDIG**  
DOTHAN—1947—ABC  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Houston Bcstg.  
Business-Studio Address: 107 E. Adams St.  
Phone Number: 3-4100  
News Service: UP  
Representative: Cummings, Reiner  
Pres., Gen. Mgr.: Jess Swicegood  
Prog. Dir.: Earl Hutto  
Chief Engineer: Charles Lawshe
W O O F
DOTHAN—1948—KBS
Frequency: 560 Kc. Power: 5000 Watts d.
Owned-Operated By: Dowlander Bstg. Co.
Business-Studio Address: 110 So. Foster
Phone Number: 2-5600
News Service: UP
Transcription Service: Keystone & SESAC
Representative: Thomas F. Clark
Membership: NARTB
President: R. A. Dowling, Jr.
General Manager: Agatha Guy
Commercial Manager: Gus Cotter
Chief Engineer: Sol Azar

W I R B
ENTERPRISE—1948
Frequency: 1230 Kc. Power: 250 Watts
Business Address: Enterprise
Phone Number: 30
News Service: AP
Transcription Service: World
Gen. Mgr.: R. E. James
Com. Mgr.: Fred S. Watson
Chief Engineer: E. E. Vinson

W U L A
EUFALOA—1948—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Alga-Ga Bcstrs., Inc.
Phone Number: 745
Air Time: 9 a.m.-11 p.m.
News Service: UP
Membership: NARTB, BAB
Owner: Edward P. Fussell
Co-Owner: J. B. Fussell
Station Mgr.: Charles B. Gilmore
Chief Engineer: Hugh G. Chastain

W W F
FAYETTE—1949—KBS
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Bankhead Bstg. Co., Inc.
Address: Jasper
Phone Number: 23462
News Service: UP
President: W. W. Bankhead
General Manager: James Reese
Chief Engineer: Don Moore

W J O I
FLORENCE—1946—ABC—ABS
Frequency: 1340 Kc. Power: 250 Watts
Address: 850 S. Court St.
Phone Number: 2608

Pres., Gen.-Sta. Mgr.: Joe T. Van Sandt
Commercial Manager: Harry Hearst
Sales Prom. Mgr.: Virginia Grey
Program Director: Don E. Spry
Publicity Director: Tom York
Chief Engineer: Paul Shannon

W O W L
FLORENCE—1945—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Muscle Shoals, Inc.
Bus. Add.: Box 634
Phone Number: 42
News Service: AP
Air Time: Full Time
Representative: Rambeau and Dora Clayton
Membership: NARTB
President: Gen. Mgr.: Richard B. Biddle
Asst. Gen. Mgr.: James L. Garrett
Commercial Manager: Dora M. Biddle
Sales Prom. Mgr.: Ruth Adams
Program Director: Charles Welch
Publicity Director: Dick Biddle
Chief Engineer: Lawrence Rohling

W F P A
FT. PAYNE—1950
Frequency: 1400 Kc. Power: 250 watts
Address: 102 So. Gault Ave.
Phone Number: 850
News Service: AP
Transcription Service: World
Membership: NARTB
President: George Goethog
Gen. Mgr.: Jerry Carr
Chief Engineer: Edward Pierce

W Z O B
FT. PAYNE—1950
Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By: Glenn M. Gravitt
Address: P. O. Box 255
Phone Number: 1096
News Service: UP
Transcription Service: Thesaurus
General Manager: Glenn M. Gravitt
Comm., Sales Prom. Mgr.: John B. Gravitt
Chief Engr.: Jess R. Moore

W E T O
GADSDEN—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
Transcription Service: Capitol
Representative: McGillvra
Partner, Gen. Mgr.: Edwin H. Estes
Partner: Cary L. Graham
Commercial Manager: Morton Lloyd
Program Director: Ray Estes
Chief Engineer: Calvin C. Williamson

WGAD
GADSDEN—1947—ABC—ABS
Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.
Owned-Oper. by...Coosa Bcastg. Co., Inc.
Address: Phillipson Bldg.
Phone Number: 5641, 5642
News Service: UP
Membership: NARTB, BAB
Pres., Gen-Comm., Sales: Curtis Delamar
Prog., Pub. Director: June Delamar
Chief Engineer: Halley D. Williams

WGWD
GADSDEN—1928—NBC
Frequency: 570 Kc.
Power: 1000 Watts d.
Owned-Oper. by...Gadsden Bcastg. Co., Inc.
Address: Exchange Hotel Bldg.
Phone Number: 2-5781
News Service: INS
Representative: Indie Sales
Membership: NARTB, BAB
President: G. W. Covington, Jr.
Gen. Mgr.: Hugh Smith
Chief Engineer: W. G. Anderson

WJBY
GADSDEN—1928—NBC
Frequency: 1240 Kc.
Power: 250 Watts
Owned-Oper. by...Gadsden Bcastg. Co., Inc.
Address: 108 Broad Street
Phone Number: 6-3381
News Service: Hans
Representative: Sears & Ayer
President: Bascom H. Hopson
Gen., Sta. Mgr., Prog. Dir.: Sterling Brewer
Comm. Mgr.: Frank Aderholdt, Jr.
Chief Engineer: D. W. Bearden

WGYV
GREENVILLE—1948—ABC—KBS
Frequency: 1400 Kc.
Power: 250 Watts
Owned-Oper. by...Greenville Bcastg. Corp.
Business Address: P. O. Box 227
Phone Number: 585
Air Time: 6 a.m.-10 p.m.
News Service: AP
Transcription Service: World
Chief Engineer: Jim Bell

WGSV
GUNTERSVILLE—1950—KBS
Frequency: 1270 Kc.
Power: 1000 Watts d.
Owned-Operated by...Guntersville Bcastg. Co.
Address: P. O. Box 32
Phone Number: 4131
News Service: UP
Transcription Service: NBC-Thesaurus
Membership: NARTB
President: H. E. Moore
Gen., Sta., Comm. Mgr.: Edward Z. Carrell
Prog. Dir., News Dir.: Ray McClendon
Chief Engineer: Lavelle Jackson

WJBB
HALEYVILLE—1949—MBS
Frequency: 1230 Kc.
Power: 250 Watts
Owned-Operated by...Haleyville Bcastg. Co.
Address: P. O. Box 191
Phone Number: 389
Air Time: 6 a.m.-11 p.m.
News Service: AP
Representative: Indie Sales
President: W. P. Thelesens
Gen. Mgr.: C. H. Quick
Prog., Pub. Dir.: Jack McNutt
Chief Engineer: Paul Kelly

WERH
HAMILTON—1950
Frequency: 970 Kc.
Power: 1000 Watts d.
Owned-Operated by...Marion County Bcastg. Co.
Phone Number: 3481
Air Time: Sunrise-Sunset
News Service: Langworth
Transcription Service: NARTB
Membership: NARTB
Pres., Gen. Mgr.: Hugh J. Fite
Sta., Comm., Prom. Mgr.: Raymond L. Hardin
Chief Engineer: Chester A. Christensen

WJLD
HOMEWOOD—1942
Frequency: 1400 Kc.
Power: 250 Watts
Owned By: Johnston Bcastg. Co.
Business Address: Box 5767, Birmingham
Phone No.: 54-3466
News Service: AP
Station Manager: James Connolly
Comm., Sales Manager: Bill Borthwick
Chief Engineer: Maurice McKinnery

WBHP
HUNTSVILLE—1937—MBS
Frequency: 1230 Kc.
Power: 250 Watts
Owned-Operated by...Wilton H. Pollard
Bus. Studio Address: 318 W. Clinton,
Phone Number: 313
Air Time: 6 a.m.-11 p.m.
President, Gen. Mgr.: Wilton J. Pollard
Prog. Dir.: Kathryn Moore
Chief Engineer: James Potter
WFUN
HUNTSVILLE—1946—ABS
Frequency: 1450 Kc....Power: 250 Watts
Owned-Oper. By....Huntsville Bestg. Co., Inc.
Phone Number.................. 2424
Air Time.......................... 6 a.m.-M.
News Service......................... UP
Representative.................. Sears & Ayers
General Manager........... J. B. Falt, Jr.

WHBS
HUNTSVILLE—1946—ABC
Frequency: 1550 Kc....Power: 5,000 Watts
Owned-Oper. By...The Huntsville Times Co.
Phone Number................. 2345
Newspaper Affiliation....Huntsville Times
News Service..................... AP
Representative............... Henry E. Cummings,
Gill-Keefe-Perna
Membership...................... NARTB
President......................... Henry P. Johnston
Station Manager............. John F. Neal
Program Director........... William Meek
Chief Engineer.............. Victor Bankowski

WPBB
JACKSON—1950—KBS
Frequency: 1290........Power: 1000 Watts d.
 Owned-Operated By..... Jackson Bestg. Co.
News Service............... AP
Representative........... Indie Sales
Program Director......... Charles Ballas
Sales Prom. Mgr........... Guy R. Hester
Chief Engineer............. John F. B. Yarns

WWWB
JASPER—1946
Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By Bankhead Bestg. Co., Inc.
Business Studio Address.. Bankhead-Long Building
Phone Number............... 23461
News Service.................. UP
President....................... W. W. Bankhead
Gen. Mgr....................... James E. Ruse
Com. Mgr....................... William C. Edgemon

WLFD
LANETT—1944—ABC-KBS
Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By..... Valley Bestg., Inc.
Address............ P. O. Box 312, West Point, Ga.
Phone Number............. 2-2771
News Service................ AP
Transcription Service... Thesaurus
Representative......... McGilvra
Membership................ NARTB, BAB
President...................... J. C. Henderson

General Manager............. C. Jim Murphy
Program Director.......... Aileen Love
Chief Engineer............... Jay Lamb

WJAM
MARION—1951
Frequency: 1310 Kc....Power: 1000 Watts d.
Owned-Operated By... Neely Bestg. Co.
Address...................... Marion
Phone Number.............. 7111 or 4881
Transcription Service... Capitol
Membership................... NARTB
News Service.................. AP
General Manager........... L. M. Neely, Jr.
Station Manager........... Erle W. 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
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.
Gen. Mgr....................... Dewey H. Long
Chief Engineer............. William H. Murphree

WALA
MOBILE—1930—NBC
Frequency: 1410 Kc....Power: 5000 Watts
Owned-Operated By..... Pape Bestg. Co., Inc.
Bus.-Studio Address... 210 Government St.
Phone Number............... 3-3756
Air Time...................... Full Time
News Service............... AP
Transcription Service... Standard
Representative........... Headley-Reed
President..................... W. O. Pape
Exec. Vice-Pres........... H. K. Martin
General Manager....... W. B. Pape
Local Commercial Manager A. Treadway
Program Director......... Al Homan
Chief Engineer............. R. B. Hurley

WKAB
MOBILE—1947
Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Operated By... Pursley Bestg. Service
Business-Studio Address... Box 1306
Phone Number............... 7-6345
Air Time...................... Local sunrise—local sunset
Transcription Service... SESAC, Langworth
Representative........ Forjoe, Dora Clayton
News Service............... AP
Membership................... NARTB
General Manager........ Louise P. Purley
**WKRG**

**MOBILE—1946—CBS**

Frequency: 710 Kc.  Power: 1000 Watts
Owned-Operated By: Giddens & Rester
Phone Number: 2-6789
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr.
Membership: BAB
Gen., Station Mgr.: F. E. Busby
Program Dir.: Edward K. Chapman
Publicity Dir.: Shirley Rasler
Chief Engineer: F. E. Couey

**WMYZ**

**MOBILE—1952**

Frequency: 960 Kc.  Power: 1000 Watts
Owned-Oper. By: Edwin H. Estes and C. L. Graham
Representative: John E. Pearson
General Mgr.: Edwin H. Estes

**WMFC**

**MONROEVILLE—1952**

Phone Number: 1220
News Service: AP
Transcription Service: World
Co-Owners: William M. Stewart and Jimmy Faulkner
Gen. Mgr.: George T. Shurden

**WAPX**

**MONTGOMERY—1947—ABC**

Frequency: 1600 Kc.  Power: 1000 Watts
Business, Studio Address: 116 Catoma St.
Phone Number: 3-7589
News Service: AP
Transcription Service: Standard
Representative: Walker Co.
Pres., Gen. Mgr.: Thomas E. Martin
Station, Commercial Manager: Hoke Williford
Sales Promotion Manager: Frank Dudley
Program Director: Louelle Thorpe
Publicity Director: Mary Rutherford Smith
Chief Engineer: Owen Lehr

**WCVO**

**MONTGOMERY—1939—CBS**

Frequency: 1240 Kc.  Power: 250 Watts

**WJJS**

**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.
Phone: 2-5245
News Service: AP
Representative: Forjoe & Co.
President: Dr. S. D. Suggs
Gen.-Comm. Manager: Thomas W. Sewell
Sales Prom. Mgr.: Hugh Webb
Program Director: Dot Conway
Chief Engineer: John D. Lamar

**WMGY**

**MONTGOMERY—1946**

Frequency: 800 Kc.  Power: 1000 Watts d.
Business-Studio Address: 4 S. Perry St.
Phone: 2-5245
News Service: AP
Representative: Forjoe & Co.
President: Dr. S. D. Suggs
Gen.-Comm. Manager: Thomas W. Sewell
Sales Prom. Mgr.: Hugh Webb
Program Director: Dot Conway
Chief Engineer: John D. Lamar

**WSFA**

**MONTGOMERY—1930—NBC**

Business Address: P. O. Box 1031
Phone: 8350
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NARTB, BAB
Pres., Gen. Mgr.: Howard E. Pill
Station Mgr.: William W. Hunt
Nat. Sales Mgr.: Lee Gooch
Publicity Director: Alice Mayfield
Chief Engineer: Cliff Shellofsky

**WLAY**

**MUSCLE SHOALS—1933—MBS**

Frequency: 1450 Kc.  Power: 250 Watts
Owned Oper. By: Muscle Shoals Bcstg. Corp.
Business Address: P. O. Box 230, Sheffield
News Service: UP
Representative: Devney & Co.
President: J. W. Buttram
General Mgr.: W. A. Reeves, Jr.
Program Director: George Manush
Chief Engineer: Lynn V. McMorran

WNPT
NORTHPONT—1951
Frequency: 1280 Kc...Power: 1000 Watts d.
Address: P. O. Box 181, Tuscaloosa
Phone Number: Tuscaloosa 3311
Transcription Service: Lang-Worth News Service: AP
President: W. P. Thielens
Gen. Mgr.: T. H. Todd
Prog. Dir.: James A. Thomson, Jr.

WCRL
ONEONTA—1952
Frequency: 1570 Kc...Power: 250 Watts d.
Owned-Oper. By: Blount County Bcastg. Serv.
Phone Number: 4871
News Service: UP
Transcription Service: Capitol Gen. Mgr.: E. Glenn Abercrombie
Prog. Dir.: Annette Abercrombie

WJHO
OPELIKA—1940—MBS-KBS
Frequency: 1400 Kc...Power: 250 Watts d.
Bus.-Studio-Trans. Address: 1400 Auburn Rd.
Phone Number: 712, 713
Transcription Service: Thesaurus, World
Representative: Indie Sales, Inc.
Membership: NARTB, BAB
Station Manager: John C. Cooper, Jr.
Commercial Manager: E. Turk
Program Director: Keith E. Barze
Publicity Director: G. E. Snyder
Chief Engineer: John E. Smollon
Consulting Engineer: Claude Gray

WPNX
PHENIX CITY—1952
Frequency: 1270 Kc...Power: 1000 Watts d.
Address: 1900 McCann St.
Phone Number: 8-8787
News Service: AP
President: Ray M. Greene
Exec. V.P.: Ted Leeper
Com. Mgr.: Lee Bulls
Chief Engineer: Col. Julius Vessels

WELR
ROANOKE—1949
Frequency: 1360 Kc...Power: 1000 Watts d.
Owned-Operated By: J. W. Buttram
Address: 801 N. Main St.
Phone: 3811
News Service: AP
Station Representative: Clayton Pres., Sta., Comm. Mgr.: J. W. Buttram
Program Director: Richard Killebrew
Chief Engineer: Leverne Foster

WWR
RUSSELLVILLE—1949
Frequency: 920 Kc...Power: 1000 Watts d.
Address: Bankhead-Long Bldg., Jasper, Ala.
Phone Number: 647
News Service: AP
President: Walter W. Bankhead
Gen. Mgr.: Hal Kirby
Pgm. Dir., Chief Engineer: James W. Elliott

WCRl
SCOTTSBORO—1950
Frequency: 1050 Kc...Power: 250 Watts d.
Owned-Operated By: Pat M. Courington
Address: P. O. Box 394
News Service: AP
Transcription Service: World
President: Pat M. Courington
Program Director: Jo Anne Hale
Chief Engineer: James G. Wallace

WGWC
SELMA—1946—CBS
Frequency: 1340 Kc...Power: 250 Watts d.
Owned-Oper. By: Dallas Broadcasters, Mc.
Address: P. O. Box 686
Phone Number: 2746
Air Time: Full Time
Station Representative: Hal Holman
Membership: NARTB
President: Oscar Covington
Gen. Mgr. & Chief Engr.: John F. Townshend
Commercial Manager: John Frazier
Program Director: Mrs. J. F. Townshend

WHBB
SELMA—1935—NBC-KBS
Frequency: 1490 Kc...Power: 250 Watts d.
Owned-Operated By: Selma Bcastg., Inc.
Business Address: 209 Washington St.
Phone Number: 1233
President: B. H. Hopson
Program Director: Mrs. Douglas Reynolds
Chief Engineer: W. D. Powers, Jr.
WFEB
SYLACAUGA—1944—MBS—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Alabama Bcstg. Co.
Business-Studio Address: P. O. Box 358
Phone Number: 2-3281
News Service: UP
Air Time: 6 a.m.-11 p.m.
President: E. E. Forbes, Sr.
Comm. Sta. Mgr.: George W. Carr
Chief Engineer: Maurice Estes

WMLS
SYLACAUGA—1948
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Marble City Bcstg. Co., Inc.
Business Address: 11½ W. Second St.
Phone Number: 2-4354
Air Time: 5:45 a.m.-Sunset
News Service: AP
Representative: Indie Sales
Commercial Manager: Marion W. McEwen
Prog. Dir.: Robert M. Duck
Chief Engineer: William D. Sneed

WHTB
TALLADEGA—1945—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Voice of Talladega, Inc.
Address: Bemiston Highway
Phone Number: 2205
Air Time: Full Time
News Service: AP
Transcription Service: World
Pres., Gen., Sta. Mgr.: R. A. Davidson
Commercial Manager: Myron T. Snoddy
Program Director: Elizabeth Jean Holmes
Chief Engineer: Leon Lloyd

WTBF
TROY—1947—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Troy Bcstg. Corp.
Address: College Drive
Phone Number: 980-1
News Service: AP
Transcription Service: World
Membership: NARTB
President: Roy Crow
Gen. Mgr.: Lehman Mayer
Commercial Mgr.: Robert Tolbert
Chief Engineer: Joe W. Gilchrist

WJRD
TUSCALOOSA—1936—NBC
Owned-Oper. By: Mrs. Wilhelmina Doss

Bus.-Studio Address: 2216 Broad St.
Phone Number: 4484
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: World
Membership: NARTB
Owner: Wilhelmina Q. Doss
Gen. Sta. Mgr.: Gene Tibbitt
Comm. Mgr.: Roy McAllister
Prog. Dir.: Dave Livingston

WTB C
TUSCALOOSA—1946—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned By: Tuscaloosa Bcstg. Co.
Business-Studio Address: City Hall Bldg.
Phone Number: 5523
Transcription Service: World
Representative: Sears & Ayer
General Manager: Bert Bank

WTUS
TUSKEEGEE—1952—KBS
Owned-Oper. By: Radio Tuskegee, Inc.
News Service: UP
President: J. L. Youngblood
Gen. Mgr.: J. A. Bowers

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS? AP
**ARIZONA**

Pop. April 1, 1953 (Est.) 789,000 — Total Housing Units 243,000
Families April 1, 1953 (Est.) 210,000 — Stations in State 28

**K SUN**
BISSEE—1933—MBS
ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Carleton W. Morris
Address: P. O. Drawer C, Lowell Station
Phone Number: 9
Studio-Transmitter: Warren Rd.
Transcription Service: World, SESAC
News Service: UP
Membership: BAB
Representative: Blair & Co.
President: Carleton W. Morris
Gen., Sta., Comm. Mgr.: Arlo Woolery
Sales Promotion Manager: Leo Bernard
Program Publicity Director: Ray Helgesen
Chief Engineer: John Harris

**K CLF**
CLIFTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Address: Box 528
Phone Number: 320
News Service: UP
President: Chet Darwin
Gen. Mgr.: Pat Goolsby
Chief Engineer: Verne Goolsby

**K CYK**
COOLIDGE—1948—CBS
ARIZONA NETWORK

Frequency: 1150 Kc. Power: 1,000 Watts
Address: Roosevelt & Main Streets
Phone Number: 4451
Air Time: 6 a.m.-M.
News Service: SESAC
Transcription Service: Capitol
Representative: Forjoe & Co.
President: Louis F. Long
Station Manager: Bill Parady
Commercial Manager: Jim Brookbank
Publicity Director: Keith Delano
Chief Engineer: Earl Hickman

**K AW T**
DOUGLAS—1946—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Carl Morris
Phone Number: 173
Transcription Service: Capitol
Station Representative: Paul Raymer
Membership: NAB
President: Carleton W. Morris
General Manager: Glenn B. Webber

**K CLS**
FLAGSTAFF—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Saunders Bcstg. Co.
Address: 505 N. Beaver St.
Phone Number: 946
Owner, Gen. Mgr.: Charles J. Saunders
Chief Engineer: Charles McNeall

**K GP H**
FLAGSTAFF—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Address: Weatherford Hotel
Phone Number: 51 or 65
News Service: AP
Transcription Service: Capitol
Representative: Forjoe
Membership: NARTB
Pres., Comm., Sales Prom. Mgr.: E. C. Philippi
General, Station Manager: A. S. Holm
Chief Engineer: Alan J. Gardiner

**K W J B**
GLOBE—1938—NBC-ABS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gila Bcstg. Co., Inc.
Address: P. O. Box 2343
Phone Number: 41
News Service: AP
Transcription Service: Thesaurus
Representative: Paul H. Raymer
President: Louis F. Long
General Manager: Paul Merrill
Station Manager: Willard Shoecraft
Comm., Sales Prom. Manager: Eric Manola

**K G A N**
KINGMAN—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: J. James Glancy
Business Address: P. O. Box 1208
Phone Number: Blue 482
News Service: UP
President: J. J. Glancy
Chief Engineer: William Hinkle

**K TY L**
MESA—1947

Address: P. O. Box 885
**ARIZONA**

Phone Number ........................................ 5737
News Service ........................................ UP
Transcription Service ............................. Standard
Gen. Mgr. ........................................ Dwight Harkins
Commercial Manager .............................. Lorenzo K. Lisonbee
Program Director ................................. Jack Harris
Publicity Director ................................. Dick Gilbert
Chief Engineer .................................... Ben Smith

**KNOG**  
NOGALES—1948—CBS

Frequency: 1340 Kc. . . . Power: 230 Watts
Owned-Operated By:  Border Bcastg. 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 Bcasters, Inc.
Business-Studio Address .............. Adams Hotel
Phone Number ......................... Alpine 8-6421
Air Time ......................... 6 a.m.-M.
News Service ................................. AP
Transcription Service ................ SESAC
Representative ......................... George P. Hollingbery
Membership ......................... NARTB
President ............................... Gene Autry
Gen.-Station Mgr. ....................... Charles H. Garland
Commercial Manager ............ William Connelly
Program Director .................... Miles Reed
Publicity Director .................... Thomas Kelland
Chief Engineer ........................ Miles L. Sheperd

**KIFN**  
PHOENIX—1949

Frequency: 860 Kc. . . . Power: 250 Watts d.
Owned-Operated By:  Western Bcastg. Co.
Address ................................. P. O. Box 430
Phone Number ......................... 3-6155
News Service ................................. UP
Transcription Service ........................ SESAC
Station Representative ............... Harlan Oakes
Pres., Gen. Mgr. ......................... Frank P. Redfield
Sta. Mgr., Prog. Dir. .......... Joe D. Alvarado
Chief Engineer ............................ Edgar B. Pool

**KOY**  
PHOENIX—1922—MBS, Don Lee

Address ...................... 840 N. Central Ave., P. O. Box 2671
Phone Number ......................... 4-4144
News Service ................................. UP
Transcription Service .................... World
Representative ......................... John Blaisdell
Membership ......................... NARTB, BAB
Gen.-Station Mgr. .................. Albert D. Johnson
Prog., Pub. Director ................ John R. Williams
Chief Engineer ........................ Clifford R. Miller

**KPHO**  
PHOENIX—1943—ABC

Frequency: 910 Kc. . . . Power: 5000 Watts
Owned-Operated By:  Meredith Engineering Co., Inc.
Business-Studio Address ........... 631 N. First Ave.
Phone Number ......................... 4-7367
News Service ................................. AP
Transcription Service ................ Associated
Representative ......................... Petry
Membership ......................... NARTB
President ............................... E. T. Meredith, Jr.
Commercial Manager ............ Charles Schlueter
Program Director .................... Francis Murphy
Publicity Director ........................ Lee Kerry
Chief Engineer ........................ George L. McClanathan

**KRIZ**  
PHOENIX—1950

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, Publicity Director .......... Bill Lewis
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
News Service ................................. UP
Transcription Service ................ Associated
Owner, Gen. Mgr. .................. Allerton Cushman
Station Manager .................. Jack C. Goodsell
Sales Manager .................... Charles E. Schlueter
Program Director .................. Herman Ackerman
Chief Engineer ........................ Marvin Edwards
**KTAR**

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.  Power: 5000 Watts

Owned-Operated By:  KTAR Bcstg. Co.

Business Studio Address: 711 Heard Building

Phone Number:  4-4161

Air Time:  6 a.m.-M.

News Service:  AP

Trans. Ser:  Thesaurus, Standard, Capitol

Representative:  Paul H. Raymer

Membership:  NARTB

Ch. of Bd:  John J. Louis

Pres., Gen. Mgr.:  Richard O. Lewis

Commercial Manager:  E. W. Harvey

Sales Promotion Mgr.:  Bob Pollard

Program Director:  Roll Laughner

Chief Engineer:  A. C. Anderson

**KOPO**

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:  Forroe & Co.

Membership:  NARTB, BAB

President:  Harold C. Tourea

General Station Manager:  E. S. Mittendorf

Commercial Manager:  S. J. Kossack, Jr.

Sales Prom. Mgr.:  Paul Plunkett

Prod. Dir.:  Cliff Stillinger

Publicity Director:  Jane Abbott

Chief Engineer:  Vernard Cimmioyotti

**KYCA**

PRESKOTT—1940

NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Oper. By:  Southwest Bcstg. Co.

Business Studio Address:  P. O. Box 1631

Phone Number:  244

News Service:  AP

Transcription Service:  Thesaurus, Capitol

Representative:  Paul H. Raymer

Pres., Gen., Sta. Mgr.:  Harold Ritter

Program Director:  Hollis Hill

Publicity Director:  Larry Kent

Chief Engineer:  George Eitel

**KGLU**

SAFFORD—1938—NBC-ABS

Frequency: 1460 Kc.  Power: 1000 Watts

Owned-Operated By:  Gila Bcstg. Co.

Business Studio Address:  520 Main St.

Phone Number:  15

Air Time:  Unlimited

News Service:  AP

Transcription Service:  World & Thesaurus

Representative:  Paul H. Raymer

President:  Louis F. Long

General Station Manager:  Paul Merrill

Pgm., Prod. Dir.:  Lester McBride

Comm. Sales Prom. Mgr.:  Edward E. Furman

Chief Engineer:  Geoffrey A. Lapping

**KCLA**

TUCSON—1946—ABC


Owned-Operated By:  Catalina Bcstg. Co.

Business Studio Address:  Box 2348

Phone Number:  2-4684

Air Time:  5 a.m.-1 a.m.

News Service:  AP

Representative:  Hollingbery

Membership:  NARTB, BAB

President:  Erskine Caldwell

Gen. Sta. Manager:  Wayne Sanders

Sales Manager:  Harry Chambers

Prog. Pub. Director:  William K. Rider

Chief Engineer:  Tom Epperson

**KTCK**

TUCSON—1949

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Operated By:  Radio Station KTCK

Business Studio Transmitter Add.:  500 W. Elm

Phone Number:  4-1777

Air Time:  18 hours daily

Transcription Service:  Standard

Owner:  Thomas J. Wallace


Program Director:  Dona Brown

**KTOC**

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc.  Power: 250 Watts


Business Studio Address:  500 E. Broadway

Phone Number:  2-3944

Air Time:  6 a.m.-M.

News Service:  AP

Transcription Service:  World, SESAC, Associated

Representative:  John Blair

Membership:  NARTB, BAB

Pres. & General Manager:  Lee Little

Business Manager:  Mac C. Matheson

Sales Prom. Mgr.:  George Bradley

Program Director:  Pete Tufts

Chief Engineer:  Cliff Livingston

**KVOA**

TUCSON—1929—NBC-ARIZ. BCSTG.

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
Air Time ........................................ 4:55 a.m.-M.
News Service .................................. AP
Transcription Service . Thesaurus, Capitol
Representative .................................. Paul H. Raymer
Membership .................................. NARTB
General Manager .................. R. B. Williams
Business Mgr. ...................... John C. Underwood, Jr.
Program Director .......... Ben L. Slack, Jr.
Chief Engineer .................. Ray H. Holmes

KVNC
WINSLOW—1952
Frequency: 1010 Kc. Power: 1000 Watts d.
500 Watts n.
Address .................................. P. O. Box 373
News Service ..................... AP, INS
Transcription Service . Thesaurus, Standard
Representative .................. R. L. F. Long
President ......................... O. E. Whelan
Chief Engineer .................. Layman Streeter

KSWG
YUMA—1951—LBS
Frequency: 1240 Kc. Power: 250 Watts
Address .................................. P. O. Box 1430
Phone Number ................. 3-8341
Gen. Mgr. ......................... James F. Cox
Chief Engineer .................. Don Peltz

KYMA
YUMA—1950—MBS—ARIZ. NET.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ............. KYMA, Inc.
Address ................................ P. O. Box 871
Phone .................................. 37841
Air Time ................. 6 a.m.-11 p.m. (7-11 Sun.)
News Service ............. AP, UP
Transcription Service . Thesaurus & Standard
Representative .................. Paul H. Raymer
Membership ................ NARTB
Pres. .................... R. N. Campbell
Gen., Sta. Manager .......... Ray C. Smucker
Commercial Manager ....... Roy L. Jorgensen
Sales Prom. Mgr. ........... Bob Hansen
Program Director .......... Russ Siner
Publicity Director .......... Pat Carrick
Chief Engineer ............ Leavenworth Wheeler

KUMY
YUMA—1940—NBC-ABS
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, UP
Transcription Service . Thesaurus & Standard
Representative .................. Paul H. Raymer
Membership ................ NARTB
Pres. .................... R. N. Campbell
Gen., Sta. Manager .......... Ray C. Smucker
Commercial Manager ....... Roy L. Jorgensen
Sales Prom. Mgr. ........... Bob Hansen
Program Director .......... Russ Siner
Publicity Director .......... Pat Carrick
Chief Engineer ............ Leavenworth Wheeler

ARIZONA-ARKANSAS

Pop. April 1, 1953 (Est.) 1,963,000 — Total Housing Units 580,000
Families April 1, 1953 (Est.) 522,000 — Stations in State 43

KVRC
ARKADELPHIA—1947—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address ........ 506 Main St.
Phone Number ............... 789
Air Time ................ 6 a.m.-11 p.m.
News Service ............. AP
Representative .................. Hil F. Best
President ..................... Cecil W. Cupp
Gen., Sta., Comm. Mgr. .... J. M. Moore
Pgm., Prod. Pub. Dir. ...... Bill Deaton
Chief Engineer .................. Ray Burns

KBTB
BATESVILLE—1950—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By ........ White River Valley Broadcasters, Inc.

KLCP
BLYTHEVILLE—1921
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By ............ Harold L. Sudbury
Phone Number ........... 2093
News Service .............. AP
<table>
<thead>
<tr>
<th><strong>ARKANSAS</strong></th>
</tr>
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</table>

| Membership | NARTB |
| Station Representative | John E. Pearson |
| Sales Promotion Manager | J. T. Sudbury |
| Program Director | Carl Frame |
| Chief Engineer | Marion Skinner |

**KAMD**  
CAMDEN—1946—MBS-KBS  
**RAZORBACK**

Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Camden Radio Inc.  
Address: P. O. Box 5859  
Phone Number: 6-5091-2  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Associated  
Membership: BAB  
President: Walter E. Hussman  
General Manager: Frank O. Myers  
Station, Commercial Manager: Donald Cathey  
Sales Promotion Mgr.: Charles Buice  
Program Director: Callis Carter  
Chief Engineer: Doris C. Hunter

**KCON**  
CONWAY—1950—KBS  

Owned-Operated By: Conway Bstg. Co.  
Frequency: 1230 Kc.  
Power: 250 Watts  
Address: 903½ Front St.  
Phone Number: 189  
Air Time: 6 a.m.-11 p.m.  
News Service: SESAC, World  
Press, Gen., Sta. Mgr.: James E. Clayton  
Sales Promotion Mgr.: Charles Buice  
Program Director: Muriel Cobb  
Chief Engineer: Herman G. Stermer

**KAGH**  
CROSSETT—1951—NBC-KBS  

Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By: Julian Haas  
Address: 900 Main St.  
Phone Number: 750  
News Service: AP  
General Manager: Julian Haas  
Program Director: A. L. Shirley  
Chief Engineer: Harry Bohm

**KDM S**  
EL DORADO—1950—KBS  

Frequency: 1290 Kc.  
Power: 1,000 Watts d.  
Owned-Operated By: KDM S, Inc.  
Address: Randolph Hotel  
Phone Number: 3-9190  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Devney  
Press, Gen. Mgr.: David M. Segal  
Station Manager: Virgil E. Stone  
Program Director: Elizabeth P. Perdue  
Commercial Manager: George S. Lanham  
Chief Engineer: E. C. Gresham

**KELD**  
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  
Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Membership: NARTB  
Program Director: Mrs. D. Pondrom  
Chief Engineer: John Long

**KG R H**  
FAYETTEVILLE—1946—MBS  

Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Fayetteville Bstg. Co., Inc.  
Business-Studio Address: 922 Leverett St.  
Phone Number: 2-2322  
Air Time: 5:30 a.m.-11:30 p.m.  
News Service: AP  
Representative: Walker  
Membership: NARTB  
President: Hayden McIlroy  
Commercial Mgr.: Ed. Gideon  
Program Director: Wallice Ingalls  
Chief Engineer: Harold Lindsey

**KXJK**  
FORREST CITY—1949—KBS  

Frequency: 950 Kc.  
Power: 1000 Watts  
Owned-Operated By: Forrest City Bstg. Co., Inc.  
Phone Number: 950  
Air Time: Daytime  
News Service: AP  
Transcription Service: World  
Pres., Gen. Mgr.: William Fogg  
Commercial Mgr.: James Pearson  
Program Director: Lloyd Denny  
Publication Director: Larry Parker  
Chief Engineer: Walter Smith

**KFPW**  
FORT SMITH—1930—CBS  

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Tulsa Bstg. Co.  
Business Address: 2321 N. Albert Pike Rd.  
Phone Number: 4105  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Avery-Knodel  
Membership: NARTB
ARKANSAS

President: John T. Griffin
General Manager: John Escou
Station Manager: James P. Walker
Commercial Manager: L. A. Blust
Program Director: H. Harlan Judkins
Promotion Manager: George Ketcham
Chief Engineer: Paul McCaslin

KFS A
FORT SMITH—1947—ABC
Frequency: 950 Kc. Power: 1000 Watts d.
500 Watts n.
Business-Studio Address: 920 Rogers Ave.
Phone Number: 29126
Air Time: 5:30 a.m. - 11 p.m.
News Service: AP
Representative: John E. Pearson
President: Donald W. Reynolds
Gen., Sta., Comm. Mgr.: Weldon Stamps
Program Director: Jerry Winner
Chief Engineer: Robert W. Platt

KWHN
FT. SMITH—1947—MBS-WESTERN
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: KWHN Bcstg. Co., Inc.
Business-Studio Add.: 421-423 Garrison Ave.
Phone Number: 8967
Air Time: Full Time
News Service: AP
Representative: Rambeau
Secretary-Treasurer: H. S. Nakdimen
Sta. Dir., Comm. Mgr.: Parkman R. Feezer
Pgm., Publ. Dir.: Glenn O'Neal
Chief Engineer: Bruce Dennis

KHOZ
HARRISON—1946—KBS
MBS-RAZORBACK-AR.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harrison Bcstg. Corp.
Bus. Studio Address: Radio City Addition
Phone Number: 1240
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
President: Roy Milum
Comm., Sl. Prom. Mgr.: Mel Lynn
Prog., Prod., Publ. Dir.: Bruce C. Washburn
Chief Engineer: Fred E. Ward

KFFA
HELENA—1941—KBS—MBS
Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By: Helena Bcstg. Co.
Address: 215 York St.
Phone Number: 4-2381
News Service: AP

Transcription Service: World
Representative: Continental Radio Sales
Membership: NARTB, BAB
Pres., Gen. Mgr.: Sam W. Anderson
Comm., Prom. Mgr.: Byron Kearby
Program Director: Marion Sherrod
Chief Engineer: Earl Hodges

KXAR
HOPE—1947—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hope Bcstg. Co.
Business Address: P. O. Box 138
Phone Number: 7-3601
News Service: AP
President: A. H. Washburn
Gen. Mgr., Chief Engineer: L. B. Toole
Program Director: Carroll A. Wynn

KBS
HOT SPRINGS—1952
Address: 113 Third St.
Phone Number: 388
News Service: World
Transcription Service: AP
President: I. A. Cain
Gen. Mgr.: Marvin Hull
Chief Eng.: Clint Norman

KWFC
HOT SPRINGS—1940—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Spa Bcstg. Co., Inc.
Business-Studio Address: 819½ Central Ave.
Phone Number: 412-3
News Service: UP
Transcription Service: Thesaurus
President: Walter E. Husman
Commercial Manager: S. T. McDonald
Communicator Manager: C. J. Dickson
Program Director: Jack Ridgeway
Sls. Prom. Dir.: Ernest Watson
Publicity Director: Joyce Cook
Chief Engineer: Dalton Sanders

KBTM
JONESBORO—1930—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Regional Bcstg. Co.
Address: KBTM Building, Jonesboro
Phone Number: 5597-5598
Air Time: Full Time
News Service: AP
Transcription Service: World

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KNEA
JONESBORO—1950
Frequency: 970 Kc. Power: 1000 Watts d.
Address: Hotel Noble
Phone Number: 8381
News Service: Associated
Transcription Services: Full
Executive Director: J. Halbert
General Manager: Paul Barnett
Chief Engineer: Wesley Bell

KARK
LITTLE ROCK—1928—NBC
Frequency: 920 Kc. Power: 5000 Watts
Address: Radio Ctr., 114 E. Capitol Ave.
Phone Number: 1010
Air Time: Full Time
News Service: AP, UP
Transcription Service: World
Representative: Edward Petry
Membership: NARTB, BAB
President: T. H. Barton

KGHI
LITTLE ROCK—1927—ABC
Frequency: 1250 Kc. Power: 1,000 Watts a.
500 Watts n.
Owned-Operated By: KGHI Bcstg. Service
Address: 206 W. 3rd St.
Phone Number: 27-9166
Air Time: Unlimited
Station Representative: George P. Hollingbery
General Manager: S. C. Vinsonghaler
Commercial Mgr.: Kermit L. Richardson
Program Director: Barbara Amsler
Chief Engineer: V. O. Vandusen

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
Air Time: Full Time

Nobody Yet Ever Tuned In a Watt—

We should know...we have 10,000 of them going out every day...pushing our signal all over Arkansas.
The folks in Arkansas don't know one watt from another...but they do know what station brings them—

—CBS Radio programs
—Johnnie Holmes, Farm Reporter
—The Barnyard Frolic and other top Western entertainers
—Merry-Go-Round and other top-rated DJ shows
—and a host of other programs

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Rondy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC - CBS RADIO

For the complete KLRA story, ask any O. L. Taylor office.
**ARKANSAS**

Newspaper Affiliation ...........Arkansas Gazette
News Service ....................AP, UP
Transcription Service ..........Standard
Representative ..................O. L. Taylor Co.
Membership .....................NARTB, BAB
President .......................J. N. Heiskell
General Manager .................W. V. Hutt
Sis. Prom. Mgr. ..................Robert Hicks
Prog., Prod. Dir. .................Harris Owen
Publicity Director ...............Robert Nestlebush
Chief Engineer ..................Kermit F. Tracy

**KTHS**

LITTLE ROCK—1924

Frequency: 1090 Kc. .......Power: 50,000 Watts
Operated By ..........Radio Broadcasting, Inc.
Business-Studio Address ........KTHS Bldg.
Phone Number ...............1160-1
Air Time ....................6 a.m.-M.
News Service .................UP
Transcription Service ......Long-Worth
Representative ..............Branham
Membership ..................NARTB, BAB
President .....................W. H. Bronson
General Manager .............B. G. Robertson
Program Dir. .................Jack Walever
Chief Engineer ..............Cecil L. Suitl

**KVLC**

LITTLE ROCK—1948

Frequency: 1050 Kc. .......Power: 1000 Watts d.
Owned-Operated By: Southwestern Bstg. Co.
Address: Southern Natl. Insurance Bldg.
Phone Number ...............5-5231
News Service .................UP
Transcription Service ......Associated
Representative ...............McGillvra
President .....................R. M. Saxon
General Manager .............Leonard Coe
Comm., Sta. Manager .................Glen H. Robertson
Sales Prom. Mgr. ...............James A. Gatens
Program Manager ..........Frederick H. Schmutz
Publicity Director ..........Ted Dobbs
Chief Engineer ..............Dale Maharin

**KXLR**

LITTLE ROCK—1946

MBS—RAZORBACK

Frequency: 1150 Kc. .......Power: 5000 Watts d.
1000 Watts n.
Business Address .............217 E. Third St.
Phone Number ...............2-2155
News Service .................UP
Transcription Service ......RCA, Thesaurus
Representative ...............Pearson
Membership ..................NARTB
President .....................John F. Wells
Gen., Sta. Manager ............Emil J. Pousar
Comm., Prom. Manager .........Melton Lancaster
Prog., Publ. Director ........Roy Nichols
Chief Engineer ..............Earl H. Butler

**KVMJ**

MAGNOLIA—1948—KBS-MBS

Frequency: 630 Kc. .......Power: 1000 Watts d.
Business-Studio Address: 212 N. Jefferson St.
Phone Number ...............630
News Service .................AP
Transcription Service ......World
President .....................Joe F. Rushton
Gen., Sta., Comm. Mgr. .......William M. Begley
Chief Engineer ..............Ray Wells

**KDA**

MALVERN—1951

Frequency: 1420 Kc. .......Power: 1000 Watts d.
Owned-Operated By: Malvern Bstg. Co.
Address: Young Insurance Bldg.
Phone Number ...............1584
Transcription Service ......World
Representative ...............Devney
Pres., Gen. Mgr. ..............David M. Segal
Station Manager ..........Robert Choate
Comm. Mgr., Prog. Dir. .......Ed Niehay
Chief Engineer ..............John R. Williams

**KENA**

MENA—1950—MBS-KBS

Frequency: 1450 Kc. .......Power: 250 Watts
Owned-Operated By ..........R. B. Bell
Address: S. Rene St.
Phone .......................878
Transcription Service ......Standard
News Service .................UP
Representative ...............Continental
Owner Manager ..............R. B. Bell
Chief Engineer ..............O. D. Frederick

**KNBY**

NEWPORT—1949

Frequency: 1280 Kc. .......Power: 1000 Watts d.
Owned-Operated By: Newport Bstg. Co.
Business Address .............Newport
Phone Number ...............749
News Service .................UP
President .....................Harold Sudbury
Gen., Sta. Mgr. ...............Ray Dexter
Commercial Mgr. ..............Gene Howe
Chief Engineer ..............Anson Clark

**KOSE**

OSCEOLA—1949—KBS

Frequency: 860 Kc. .......Power: 1000 Watts d.
Business Address ..............P. O. Box 311
Phone Number ...............860
KDRS
PARAGOUldb—1947—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Daily Press, Inc.
Business Address: Box 491
Phone Number: 627
News Service: AP
President: Ted Rand
General Manager: Doyne F. Bateman
Business Manager: T. M. Self
Prog.-Publ. Director: Russell Schwamb
Chief Engineer: Ted Porter

KCLA
PINE BLUFF—1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Radio Engineering Service
Business-Studio Address: 2900 W. 28th St.
Phone Number: 1900
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

KOTN
PINE BLUFF—1934—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Universal Broadcasting Corp.
Address: P. O. Box 957
Phone Number: 721
News Service: AP
Transcription Service: Thesaurus
Pres., Gen. Mgr., Chief Engr.: B. J. Parrish
Prom. Mgr.: R. W. Etter
Program Director: Lois Palmer

KPOC
POCAHONTAS—1950
Frequency: 1420 Kc. Power: 1,000 Watts d.
Owned-Oper. By: Pocahontas Radio, Inc.
Address: P. O. Box 250
Phone: 500
News Service: AP
Transcription Service: World
Representative: Walker
Gen. Mgr.: Adrian L. White
Com. Mgr.: Hiram Mayo
Prog. Dir.: Bill Nicholson
Chief Engineer: Ken Kennedy

KXRF
RUSSELLVILLE—1947—MBS-KBS
RAZORBACl
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Valley Broadcasters, Inc.
Address: Russellville
Phone Number: 299
News Service: AP
Owner, Gen. Sta. Mgr.: C. R. Horne
Commercial Manager: L. L. Bryan
Sales Prom. Mgr.: Don Sammons
Pgm. Dir., Chief Engr.: W. C. McKenney

KWCB
SEARCY—1951
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: White County Broadcasting Co., Inc.
Address: P. O. Box 95
Phone Number: 1281
News Service: AP
Transcription Service: SESAC, Thesaurus
Representative: Hil F. Best
Membership: NARTB
Pres., Gen. Mgr.: Carl N. Dodd
Sales Prom. Manager: Don P. Jones
Chief Engineer: Homer Harris

KUOA
SILOAM SPRINGS—1923—MBS
RAZORBACl
Frequency: 1290 Kc. Power: 5,000 Watts d.
Owned-Operated By: KUOA, Inc.
Business-Studio Address: Siloam Springs
Phone Number: 77
News Service: UP
Transcription Service: RCA, Thesaurus
Membership: NARTB, BAB
President: John E. Brown, Sr.
Exec. Vice-Pres.: Storm Whaley
Com. Mgr.: William George
Program Director: Ralph Kennedy
Chief Engineer: Cecil E. Smith

(See Page 158)

KBRS
SPRINGDALE—1949—ABC
RAZORBACl
Owned-Operated By: Southwest Pub. Co.
Address: Box 29
Phone Number: 2-2011
Air Time: 5:30 a.m.-11 p.m.
News Service: AP
Representative: Pearson
President: Donald W. Reynolds
Gen. Mgr.: Roy G. Bowman
Prog. Dir., Chi. Annr.: JerryBidle
Chief Engineer: R. L. Stocklos
THE TALE OF TOPS IN RADIO

in

ARKANSAS  CALIFORNIA  OKLAHOMA

KGER
LONG BEACH

LONG BEACH Ranks...

40th in Population
30th in Home Furnishing Sales
37th in Automotive Store Sales
35th in Drug Store Sales
39th in Total Retail Sales

TOPS...
In Power
*Long Beach's
Most Powerful Station

TOPS...
In Listeners
*Most Listened to
Long Beach Station

KUOA
SILOAM SPRINGS
POPULATION 240,000
FAMILIES 70,000
RADIO FAMILIES 60,000
RETAIL SALES $145,000,000
FARM INCOME $90,000,000

In Coverage
*Northwest Arkansas' Most Powerful Station

In Popularity
*Celebrating 30 Years on the Air

5000 WATTS EACH
Greater Coverage of Three Great Markets

KOME
TULSA
POPULATION 810,000
FAMILIES 250,000
RADIO FAMILIES 225,000
RETAIL SALES $750,000,000
SALES PER HOUSEHOLD $3,000.00

In Power
*Oklahoma's Most Powerful Independent Station

In Sports
*Tulsa Oilers
Oklahoma Sooners
University of Tulsa Basketball

335
On the Pacific Coast
the PLUS is DON LEE

The Don Lee Radio Network is the only Pacific Coast advertising medium that gives effective advertising coverage of all the metropolitan areas PLUS localized penetration of the many widely-separated “outside” markets!

Low uniform day-and-night rates also make Don Lee the Coast’s most economical buy — more homes delivered for each dollar invested!

Your Don Lee or Blair man has convincing proof of both these statements. Ask for it before you earmark another dollar to produce Pacific Coast sales — and be sure you get the Pacific Coast’s PLUS value!

Represented Nationally by John Blair & Company

The Nation’s Greatest Regional Network

1313 North Vine Street
Hollywood 28, California
KWAK
STUTTGART—1948
MBS—KBS—Razorback
Commercial Manager.............Herman Cecil
Program Director..............Peter C. Tripp
Chief Engineer.................Chas. Mathis
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By..............Stuttgart Bcstg. Corp.
Business Address..............Stuttgart
Phone Number..................23711
Air Time.........................Full Time
News Service.................UP
Transcription Service............UP
President.........................Beloi Taylor
Gen-Station Manager..............Melvin P. Spann
Commercial Mgr..................Norman Biddulph
Program Dir......................June Spann
Chief Engineer.................Newbery
Consulting Engineer.............John Mullaney

KOSY
TEXARKANA—1951—MBS
Frequency: 790 Kc..............Power: 1000 Watts d.
Owned-Operated By..............Gateway Bcstg. Co.
Address.........................P. O. Box 1318
News Service.....................AP
Transcription Service...........Thesaurus, Capitol
Partners.........................Dr. W. Decker Smith, Joe Davis
General Manager..............Tom E. Dillahunty

KRLW
WALNUT RIDGE—1951
Frequency: 1320 Kc.............Power: 1000 Watts d.
Owned-Operated By..............Southern Baptist College
Address.........................Walnut Ridge
Phone Number..................980
News Service....................UP
Transcription Service...........Lang-Worth
Representative................Best
President.........................Dr. H. E. Williams
Program Director...............Bill Thornton
Chief Engineer.................Leonard Ringle

KWEM
WEST MEMPHIS—1947
Frequency: 980 Kc..............Power: 1000 Watts d.
 Owned-Oper. By...............KWEM Inc.
Business-Studio Address........229 Broadway
Phone Number..................463
News Service....................UP
President.........................William H. Keller
Com. Mgr.........................Spencer Bedsole
Chief Engineer.................Ed Beck

KCNO
ALTURAS—1951
Frequency: 570 Kc..............Power: 1000 Watts d.
Owned-Operated By..............CONR Inc.
Address.........................P. O. Box 207
Phone Number..................2531
News Service.....................UP
Transcription Service...........Standard, Capitol
SESAC
Representative....................Forrie
Membership....................NARTB
President.........................Rowland H. Dow
Comm., Prom. Mgr.................Philip N. Good
Chief Engineer.................Wayne Powers

KBIG
AVALON—1952
Frequency: 740 Kc..............Power: 10,000 Watts
Owned-Operated By..............John Poole Bcstg. Co.
Address.........................6540 Sunset Blvd.
Phone Number................HE 3205
Air Time.........................Daytime
News Service.....................UP
Transcription Service...........Capitol
Representative................Robert Meeker Associates
Membership....................NARTB
Pres., Gen., Sta. Mgr., Chi. Engr........John Poole
Comm., Prom. Mgr.................Robert J. McAndrews
Operations Manager...........Cliff Gill
Program Director................Alain Lisser

KAFY
BAKERSFIELD—1946—MBS—DON LEE
Frequency: 550 Kc..............Power: 1000 Watts
Owned-Operated By..............Bakersfield Bcstg. Co.
Business-Studio Address........2013 Chester Ave.
Phone Number..................46421
News Service.....................UP
Transcription Service...........Capitol
Representative................W. S. Grant

CALIFORNIA
Pop. April 1, 1953 (Est.) 11,330,000 — Total Housing Units 3,627,000
Families April 1, 1953 (Est.) 3,525,000 — Stations in State 141

KCNO
ALTURAS—1951
Frequency: 570 Kc..............Power: 1000 Watts d.
Owned-Operated By..............CONR Inc.
Address.........................P. O. Box 207
Phone Number..................2531
News Service.....................UP
Transcription Service...........Standard, Capitol
SESAC
Representative....................Forrie
Membership....................NARTB
President.........................Rowland H. Dow
Comm., Prom. Mgr.................Philip N. Good
Chief Engineer.................Wayne Powers

KBIG
AVALON—1952
Frequency: 740 Kc..............Power: 10,000 Watts
Owned-Operated By..............John Poole Bcstg. Co.
Address.........................6540 Sunset Blvd.
Phone Number................HE 3205
Air Time.........................Daytime
News Service.....................UP
Transcription Service...........Capitol
Representative................Robert Meeker Associates
Membership....................NARTB
Pres., Gen., Sta. Mgr., Chi. Engr........John Poole
Comm., Prom. Mgr.................Robert J. McAndrews
Operations Manager...........Cliff Gill
Program Director................Alain Lisser

KAFY
BAKERSFIELD—1946—MBS—DON LEE
Frequency: 550 Kc..............Power: 1000 Watts
Owned-Operated By..............Bakersfield Bcstg. Co.
Business-Studio Address........2013 Chester Ave.
Phone Number..................46421
News Service.....................UP
Transcription Service...........Capitol
Representative................W. S. Grant
K B I S
BAKERSFIELD—1950
Frequency: 970 Kc.  Power: 1000 Watts
Studio Address: 957 Oak St.
Phone: 4-6093
Air Time: Full Time
Transcription Service: Associated SESAC
News Service: AP
Representative: Oakes
Membership: NARTB, BAB
Pres., Mgr.: Hal Brown
Com., Sales Prom. Mgr.: Franklin H. Wilbur
Pgr., Pub. Dir.: Bob Elias
Chief Engineer: James L. Mattly

K E R N
BAKERSFIELD—1932—CBS
Frequency: 1410 Kc.  Power: 1000 Watts
Business-Studio Address: Elk's Club Building
Phone Number: 9-8491
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol
Representative: Paul H. Baymer
Membership: NARTB, BAB
President: Eleanor McClatchy
Station Manager: Walter Baziluk
Technician: Luverne Shatto

K E R O
BAKERSFIELD—1946—NBC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: Kern County Bcstg., Inc.
Business-Studio Address: 1420 Truxton Ave.
Phone Number: 44548
News Service: UP
Air Time: Full Time
Transcription Service: World
Representative: Avery Knodel
Membership: NARTB, BAB
Pres., Gen. Mgr., Chief Engineer: Gene De Young
Commercial Manager: Ed Umer
Program Director: Kenneth Croes
Publicity Director: Rod O'Hara

K P M C
BAKERSFIELD—1934—ABC
Frequency: 1560 Kc.  Power: 1000 Watts
Owned-Oper. By: Pioneer Mercantile Co.
Address: 307 E. 21st St.
Phone Number: 8-8157
News Service: UP
Transcription Service: Thesaurus
Station Representative: George P. Hollingbery
President: F. G. R. Schamblin
General Manager: L. A. Schamblin
Pgm., Dir. Comm. Mgr.: C. C. Sturm
Prom. Mgr., News Director: P. R. Biermann
Chief Engineer: L. P. Jarvis

K W T C
BARSTOW—1947
Frequency: 1230 Kc.  Power: 250 Watts
Business Address: Box 697
Phone Number: 4001
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Donald Cooke
President: W. T. Brown
Sta., Com. Mgr.: Harry W. White
Program Director: Jim Harvey
Chief Engineer: Don Hetzel

K R E
BERKELEY—1923
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Cal. Bcstg., Inc.
Address-Trans.: 601 Ashby Avenue
Phone Number: Ashberry 3-7715
Air Time: 6 a.m.-12 M.
News Service: AP
Membership: NARTB, BAB
Transcription Service: Standard
Pres., Gen. Sta., Mgr.: Arthur Westlund
Comm., Prom. Mgr.: Don Hambly
Program Director: Les Avery

K Y O R
BLYTHE—1947—ABC
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Bcstg. Corp. of America
Business-Studio Address: Riverside
Phone Number: 2221
President: W. L. Gleeson

K R O P
BRAWLEY—1946—ABC
Frequency: 1300 Kc.  Power: 100 Watts d. 250 n.
Owned-Oper. By: Bcstg. Corp. of America
Address: Del Rio Country Club
Phone Number: 1300
Representative: John E. Pearson Co.
General Manager: Fred Carr
Station Manager: John Chandler
Program Director: Lynn C. Thomas
Chief Engineer: Drew Walker
KBLA
BURBANK—1952
Frequency: 1490 Kc... Power: 250 Watts
Owned-Oper. By... Bdcstrs. of Burbank
Address.............. 11516 Oxnard St.
Phone Number ........ Sunset 2-1195
News Service ........ UP
Transcription Service ... Lang-Worth
President............. Gordon A. Rogers
Chief Eng............. Robert Skiles

KICO
CALEXICO—1947
Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... Charles R. Love
Business Address...... P. O. Box 786
Phone Number........ 918
News Service.......... AP
President............. Charles R. Love
General Mgr........... W. A. Geddes
Comm. Mgr............. Don Gillette
Chief Eng............. James Cain

KHSL
CHICO—1935—MBS
Frequency: 1290 Kc... Power: 5000 Watts
Owned-Operated...... Golden Empire Bcstg. Co.
Address.............. 336 Broadway
Phone Number.......... 237-8
News Service......... UP
Representative........ W. S. Grant
Membership........... NARTB
Pres., Gen. Mgr........ Mickey McClung
Station Manager...... M. F. Woodling
Commercial Manager... J. A. Pero
Program Director..... Ed Parker
Chief Engineer........ Russell B. Pope

KXOC
CHICO—1949—CBS
Frequency: 1150 Kc... Power: 5000 Watts
Owned-Oper. By..... KXOC, Inc.
Address-Trans....... Radio Lane
Phone Number......... 1013
Air Time.............. Full Time
News Service......... UP
Transcription Service... Standard
Representative........ Pearson, Western
Membership........... BAB
President............. Lincoln Dellar
Gen., Sta., Comm. Mgr... Donald J. Quinn
Prog., Prod., Pub. Dir.... Nell McIntyre
Chief Engineer........ E. W. Berger

KBMX
COALINGA—1950—KBS
Frequency: 1470 Kc... Power: 500 d.
Owned-Oper. By...... Pleasant Valley Radio Co.
Address.............. Box 715
Phone................ 136
Transcription Service... SESAC
News Service.......... UP
President............. Benjamin M. Bowman
Gen., Sta., Comm. Mgr... Rea B. Bowman

KBUC
CORONA—1948
Frequency: 1370 Kc... Power: 1000 Watts
Owned... Radio Broadcasting, Inc.
Business Address...... Box 368
Phone Number........ 1370-1-2
Air Time.............. Full Time
News Service.......... UP
Membership........... NARTB, BAB
Representative........ McGillin
Pres., Gen. Mgr........ Elmer J. Bucknum
Sta., Comm. Mgr....... Mary Bucknum
Prom. Mgr., Publ. Dir... Chuck Ferguson
Program Director..... Cliff Miller
Chief Engineer........ George Farmer

KCRE
CRESCENT CITY—1950
Frequency: 1400 Kc... Power: 250 Watts
Owned-Operated By... Del Norte Bcstg. Co.
Address.............. Box 246
Phone Number......... 3061
News Service.......... AP
Transcription Service... Standard
Pres., Gen. Mgr........ Robert E. Grey
Business Mgr.......... Pauline Burke

KCHJ
DELANO—1951
Frequency: 1010 Kc... Power: 1000 Watts
Owned-Oper. By...... Charles Herman Johnes
Address.............. P. O. Box 262
Phone................ 8676
Transcription Service... SESAC
News Service.......... UP
Pres., Gen. Mgr., Chief Eng. .. Charles H. Johnes
Program Director..... Jean J. Johnes

KRDU
DINUBA—1946
Frequency: 1240 Kc... Power: 250 Watts
Owned-Operated By..... Radio Dinuba Co.
Business-Studio Address... 110 N. L. St.
Phone Number......... 500
News Service.......... AP
Pres., Gen., Sta. Mgr..... Egon A. Hafer
Program Director...... Harold Sparks
Chief Announcer........ Jim Bailey
Chief Engineer......... Russ Friend

339
**K X O**

EL CENTRO—1927—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Valradio Inc.
Business Address: South 4th Street
Phone Number: 1100
Air Time: Full Time
News Service: UP
Newspaper Affiliation: Imperial Valley Pub.
Co., Brawley News Pub. Co., Indio Date Palm
Transcription Service: Capitol, Standard, SESAC
Representative: Paul H. Raymer
Membership: NARTB
President: Paul A. Jenkins
Commercial Manager: Belle Hovey
Prom. Mgr.: Marc Hanan
Program Director: Robert Weaver
Chief Engineer: Norm Germani

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**K H U M**

EUREKA—1947—ABC-CBS

250 Watts n.
Owned-Oper. By: Carroll R. Hauser
Address: Vance Hotel
Phone Number: Hillside 2-5744
Air Time: 6 a.m.-12M.
News Service: AP
Transcription Service: Capitol
Representative: Pearson, Western Radio.
Tracy Moore
Pres., Gen., Sta. Mgr.: Carroll R. Hauser
Commercial Mgr.: Frank M. Smith
Program Director: Verne Emmerson

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**K I E M**

EUREKA—1933—MBS

Frequency: 1480 Kc. Power: 5000 Watts
Address: Radio Center, E. Sixth St.
Phone Number: 3-1821
News Service: UP
Representative: John Blair
Membership: NARTB, BAB
President, Manager: Wm. B. Smullin
Commercial Manager: Don Telford
Sales Promotion Manager: Robert Stach
Program Director: Paul Corbin
Chief Engineer: King Larry

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**K D A C**

FORT BRAGG—1948

Frequency: 1230 Kc. Power: 250 Watts
Address: Box 616
Phone Number: 5671
Air Time: 7 a.m.-10 p.m.
News Service: AP
Representative: Forjoe
Owner: Edward Milton
Gen. Mgr., Chief Eng.: Craig N. Smith

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**K A R M**

FRESNO—1938—ABC

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By: KARM
Business-Studio Address: 1333 Van Ness Ave.
Phone Number: 4-2366
News Service: AP, INS
Transcription Service: Standard
Representative: Edward Petry
Membership: NARTB
President: Hattie Harm
General-Station Manager: Clyde F. Coombs
Program Director: Ed Ropala
Chief Engineer: Elbert Dean

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**K F R E**

FRESNO—1937—CBS

Frequency: 940 Kc. Power: 50,000 Watts
Business-Studio Address: T. W. Patterson Bldg.
Phone Number: 4-5001
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB
Pres., Owner: Paul R. Bartlett
Asst. Mgr., Chief Engr.: Keith L. Mailey
Sales Manager: Frank D. Woody
Director of Slgs. Svce.: Harry H. Buram
Program Director: Ed J. Froch

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**K G S T**

FRESNO—1949

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By: Delle Broadcasting Co.
Address: Farmer's Market
Phone Number: 8-6526 and 4-5459
Air Time: 6 a.m.-Sunset
News Service: UP
Station Representative: Forjoe & Co.
Membership: NARTB
Commercial Manager: Morris Mindel
Program Dir.: Jeane Backer

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**K M J**

FRESNO—1925—NBC

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: McClatchy Bcstg. Co.
Business-Studio Address: 1515 Van Ness Ave.
Phone Number: 3-6277
KYNO
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
Air Time ..... 5 a.m.-12 M.
News Service ..... UP
Representative ..... Hollingbery
Transcription Service ..... Thesaurus
Membership ..... NART, BAB
President ..... Robert Schuler
General, Sta. Manager ..... L. E. Chenault
Commercial Manager ..... Leslie Daggett
Program Director ..... Leo Goldman
Chief Engineer ..... Bert Williamson

KIEV
GLENDALE—1932
Frequency: 870 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Cannon System, Ltd.
Address ..... 102 N. Glendale Ave.
Phone Number ..... Citrus 1-1133
News Service ..... UP
President ..... David H. Cannon
General Mgr. ..... Cal Cannon
Chief Engineer ..... Charles N. Whitten, Jr.

KNGS
HANFORD—1948
Frequency: 620 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Hanford Sentinel & Journal
Business Address ..... P. O. Box 620
Phone Number ..... 620
Air Time ..... 5 a.m.-12 M.
Newspaper Affiliation ..... Hanford Sentinel, Hanford Journal
News Service ..... INS, UP
Transcription Service ..... Standard
Representative ..... O'Connell
Gen. Mgr., Chief Engr. ..... Don C. Reeves
Commercial Manager ..... John Haslam
Program Director ..... Lloyd Chappel

AP SELLS
For Stations and Sponsors —

"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, Calif.
In Los Angeles, 
Pick the Radio Station that 
Local Advertisers Pick 

**KFWB**

980 ON THE DIAL
5,000 WATTS DAY and NIGHT

KFWB disc jockeys are primarily salesmen with large, loyal and faithful audiences, who will give your sales message sincerity and conviction.

In this center of the motion picture, radio, television and phonograph recording industries, there is a steady stream of celebrity guests to the KFWB microphones to enhance the music programs that have built large and steady listening audiences.

Ask the Branham man in your city for all the details.

**KFWB**

*Leader for 28 Years in Southern California*

HARRY MAIZLISH — President
KFWB
HOLLYWOOD—1926
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: KFWB Broadcasting Corp.
Business-Studio Address: 6419 Hollywood Blvd.
Phone Number: HE 5151
Air Time: Unlimited
News Service: UP, INS, Bcstg.
Station Representative: Brancham
Pres., Gen. Mgr. & Sta. Mgr.: Harry Maizlish
Commercial Manager: Sydney Gaynor
Business Manager: Don P. Davis
Prog., Prod. Dir.: Dan Russell
Publicity Director: Red Doff
Prom. Advtg. Dir.: Sydney Yallen
Chief Engineer: Harry Myers

KGJF
HOLLYWOOD—1926
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ben S. McGlashan
Business-Studio Address: 6314 Sunset Blvd.
Phone Number: Hillside 0201
News Service: UP
Transcription Service: Associated
Owner: Ben S. McGlashan
General Manager: Thelma Kirchner
Chief Engineer: Homer Obuchon

KLAC
HOLLYWOOD—1946
Owned-Operated By: KMTR Radio Corp.
Address: 1000 Cahuenga Blvd.
Phone Number: HUdson 2-7311
News Service: INS, UP
Representative: Adam J. Young, Jr.
Membership: BAB
President: M. W. Hall
Exec. V.P. & Sta., Gen. Mgr.: Don Fedderson
Commercial Manager: Dave Lundy
Program Director: Charles Craig
Publicity Director: Leo Guild
Dir. of Engr.: R. W. Conner

KGER
INDIO—1946
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Bcstg. Corp. of America
Address: Riverside
Phone Number: 6290
Air Time: 17 hrs.
Representative: Scott, Young
Membership: NARTB
President: William L. Gleeson

KAVL
LANCASTER—1950
Frequency: 1340 Kc. Power: 250 Watts
Address: P. O. Box 1192
Phone Number: 1000
Air Time: Full Time
Transcription Service: World, SESAC
News Service: UP
Pres., Gen. Mgr.: W. B. Carter
Sta., Comm. Mgr.: H. L. Comstock
Program Manager: James Turner
Chief Engineer: James French

KCVR
LODI—1946—KBS
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Central Valley Radio
Address: Lodi 8-0828
Phone Number: UP
News Service: Standard
Transcription Service: Burn-Smith
Program Director: Marlene Faszer
Chief Engineer: George Sampson

KFOX
LONG BEACH—1924
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Nichols & Warinner, Inc.
Address: 220 E. Anaheim Street
Phone Number: Long Beach 872-81
News Service: UP
Transcription Service: Lang-Worth, World
Representative: Robert Lamb
Promotion Manager: L. W. McDowell

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: 40-7907
News Service: AP
Transcription Service: Thesaurus
Representative: Gill-Reefe-Perna
Membership: NARTB
President: Dr. John E. Brown
General Manager: Storm Whatley
Sta., Comm. Mgr., Pgm. Dir.: Clinton H. Fowler
Chief Engineer: Luther Crumbaugh
YOU AREN'T REACHING LOS ANGELES' MAJOR Negro Audience unless you're buying Hunter Hancock's "HARLEMATINee"

THIS TIME

Check KFVD

LOS ANGELES
Represented by
Joseph Hershey McGillvra, Inc.

K F I
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
News Service..................AP, UP
Transcription Service............Capitol, World
Representative..................Henry I. Christal
Membership..................NARTB
Pres., Gen. Mgr...............Earle C. Anthony
Sales Prom. Mgr................Ronnie Manders
Commercial Manager...........Charles E. Hamilton
Program Director................Pat Kelly
Publicity Director...............Mort Cook
Co-Chief Engineers............H. L. Blatterman, Curtis W. Mason

K F V D
LOS ANGELES—1925
Frequency: 1020 Kc..................Power: 5,000 Watts
Owned-Operated By:Standard Bstg. Co.
Business-Studio Add.............338 S. Western Ave.

K H J
LOS ANGELES—1922 MBS-DON LEE
Frequency: 930 Kc..................Power: 5,000 Watts
Owned-Oper. By General Teleradio, Inc.
Address..................1313 N. Vine St., Hollywood
Phone Number..................Hudson 2-1434
Air Time..................6 a.m.-10 p.m.
News Service..................AP, UP
Representative..................W. H. Brown
Membership..................NARTB, BAB
Pres., Gen. Mgr.............Earle C. Anthony
Exec. Vice-Pres..............Ward D. Ingrim
Vice Pres., Sales...........Norman Boggs
Sales Prom. Mgr...............H. H. Sonnenburg
Program Director.............A. J. Laffranco
Publicity Director............Tom Dixon
Chief Engineer.................Robert Arne

YOU AREN'T REACHING LOS ANGELES' MAJOR Negro Audience unless you're buying Hunter Hancock's "HARLEMATINee"

THIS TIME

Check KFVD

LOS ANGELES
Represented by
Joseph Hershey McGillvra, Inc.
KMPC
LOS ANGELES—1927
Frequency: 710 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By: KMPC—Station of the Stars, Inc.
Address: 5839 Sunset Boulevard
Phone Number: Hollywood 9-5341
Air Time: 5:00 a.m.-M.
News Service: INS, AP
Representative: H.B. Reps., BAB
President: John Patt
Gen. Mgr. & V.P.: Robert O. Reynolds
V.P. & Asst. Gen. Mgr.: Loyd C. Sigmon
Nat. Sales Mgr.: Charles Cowling
V.P. in Chg. of Bcsts.: Mark Haas
Dir. of Pub. Affairs: John Baird
Chief Engineer: L. C. Sigmon

KNX
LOS ANGELES—1924—CBS (RADIO) COLUMBIA PACIFIC
Frequency: 1070 Kc. Power: 50,000 Watts
Owned By: Columbia Bcstg. System, Inc.
Operated By: CBS Radio Division
Business-Studio Address: 6121 Sunset Blvd.
Phone Number: Hollywood 9-1212
Air Time: 5:25 a.m.-1:05 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Spot Sales, CBS
Membership: BAB
General Manager: William D. Shaw
Sales Manager: Edwin W. Buckalew
Sales Prom. Mgr.: Sherrill W. Taylor
Program Director: Robert Sutton
Publicity Director: Lloyd Brownfield
Chief Engineer: Les Bowman

KPOL
LOS ANGELES—1952
Frequency: 1540 Kc. Power: 5000 Watts
Owned-Oper. By: Coast Radio Bcstg. Corp.
Address: 5087 Huntington Dr.
Phone Number: Capitol 1-6101
News Service: AP
Transcription Service: SESAC
Membership: NARTB
President: Hugh R. Murchison
Gen. Mgr.: Forrest P. Wallace
Com. Mgr.: Charles T. Hughes
Chief Engineer: Floyd Hall

KRKD
LOS ANGELES—1927
Owned-Oper. By: Radio Bcsts., Inc.
Business-Studio Address: 541 So. Spring St.

KMYC
MARYSVILLE—1940—MBS
Frequency: 1410 Kc. Power: 1000 Watts
Owner-Oper: Marysville-Yuba City Bcsts., Inc.
Business Address: P. O. Box 631
Phone Number: 2-2396
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: W. S. Grant
Membership: NARTB, BAB
President: H. E. Thomas
Gen.-Station Manager: Joe D. Carroll
Comm. Sales Prom. Mgr.: C. Greenman
Program Director: W. R. Cleveland
Publicity Director: John Mayer
Chief Engineer: Loyd McQueary

KYOS
MERCED—1936—MBS-DON LEE
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Mersed Bcstg. Co.
Business Address: P. O. Box 717
Phone Number: 1430, 1804
Air Time: Full Time
News Service: UP
Representative: W. S. Grant
Membership: NARTB
Pres., Gen. Mgr.: Mrs. Hugh McClung
Station Manager: Charles H. Kinsley, Jr.
Commercial Mgr.: A. J. Kristl
Sales Prom. Mgr.: Edward Blakesley
Publicity Director: Stan Evans
Chief Engineer: Russell Pope

KBBOX
MODESTO—1951
Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By: Stanislaus County Bcsts., Inc.
Address: 1507 10th St.
Phone Number: 3-7758-7
News Service: AP
Transcription Service: Lang-Worth
Representative: Harlan Oakes
Membership: NARTB, BAB
Sales Prom. Mgr.: Andrew White
Program Director: Roy J. Story
Publicity Director: Carl Groene
Chief Engineer: Paul Ferrelle
**CALIFORNIA**

### KMOD
**MODESTO—1950—ABC**
- Frequency: 1360 Kc.
- Power: 1000 Watts
- Owned-Operated By: Radio Modesto, Inc.
- Address: P. O. Box 941
- Phone: 2-1051
- Air Time: Full Time
- News Service: AP
- Transcription Service: World
- Representative: Meeker (N. Y.), Moore (L. A.), Western Radio (San Fran.)
- Pres.: Gen., Sta. Mgr.: John H. Schacht
- Comm.: Sis. Prom. Mgr.: Judd Sturtevant
- Pgm., Publ. Dir.: Gene D’Accardo
- News Dir.: Gene D’Accardo
- Chief Engineer: Pete Onnigian

### KTRB
**MODESTO—1933**
- Frequency: 860 Kc.
- Power: 5000 d.: 1000 n.
- Owned-Operated By: KTRB Bcstg. Co., Inc.
- Address: Norwegian Ave.
- Phone Number: 3-0737
- Air Time: 4:45 a.m.-2 p.m.
- News Service: INS, UP
- Transcription Service: Cole, Standard
- Representative: W. S. Grant
- Membership: NAB
- Comm., Sis. Prom. Mgr.: Lee Roddy
- Prg., Dir.: Don E. Lapan
- News Director: Charlie McEwen
- Chief Engineer: William H. Bates, Jr.

### KMBY
**MONTEREY—1949**
- Frequency: 1240 Kc.
- Power: 250 Watts
- Owned-Oper. By: Monterey Radio-TV Co.
- Business Address: Hotel San Carlos
- Phone Number: 2-4541
- President: Kenyon Brown

### KXXL
**MONTEREY—1952**
- Frequency: 600 Kc.
- Power: 500 Watts d.
- Owned-Oper. By: S. A. Cisler
- Address: P. O. Box 1070
- News Service: AP
- Transcription Service: Standard, Thesaurus
- President: S. A. Cisler
- Gen. Mgr.: James Oliver

### KWS D
**MT. SHASTA—1947**
- Frequency: 1340 Kc.
- Power: 250 Watts d.
- Address: E. Alma Street
- Phone Number: 2124

### KFON
**NAPA—1947**
- Frequency: 1440 Kc.
- Power: 500 Watts
- Address: P. O. Box 427
- Phone Number: 2-8423
- Air Time: 6:45 a.m.-10:45 p.m.
- News Service: UP
- Transcription Service: World
- Representative: Forjoe
- Pres., Gen. Mgr.: Luther E. Gibson
- Sta. Comm. Mgr.: Elmer L. Gibson
- Program Director: Jack Daugherty
- Publicity Director: Marion Devlin
- Chief Engineer: Dave Wortman

### KSFE
**NEEDLES—1952—KBS**
- Frequency: 1340 Kc.
- Power: 250 Watts
- Address: P. O. Box C-2
- Phone Number: 1234
- News Service: INS
- Transcription Service: Thesaurus
- Partners: B. J. Fitzpatrick and L. A. Newsome, Jr.
- Chief Eng.: Albert Lincoln

### KLX
**OAKLAND—1922**
- Frequency: 910 Kc.
- Power: 5000 Watts
- Business Studio Address: Tribune Tower
- Phone Number: 1-0660
- Air Time: 6 a.m.-M.
- Newspaper Affiliation: Oakland Tribune
- News Service: AP
- Transcription Service: Standard, Thesaurus
- Representative: Burn-Smith
- Membership: NARTB, BAB
- President: J. R. Knowland, Jr.
- Manager: Milton L. Levy
- Publicity Director: Jean Williams
- Chief Engineer: Roswell S. Smith

### KROW
**OAKLAND—1925**
- Frequency: 960 Kc.
- Power: 1000 Watts
- Owned-Oper. By: KROW, Inc.
- Address: 464 19th St.
K W B R
OAKLAND—1920
Frequency: 1310 Kc. Power: 1000 Watts
Business-Studio Address: 327 22nd St.
Phone Number: 627-54
Air Time: Unlimited
News Service: UP
Representative: Forjoe
General Manager: S. W. Warner
Station Manager: F. Wellin
Program Director: Jean K. Fisher
Chief Engineer: Paul Gregg

K O C S
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
Air Time: Local sunrise—Local sunset
News Service: UP
Transcription Service: SESAC
Representative: O’Connell, Western
President: Mrs. Jerene Appleby
Sta. Mgr.: Marjorie Rogers
Chief Eng.: R. H. Rogers

K M O R
OROVILLE—1948
Frequency: 1340 Kc. Power: 250 Watts
Address: P. O. Box 1032
Phone Number: 1340
News Service: UP
Transcription Service: "Thesaurus"
Representative: Ayres (S.F.), O’Connell (L.A.)
President: Joy C. Farnhead
Sales Prom. Mgr.: Bill Talbitter
Chief Engineer: George O’Brien

K C M J
PALM SPRINGS—1946—CBS
Frequency: 1340 Kc. Power: 250 Watts
Business Address: Box KK
Phone Number: 2253
Air Time: Full Time
News Service: AP
Representative: Lee O’Connell
Membership: NARTB, BAB
Pres., Gen. Mgr.: Joseph E. Gamble
Commercial Manager: Orf L. Loftus
Program Director: James Hadlock
Chief Engineer: James Hadlock

K I B E
PALO ALTO—1949
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By. James Blaine Rhodes
Address: 488 Cowper St.
Phone Number: Davenport 3-1341
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Membership: NARTB
Program Director: Robert Seaman
Chief Engineer: Walter Coleman

K A L I
PASADENA—1950
Frequency: 1430 Kc. Power: 1000 Watts d.
Business-Studio Address: 758 E. Colorado
Phone Number: RY 1-7149
News Service: UP
Transcription Service: Associated
Representative: Harlan Oakes
Pres., Gen. Mgr.: Henry Oakes
Chief Engineer: Harvey Fritsch

K W K W
PASADENA—1942
Frequency: 1300 Kc. Power: 1000 Watts
Address: 800 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 Annr.: Bill Garr
Chief Engineer: Paul W. Spargo

K X L A
PASADENA—1942
Frequency: 1110 Kc. Power: 10,000 Watts
Business Address: 1401 So. Oak Knoll Ave.
Phone Number: Ryan 1-6991
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: World
Membership: BAB
President-Gen. Sta. Mgr.……Loyal K. King
Pgm. Dir.………………….Carl Saunders
Publicity Dir.……………Marian Atkinson
Chief Engineer……………Jack Reader

KPRL
PASO ROBLES—1946—MBS-KBS
Frequency: 1230 Kc.……Power: 250 Watts
Owned-Operated By……Leslie Henry Hacker
Business Studio Address……Radio Station KPRL
Phone Number………………204
Air Time……………………Full Time
News Service…………………AP
Representative………………..W. S. Grant
Sales Prom. Mgr.…………....Dorothy Schwartz
Gen. Mgr., Chief Engineer….….Dale Schwartz

KAFP
PETALUMA—1950
Frequency: 1490 Kc.……Power: 250 Watts
Owned-Oper. By……..Warner Bros.
Address…………………..Hotel Petaluma
Phone Number…………….2-2799
Transcription Service……..World, Capitol
News Service………………UP
Co-Owners………………….S. W. Warner and Eugene Warner
Gen. Mgr.…………………..Wellington Morse
Com. Mgr.…………………..Howard Heggum
Prog. Dir.…………………..Jackie Lane

KECC
PITTSBURG—1949
Frequency: 990 Kc.……Power: 1000 Watts
Owned-Operated By……KECC, Inc.
Business Address………..235 Railroad Ave.
Phone Number…………….2-2864
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
Chief Engineer…………….M. R. Scott

KPMO
POMONA—1947
Frequency: 1600 Kc.……Power: 500 Watts
Owned-Oper. By……..Valley Bcstg. Co.
Business-Studio Address……1240 E. Holt St.
Phone Number…………….Lycoming 2-1293
News Service………………UP
Partner…………………..Warner J. Sorenson
Partner, Gen. Mgr. and
Chief Eng.………………Dean H. Wickstrom
Prog. Dir.…………………..Florence E. Wickstrom

KTIP
PORTERVILLE—1946
Frequency: 1450 Kc.……Power: 250 Watts
Owned-Operated By……..J. F. Tighe
Business-Studio Address……Newcomb & Grand Ave., P. O. Box 1312
Phone Number…………….1450
Air Time……………………6 a.m.-10 p.m.
News Service………………UP
Transcription Service……..Thesaurus
Representative……………..Cook, Grant
Membership………………..NARTB
Gen., Sta. Mgr.………Frank Robinson Brown
Chief Engineer…………….Allan Weaver
News Editor………………..Kenneth Clifford, Jr.

KBLF
RED BLUFF—1946—LBS
Frequency: 1490 Kc.……Power: 250 Watts
Owned-Oper. By……..Hal K. Shade
Address…………………..Tremont Hotel
Phone Number…………….1645
Air Time……………………Full Time
News Service………………UP
Transcription Service……..Standard
Representative……………..W. S. Grant Co.
Pres., Gen. Mgr.……Mrs. Hugh Mcclung
Station Manager………..Fred M. Stuelnagel
Commercial Manager……..H. E. McCarty
Sales Prom. Mgr.………..Ted Dooley
Pgm., Prod. Dir.……….Lyle Mathys
Publicity Director……….Charles Castor
Chief Engineer…………….Russ Pope

KPRO
RIVERSIDE—1941
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, Capital
Representative……………..Scott, Young
President-General Mgr.……W. L. Grieson

KCRA
SACRAMENTO—1945—NBC
Frequency: 1320 Kc.……Power: 5000 W. d.;
1000 W. n.
Owned-Oper. By……..KCRA, Inc.

348
Business Studio Address .......... 1010 11th St.
Phone Number .................... Gilbert 2-0758
Air Time ........................ 6 a.m.-12 M.
News Service ........................ UP
Transcription Service .............. World
Representative ..................... Robert Meeker
Membership ....................... BAB
President-General Mgr............. Ewing C. Kelly
Commercial Manager .............. Jack Kehoe
Station Mgr ....................... Howard J. Smiley
Publicity Director ................ Irma Davis
Program Dir ...................... John Kuhlman
Chief Engineer .................... Herbert Hartman

KFBK
SACRAMENTO—1922—ABC
Frequency: 1530 Kc.  Power: 50,000 Watts
Business Studio Address .......... 708 Eye St.
Phone Number .................... Gilbert 3-1745
Air Time ........................ Full Time
Newspaper Affiliation .......... Sacramento Bee
News Service ........................ UP, AP
Transcription Service .......... Thesaurus
Representative ................... Paul H. Raymer
Membership ........................ NARTB
President ........................ Eleanor McClatchy
Gen., Sta. Mgr .................... Keith B. Collins
Comm., Sales Prom. Mgr ......... Perry Nelson
Publicity Director ............... Louise Schultz
Program Director ................ Harry Warren
Chief Engineer .................... Stan Srono

KGMS
SACRAMENTO—1952
Frequency: 1380 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......... Capitol Radio Enterprises
Address ........................ Hotel Senate
Phone Number .................... Hudson 1-3133
News Service ........................ AP
Transcription Service .......... Capitol
Partners .......................... Irving J. Schwartz,
William S. George and Jack F. Matranga
Chief Engineer ................... Richard Hinz

KROY
SACRAMENTO—1937—CBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .......... Harmco, Inc.
Business-Studio Address ...... Hotel Sacramento
Phone Number .................... Gilbert 3-2525
News Service ........................ UP
Transcription Service .......... Associated
Representative ..................... Avery-Knodel
Pres., Gen. Mgr .................. C. L. McCarthy
Pgm. Dir ......................... John C. Ickes
News Director ................... Henry Thornley
Chief Engineer .................... William Karpisek

KXOA
SACRAMENTO—1945—MBS
DON LEE
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By .......... Sacramento Bcstg., Inc.
Business Address ............... P. O. Box 94
Phone Number .................... WAbash 5-2717
News Service ........................ UP
Membership ........................ NARTB, BAB
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 1851
Phone Number .................... 8071
News Service ........................ AP
Transcription Service .......... Capitol
Representatives .................. Burt-Smith, Western
Membership ........................ NARTB, BAB
Gen. Sta. Manager ............... John C. Cohon
Commercial Manager ............. W. M. Oates
Publicity Dir ...................... Neal Edmondson
Program Director ............... Don Wells
Chief Engineer .................... Fred Begley

KCSB
SAN BERNARDINO—1948
Frequency: 1350 Kc.  Power: 500 Watts
Owned-Oper. By .......... Fred P. D’Angelo
Business Address ............... 770 Mill St.
Phone Number .................... 8-2245
News Service ........................ AP
Transcription Service .......... Thesaurus, SESAC
Representative ................... Forjoe
Gen., Sta., Comm. Mgr .......... Fred P. A’Angelo
Sales Prom. Mgr ................. Fred Hofschnieder
Chief Engineer .................... Jim Tracewell

KFXM
SAN BERNARDINO—1929—MBS
Frequency: 590 Kc.  Power: 1000 Watts
Business-Studio Address ...... 512 Fifth St.
Phone Number .................... 4761
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
Com., Sales Prom. Mgr .......... Paul H. Martin
Program Dir ....................... E. W. Lee
Publicity Dir ...................... Betty Iglai
Chief Engineer ................... George Ewing
CALIFORNIA

KITO
SAN BERNARDINO--1947—ABC

Membership
Chairman of the Board
General
Station

PACIFIC REG.
Frequency:

Kc

1290

Address
Phone Number
Air Time

Representative
Pres., Gen., Sta.

Publicity Dir

Mgr

Service
Representative

Full

AP

BAB

Comm. Mgr
Mgr

Frequency: 1360 Kc

James W. Gerrard

Address

Chuck Palmer
George W. Brock

Chief Engineer

News

Gen. Mgr
Program Director
Chief Engineer

1946-ABC

Bus.-Studio Address

Phone Number
Air Time

d.,

News

Representative

Membership

NARTB, BAB

Gen. Mgr
Comm., Sales Prom. Mgr

Pres.,-

Publicity

Manager

Program Director
Chief Engineer

K F
Phone Number
Air Time
News Service
Transcription Service
Representative

Joe Kline

.

.

Charles E. Salik
Graham H. Moore
Billye Tomlinson

Air Time
Service
Representative

Time
AP, UP

Full

News

Harry Mitchell
J. Sherburne

Pearson, Boiling, Stubbins

Commercial Manager
Program Director

Charles

Publicity

M B

Director

Chief Engineer

Norman Kay
Vern Mihon
Sonia Duzant

Vern Milton

KSON

Power: 1000 Watts
Jack Wrather and

SAN DIEGO— 1947
Frequency: 1240 Kc

Helen Alvarez
Bus.-Studio Address

Matt Long

Frequency: 1130 Kc
Power: 5000 Watts d.;
1000 Watts n.
Business Studio Address. .1029 Second Ave.
Phone Number
Main 2041

SAN DIEGO— 1941—CBS
Frequency: 550 Kc
Owned-Oper. By

R. Harris

SAN DIEGO— 1947

UP
Lang-Worth
Avery-Knodel

Marion

KSDO

Charles E. Salik
P. O. Box 1629
Jackson 4103
Unlimited

Service
Transcription

UP
BAB

AP,

Service

Membership

Power: 5000 Watts

Owned-Operated By

Bcstg. Syst.

1017 First Ave.
Franklin 6151
6 a.m.-M.

Phone Number
Air Time

KCBQ
SAN DIEGO—
Frequency: 1170 Kc
1000 Watts n.

Power: 1000 Watts

Don Lee

Owned-Operated By

Norman H. Rogers

Program Director

John C. Merino
Leroy Bellwood

SAN DIEGO— 1926—MBS-DON LEE

Donald Cooke-Westem

V.P., Gen., Sta.

H.

KGB

Time

Membership
President,

Manager
Chief Engineer

8-2771

News

INS
World

Raymer
NARTB, BAB
Thomas E. Sharp
Paul

President

Ave

Colton

6 a.m.-M.

Membership

Power: 250 Watts
Western Empire Bcstrs., Inc.

Frequency: 1240 Ec

990

FS D

Air Time
News Service
Transcription Service
Representative

BERNARDINO— 1948
.

Chew

Frequency: 600 Kc
Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address
U. S. Grant Hotel
Phone Number
Franklin 6353

KRNO
SAN
.

W. White
Shoemaker

Thornton

SAN DIEGO— 1926—NBC

J. J. Flanigan
Arnold Beniun
Fred Reinhardt
Richard KUtzIng

Chief Engineer

Lisle F.

K

Capitol
Hollingbery

Commercial Manager
Program Director

Paul

Chief Engineer

UP

Service
Transcription Service

Hobby Myers
Jerry Lee Pecht

Executive Editor

Unlimited

News

Owned-Oper. By
Address
Phone Number
Air Time

Mgr

Program Dir

Power: 5000 Watts
KITO, Inc.
569 Fourth St.
7807

Owned-Operated By

Manager

NARTB
John A. Kennedy
Howard L. Chernoff

Fifth

Power: 250 Watts
Owned-Oper. By
Fred & Dorothy Rccbell
Business Studio Address
630 F St.
Phone Number
Franklin 5175

& Ash Sts.
Main 2114
6 a.m.-M.

News

UP
SESAC

Service
Transcription Service

AP,
Capitol,

The Branham Co.

Representative

350

AP
Associated
Forjoe


**K G I L**
SAN FERNANDO—1947
Frequency: 1260 Kc. Power: 1000 Watts O.
Business Address ....... 4919 Van Nuys Blvd.
Phone Number ............ State 4-6291
Air Time ................. Full Time
News Service ............. AP
Transcription Service ... Capitol
Commercial Manager ... Howard P. Gray
Program Director ....... Gene Morgan
Chief Engineer ......... Jay Rice

**K C B S**
SAN FRANCISCO—1924—CBS
Frequency: 740 Kc. Power: 50,000 Watts
Owned-Operated By . . . CBS Radio Division Inc.
Address ................. Palace Hotel
Phone Number ........... Yukon 2-7000
News Service ............ AP, UP, INS
Transcription Service ... Lang-Worth
Representative .......... CBS Radio Spot Sales
Membership ............. BAB
President (CBS) ......... Frank Stanton
Vice-Pres. & Gen. Mgr ... Arthur Hull Hayes
Promotion Mgr .. Evelyn Clark Deggendorfer
Program Director .... Pede Worth
Publicity Director ..... William Cullenyard
Chief Engineer .......... Alan Cormack

**K F R C**
SAN FRANCISCO—1924—MBS
Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By . . . . General Teleradio
Business-Studio Address . 1000 Van Ness Ave.
Phone Number ............ Prospect 6-0500
Air Time ................ Unlimited
News Service ............ AP, UP
Transcription Service ... World
Representative ........... John Blair
Membership ............. NARTB
V.P.-Gen. Mgr .. . . . . William D. Pabst
Commercial Manager . . . Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir. . . . . Dink Templeton
Program Dir.-Prod. Mgr. .... Mel Venter
Chief Engineer .......... E. G. Underwood

**K G O**
SAN FRANCISCO—1924—ABC
Frequency: 810 Kc. Power: 50,000 Watts
Business Address ......... 420 Taylor St.
Phone Number ............ Graystone 4-5555
Air Time ................ 6 a.m-M.
News Service ............ AP, INS
Transcription Service . . . Standard, Capitol
Representative ........... Edward Petry
Membership ............. NARTB
President (ABC) ......... Robert E. Kintner
General Manager ....... James H. Connolly
Station Manager ....... Paul T. Scheinfer
Sales Manager .......... John Hansen
Program Director ....... Victor P. Reed
Chief Engineer .......... A. E. Evans

**K J B S**
SAN FRANCISCO—1924
Frequency: 1100 Kc. Power: 1000 Watts O.
Owned-Operated By . . . KJBS Bcstg.
Business Studio Address . 1470 pine St.
Phone Number ............ Ordway 3-4148
Air Time ................ 5 a.m-Local Sunset
News Service ............ UP, INS
Representative .......... H-R Representatives
Membership ............. NARTB, BAB
Gen. Mgr.-Sta. Mgr .... Edwin P. Franklin
Comm. Mgr .......... Stanley G. Breyer
Pgm, Dir.-Prod.-Pub. Mgr .. Charles F. Pendleton
Chief Engineer .......... Roger Roberts

**K N B C**
SAN FRANCISCO—1922—NBC
Frequency: 680 Kc. Power: 50,000 Watts
Address ................. 420 Taylor St.
Phone Number ............ Graystone 4-8700
Air Time ................ Unlimited
News Service ............ AP, INS, UP
Transcription Service ... Thesaurus
Representative .......... NBC Spot Sales
Membership ............. NARTB, BAB
President (NBC) ......... Frank White
Gen., Sta. Mgr .......... Lloyd E. Yoder
Asst. Gen. Mgr . . George Greaves
Commercial Manager ... Alfred W. Crapsey
Advis., Prom. Manager ... Dean Moxley
Chief Engineer .......... Curtis Peck

**K S A N**
SAN FRANCISCO—1922
Frequency: 1450 Kc. Power: 250 Watts
Business Address ......... 1355 Market St.
Phone Number ............ Market 1-8171
Air Time ................ 6 a.m-M.
News Service ............ "IP
Representative .......... Western Radio Sales
Membership ............. NARTB
President .......... S. H. Patterson
Gen.-Sta.-Comm. Mgr .. Lee C. Mikessell
Sales Prom., Pub., Pgm. Dir. ... Clint Sherwood
Chief Engineer .......... Norwood Patterson
FOR THE EYES AND EARS OF NORTHERN CALIFORNIA...

KPIX
TELEVISION CHANNEL 5
Represented nationally by the Katz Agency
Affiliated with CBS and DuMont Television Networks

KSFO
SAN FRANCISCO—1925
Frequency: 560 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: The Associated Bcastg., Inc.
Bus.-Studio Address: Van Ness at Greenwich
Phone Number: Prospect 6-5100
Air Time: 6:15 a.m.-12:15 a.m.
News Service: INS, UP
Transcription Service: Headley-Reed
Membership: NARTB, BAB
President: Wesley L. Dunn
Gen., Sta. Mgr.: Alan L. Torbet
Com. Mgr.: Gary Garland
Prom., Pub. Mgr.: Gene DeAlessi
Program Dir.: Robert Hansen
Dir. of Engineering: A. E. Towne

KYA
SAN FRANCISCO—1926
1000 Watts n.
Owned-Operated By: KYA, Inc.
Business Studio Address: Fairmont Hotel
Phone Number: Douglas 2-2536
News Service: UP
Representative: George W. Clark
President: Elroy McCaw
General Manager: Jock Fearnhead
Commercial Manager: Ken Hildebrandt
Chief Engineer: Paul Beck

KSJV
SANGER—1947
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: John Poole Bcastg. Co.
Business-Studio Address: P. O. Box 247
Phone Number: Sanger 2501
News Service: UP
Transcription Service: World
Representative: Lee O’Connell
Membership: NARTB
President: John H. Poole
Gen. Sta. Mgr.: David C. Camp
Com. Mgr.: Dick Schunk
Prog. Dir.: Walter K. Novell
Publicity Dir.: Robert E. Ulrich
Chief Engineer: Russell C. Friend

KEEN
SAN JOSE—1947
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By: United Bcastg. Co.
Business Studio Address: Hotel De Anza
Phone Number: Cypress 4-0344
Air Time: Full Time
News Service: UP
Representative: W. S. Grant
President: George M. Mardikian
Genl. Mgr. ..................................... Floyd Farr
Commercial Mgr. .......................... Bob Blum
Sales Prom. Mgr. ............................ Liv Lanning
Program Dir. .................................. George Snell
Publicity Director ......................... John Gardner
Chief Engineer .............................. Bill Green

K L O K
SAN JOSE—1946
Owned-Operated By ................................ Valley Bestg Co.
Business Address ............................ P. O. Box 967
Phone Number ................................ Cypress 3-3445
News Service ................................. AP
Representative ................................ Pearson
President-Gen. Mgr. ....................... E. L. Barker
Commercial Mgr. ............................ Richard E. Ryan
Program Director ............................ Ruth Poindexter
Chief Engineer ................................ Bill Cunningham

K S J O
SAN JOSE—1946
Frequency: 1590 Kc.  Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By ................................ Santa Clara Bestg Co.
Business Address ............................ P. O. Box 985
Phone Number ................................ Cypress 3-8030
Air Time ..................................... Unlimited
Newspaper Affiliation ....................... Los Gatos Times
Gilroy Dispatch ..............................
News Service ................................. UP
Transcription Service ..................... Standard
National Sales Mgr. ....................... Harold H. Hoffman
President .................................... Patrick H. Peabody
Gen., Sta. Mgr. ............................... Charles F. Mallory
Comm., Sales, Prom., Publ. Mgr. ........ I. Earl Russell
Pgm.-Prod. Dir. .............................. Norman Paul
Chief Engineer .............................. Edward W. Meece

K X R X
SAN JOSE—1948
Frequency: 1500 Kc.  Power: 1000 Watts
Owned-Operated By ................................ San Jose Bestg Co.
Address ....................................... Box 167
Phone Number ................................ Cypress 2-5080
Studio-Transmitter ......................... Bayshore Hiway
Air Time ..................................... 24 hrs.
News Service ................................. UP
Representative ................................ Western Radio Sales
Tracy Moore .................................
President-Gen. Mgr. ....................... Joe E. Levitt
Sta., Commercial Mgr. .................... Gordon Graham
Program Director ............................ Frank G. Kilpatrick
Chief Engineer .............................. Frank Glass

K A T Y
SAN LUIS OBISPO—1949—ABC
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .......................... KATY
Address ....................................... P. O. Box 700
Phone Number ................................ 3171
News Service ................................. UP
Representative ................................ Western
Membership .................................... NARTB
President ..................................... Mayard Marquardt
Sta., Comm. Mgr. ............................ D. D. MacLeod
Sales Prom. Mgr. ............................ A. Laurent
Program Director ............................ Marjorie Widman
Publicity Director ............................ H. Break
Chief Engineer .............................. S. G. Feshour

K V E C
SAN LUIS OBISPO—1937
MBS-DON LEE
Frequency: 820 Kc.  Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By ................................ Christina M. Jacobson
Business Address ............................ 851 Higuera St.
Phone Number ................................ 1100-1
Air Time ..................................... Full Time
News Service ................................. AP
Transcription Service ..................... Standard
Representative ................................ W. S. Grant
Membership .................................... NARTB
Pres.-Owner .................................. Christina M. Jacobson
Gen., Sta. Mgr. ............................... Les Hacker
Commercial Manager ................. Jack Wasson
Program Director ............................ Ted Warner
Chief Engineer .............................. Oscar Wilson

K E A R
SAN MATEO—1947
Frequency: 1550 Kc.  Power: 1000 Watts
Owned-Operated By ................................ Bay Radio, Inc.
Business-Studio Address .................. 3 W. 37th Ave.
Phone Number ................................ Fireside 5-4837
News Service ................................. AP
President ..................................... Stephen A. Cisler
General Manager ......................... George C. Atkinson
Commercial Mgr. ............................ Ray Barnett
Program Director ............................ Douglas Pledger
Chief Engineer .............................. Douglas F. Mariska

K V S M
SAN MATEO—1946
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................ Hugh H. Smith
Business Studio Address .................. 279 Baldwin Ave.
Phone Number ................................ Diamond 4-2541
Air Time ..................................... Local sunrise-local sunset
News Service ................................. INS, UP
Transcription Service ..................... Cole
Representative ................................ Walker
Membership .................................... NARTB, BAB
President ..................................... Hugh H. Smith
General Manager ......................... Gilbert L. Bond
Publicity Director ............................ Edith Hall
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: Glenwood 3-6880  
Newspaper Affiliation: S. R. Independent Journal  
News Service Representative: Western Radio  
President: Roy A. Brown  
Gen. Mgr., Chief Engr.: Hugh E. Turner  
Commercial Manager: Ralph De Wall  
Program Director: David Bringham  
Publicity Director: Edith Hale

**KVOE**  
**SANTA ANA—1926—MBS-DON LEE**  
Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By: The Voice of the Orange Empire, Inc., Ltd.  
Business Address: 105 E. 5th St.  
Phone Number: Kimberly 3-8321  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Capitol, MacGregor Representative: Pearson  
Pres., Gen. Mgr.: Ernest P. Spencer  
Station Manager: Deane S. Long  
Comm. Pub. Mgr.: Donner P. Spencer  
Sales Prom. Mgr.: Nancy Reynolds  
Program Director: George M. Dewey  
Chief Engineer: Stanley G. Guenther

**KDB**  
**SANTA BARBARA—1921—MBS-DON LEE**  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Lincoln Dellar  
Business-Studio-Transmitter: Radio Square  
Phone Number: 4131  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Standard Representative: Western, Peason Membership: BAB  
President: Lincoln Dellar  
General Manager: Joe W. Benes  
Program Director: Fred Hall  
Publicity Director: Fred Wade  
Chief Engineer: Robert Carter

**KIST**  
**SANTA BARBARA—1946—NBC**  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Radio KIST, Inc.  
Business-Studio Address: Balboa Bldg.  
Phone Number: 3981  
Air Time: Full Time  
News Service: UP  
Transcription Service: Thesaurus Representative: George P. Hollingbery Membership: BAB  
Commercial Manager: James Blomfield  
Sales Promotion Mgr.: Michael J. McKeogh  
Program Director: Mary Ann Casey  
Chief Engineer: Ray Kubly

**KTMS**  
**SANTA BARBARA—1937—ABC**  
Frequency: 1250 Kc. Power: 1000 Watts  
Business-Studio Address: de la Guerra Plaza  
Phone Number: 3911  
Air Time: Full Time  
Newspaper Affil.: Santa Barbara News-Press  
News Service: AP  
Transcription Service: SEAC  
Representative: Paul H. Raymer  
President: Charles M. Storke  
Vice-President: Charles A. Storke  
Gen. Comm. Mgr.: Al Albingerm  
Sales Prom., Pub. Dir.: Cliff Badger  
Program Director: Ed Sprague  
Chief Engineer: Leo De Connick

**KDON**  
**SANTA CRUZ—1935**  
Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By: Charles Blackwood Grant  
Business Address: Box 1490, Salinas  
Phone Number: 2-6464  
Air Time: Full Time  
News Service: UP  
Transcription Service: World, Cole, Capitol Representative: For Joe Membership: NARTB, BAB  
Gen. Mgr.: Charles B. Grant  
Station Mgr.: Anne Knowlton  
Sales Prom. Mgr.: James Deering  
Pgm.-Prod.-Publ. Dir.: Orel Phillips  
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  
News Service: AP  
Membership: NARTB, BAB  
Transcription Service: Standard, Thesaurus Mng. Part-Sta. Mgr.-Chief Engr.: Charles Vernon Berlin

**KCOY**  
**SANTA MARIA—1947—ABC**  
Frequency: 1400 Kc. Power: 250 Watts  
KSMA
SANTA MARIA—1947—KBS
Freq.: 1240 Kc. Power: 250 Watts
Owner-Oper. By: Hagerman, Groom
Address: 510 W. Morrison
Phone: 5-2582
Air Time: 6:45 a.m.—M.
News Service: AP
Transcription Service: Thesaurus

KOWL
SANTA MONICA—1947
Freq.: 1580 Kc. Power: 5000 Watts d.
Owner-Oper. By: KOWL, Inc.
Address: Pico at Ocean
Phone Number: Exbroek 4-8761
Air Time: Daytime
News Service: UP
Representative: George W. Clark
Membership: BAB
Chief Engineer: Robert Dze

KSPA
SANTA PAULA—1948—KBS
Freq.: 1400 Kc. Power: 250 Watts
Owner-Oper. By: Santa Paula Bstg. Inc.
Address: Santa Paula
Phone Number: 110
Air Time: Full Time
News Service: UP
Representative: W. S. Grant
Membership: NARTB
President: Mrs. Ruth Finley
Manager: Charles P. Scott
Program Director: Al Pearson
Chief Engineer: Verne Hassett

KROG
SONORA—1949—KBS
Freq.: 1450 Kc. Power: 250 Watts
Owner-Oper. By: Ken Randolph
Address: P. O. Box 986
Phone Number: 6-428
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Owner, Gen. Mgr.: Ken Randolph
Chief Engineer: K. Jack Kreutz

KGD M
STOCKTON—1926—CBS
Freq.: 1140 Kc. Power: 5000 Watts
Owner-Oper. By: E. F. Peifer
Address: 519 E. Market St.
Phone Number: 4-4551
Air Time: 6 a.m.—M.
News Service: UP
Transcription Service: World
Representative: John Blair
Station-Manager: D. M. Greene
Program Director: Ellis Lind
Chief Engineer: Paul Leake

KSTN
STOCKTON—1949
Freq.: 1420 Kc. Power: 1000 Watts
Owner-Oper. By: San Joaquin Bstg. Co.
Address: Hotel Clark
Phone Number: 1-7338
Air Time: Unlimited
News Service: UP, INS
Representative: Hollingsbery
Membership: NARTB, BAB
Manager: Ellis Lind
Program Director: Carl McGee

KW G
STOCKTON—1921—ABC
Freq.: 1230 Kc. Power: 250 Watts
Address: 612 E. Market St.
Phone Number: 5-5728
News Service: McClatchy
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: Eleanor McClatchy
Station Manager: Dave Harris
Program Director: James E. Longe
Chief Engineer: Frank Nesmith
KXOB
STOCKTON—1947—MBS
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By............KXOB, Inc.
Business-Studio Address......Hotel Stockton
Phone Number....................4-7313
Air Time........................6 a.m.-M.
News Service ..............UP
Representative.............Avery-Knodel
Membership....................NARTB, BAB
Pres., Gen. Mgr.............Clem J. Randau
Sta., Comm. Mgr...........Grant Pollock
Program Director.........Homer Van Der Werker
Publicity Director.......Ford Warner
Chief Engineer.............James L. Johnson

KSUE
SUSANVILLE—1948
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.............Nolan Hallowell,
James E. McKahan
Phone Number.................2020
Air Time......................Full Time
News Service ..............UP
Transcription Service........Capitol, Standard
Representative...........Tracy Moore
Membership.....................NARTB
Gen., Sta. Mgr.............Nolan Hallowell
Comm. Sis. Prom. Mgr.....Leslie E. McLarin
Program Director.........Dale M. Dwelley
Chief Engineer............Harold C. Houston

KTUR
TURLOCK—1949—KBS
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By............Turlock Bcstg. Corp.
Address..................P. O. Box 526
Phone Number..............Turlock 49540, 45827
News Service ..............UP
Transcription Service........Thesaurus, SESAC
Representative............O'Connell
President....................Wallace Lindskoog
General Manager.........H. Ansell McMillen
Program Director........S. E. Simmons
Chief Engineer............Maxon Sayre

KUKI
UKIAH—1950
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By............Bartley T. Sims
Address..................P. O. Box 638
Phone......................1400
Air Time......................Unlimited
Representative.............Tracy Moore
Transcription Service........Standard
News Service ................AP
Pres., Gen., Sta. Mgr.....Mrs. Bartley Sims
Comm. Sales Prom. Mgr.....Louis DuMoulin
Program Director........John Olivera
Publicity Director........Phil Trine
Chief Engineer..............Stanley Ryno

KGYW
VALLEJO—1947
Frequency: 1180 Kc. Power: 250 Watts d.
Business-Studio Address....3287 Sonoma Blvd.
Phone Number..............8-3844
News Service ..............UP
Representative..............Western
General Manager...........David McKay
Station-Commercial Mgr.....Ralph Stillings
Chief Engineer.............William Roberts

KVEN
VENTURA—1948
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By............Coast Ventura Co.
Address..................Sam Pedro & Allesandro
Phone Number..............Miller 3-8675
News Service ..............UP
Representative..............Western
Pres., Gen. Mgr...........Harry M. Engel
Commercial Manager.........Sydney Held
Program Director..........Dana Marble
Sales Prom. Mgr...........Jack Powell
Chief Engineer..............Donald Brown

KVVC
VENTURA—1947
Frequency: 1590 Kc. Power 1000 Watts
Owned-Oper. By.............Voice of Ventura County
**KONG**

**VISALIA—1946**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Tulare County Bdcstg.  
Address: P. O. Box 170  
Phone Number: 4-5811  
Air Time: Full Time  
News Service: AP  
Representative: For Joe  
Pres., Gen. Mgr.: Knox La Rue  
Program Mgr.: M. K. Starkey  
Chief Engineer: A. C. Werner

**KWSO**

**WASCO—1950**

Frequency: 1050 Kc.  
Power: 1000 Watts d.; 500 Watts n.  
Owned-Operated By: Peachbowl Bcstrs., Inc.  
Address: P. O. Box 366  
Phone: 2145  
Air Time: Daytime  
Transcription Service: Lang-Worth, SESAC  
News Service: UP  
Membership: NARTB  
President: E. J. Peters  
Gen., Sta. Mgr.: Theodore G. Heinrichs  
Comm., Sale Prom. Mgr.: Jim Hodges  
Chief Engineer: Bob Robertson  
Pgm., Pub. Dir.: Bob Bann

**KHUB**

**WATSONVILLE—1937**

Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By: Patrick H. Peabody  
Business Address: P. O. Box 347  
Air Time: Full Time  
News Service: UP  
Transcription Service: Capitol  
Representative: Adam Young  
Membership: NARTB  
Gen., Sta., Comm. Mgr.: Hal E. Chase  
Program Director: Irwin Kiel  
Chief Engineer: Ed Pontes

**KSYC**

**YREKA—1947**

Frequency: 1490 Kc.  
Power: 250 Watts  
Address: Lawrence Lane & S. Oregon St.  
Phone Number: 624  
Air Time: Full Time  
News Service: AP  
Transcription Service: The Siskiyou World, SESAC  
Representative: Tracy Moore  
Membership: NARTB  
President: E. G. Millbourn  
General Manager: D. C. Hollinger  
Station Manager: Jack A. Mitchell  
Commercial Manager: Keith Vidler  
Chief Engineer: Bill Maginnis

**WHY IS AP THE BEST?**

**BECAUSE—AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.
COLORADO

Pop. April 1, 1953 (Est.) 1,402,000 — Total Housing Units 441,000
Families April 1, 1953 (Est.) 407,000 — Stations in State 32

KGIW
ALAMOSA—1929—CBS
Frequency: 1450 Kc. — Power: 250 Watts
Owned-Operated By: E. L. Allen
Business Address: P. O. Box 179
Phone Number: 26
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: Keystone, SESAC
President-General Mgr.: E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir.: Lloyd Allen
Sales Prom. Mgr.: Charles Dynes
Chief Engineer: Bill Brokaw

KBOL
BOULDER—1946—COLUMBINE
Frequency: 1490 Kc. — Power: 250 Watts
Owned-Oper. By: Boulder Radio KBOL, Inc.
Address: P. O. Box 146
Air Time: 7 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Standard, Thesaurus
Representative: H-R Reps.
Membership: NARTB, BAB
President: Herb Hollister
General Manager: Russel Shaffer
Commercial Manager: Gene Palm
Chief Engineer: Blair Dobkins

KRLN
CANON CITY—1946—CBS
Frequency: 1400 Kc. — Power: 250 Watts
Owned-Oper. By: Royal Gorge Broadcasters, Inc.
Business-Studio Address: 1615 Central Ave.
Phone Number: 1100
Air Time: 7 a.m.-7 p.m.
News Service: UP
Transcription Service: Keystone, Cole
Pres.-Gen.-Sta. Mgr.: Ray M. Beckner
Chief Engineer: W. D. Wells

KRDO
COLORADO SPRINGS—1947—COLUMBINE
Frequency: 1240 Kc. — Power: 250 Watts
Owned-Operated By: Pikes Peak Bscstg. Co.
Business-Studio Address: Alta Vista Hotel
Phone Number: Main 1125
Air Time: 6:00 a.m.-M.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Avery-Knodel
Membership: NARTB
Station Manager: Paul Crozier
Commercial Manager: Harry Hoth
Program Director: Jean Gitz
Prod. Dir. Chief Engr.: Robert Fitzmorris

KVOR
COLORADO SPRINGS—1924—CBS
Frequency: 1300 Kc. — Power: 1000 Watts
Owned-Oper. By: Voice of the Rockies, Inc.
Address: 800 Exchange Natl. Bank Bldg.
Phone Number: Main 278
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Hollingbery
Membership: NARTB, BAB
Pres., Gen., Comm. Mgr.: J. D. Russell
Sta. Mgr., Prom. Mgr.: Cecil Seavey
Sta. Mgr., Prog. Dir.: Isabelle McClung
Publicity Director: Robert Smith
Chief Engineer: H. Coxine Strang

KRAI
CRAIG—1949—COLUMBINE-KBS
Frequency: 1230 Kc. — Power: 250 Watts
Business Address: Craig
Phone Number: 707-9
Air Time: Full Time
News Service: UP
Transcription Service: Capitol
Membership: BAB
President: Norm Winder
General Manager: George Cory
Station Manager: Dale G. Moore
Comm., Prom. Mgr.: Bill Finch
Program Director: Elizabeth Conroy
Publicity Director: Glenda Davis
Chief Engineer: Charles Chaney

KFEI
DENVER—1923—MBS
Frequency: 950 Kc. — Power: 5,000 Watts
Owned-Operated By: Eugene P. O'Fallon, Inc.
Business-Studio Address: Albany Hotel
Phone Number: ALpine 4681
Air Time: 24 hrs.
News Service: INS
Transcription Service: Associated
Representative: John Blair
Membership: NARTB, BAB
General Manager: Gene O'Fallon
Managing Director: Frank Bishop
Commercial Mgr.: John McEniry
Program Director: Dale Morgan
Chief Engineer: Rhea Cunningham

KLZ
DENVER—1922—CBS
Frequency: 560 Kc. — Power: 5000 Watts
Owned-Operated By: Aladdin Radio & TV, Inc.
Business-Studio Address: Shirley-Savoy Hotel
KFEL'S "Ray Perkins Show"

Now in its 8th YEAR ON KFEL RADIO

and a top favorite on KFEL-TV, CHANNEL 2
Since February 1953

thanks to scores of mighty fine local and national sponsors.

Managed by GENE O'FALLON
Represented by JOHN BLAIR and BLAIR-TV
**KVOD**  
**DENVER—1925—ABC**

Frequency: 630 Kc.  
Power: 5000 Watts  
Owned-Operated By: Colorado Radio Corp.  
Business-Studio Address: Midland Savings Bldg.  
Phone Number: TAbor 2291  
News Service: Full Time  
Transcription Service: UP  
Membership: NARTB  
President-Gen. Mgr.: William D. Pyle  
Station Manager: T. C. Ekrem  
Commercial Manager: Con Hecker  
Promotion Manager: Ben H. Stanton  
Program Director: V. W. Corbett  
Publicity Director: Ben H. Stanton  
Chief Engineer: W. D. Pyle, T. C. Ekrem

**KIUP**  
**DURANGO—1935—MBS**

Frequency: 930 Kc.  
Power: 1000 Watts  
Owned-Operated By: San Juan Bcstg. Co.  
Address: P. O. Box 799  
Phone Number: 117  
News Service: SESAC, Thesaurus, World  
Transcription Service: NARTB  
Representative: Holman Co.  
President: Mike Cummins  
General Manager: R. E. O'Brien  
Commercial Manager: Ken Gray  
Promotion Manager: Lindsey Becker  
Program Director: Don Husted  
Publicity Director: Tracey Snelling  
Chief Engineer: Henry Pollman

**KGMC**  
**ENCEWOOD—1951**

Frequency: 1220 Kc.  
Power: 1000 Watts  
Owned-Operated By: Radio Station KGMC  
Address: 3355 S. Broadway  
Phone Number: Sunset 1-481  
News Service: UP  
Co-owner: Grady F. Maples  
Commercial Manager: J. K. Brothers  
Chief Engineer: D. F. White, Jr.

**KCOL**  
**FT. COLLINS—1947—COLUMBINE INTERMOUNTAIN**

Frequency: 1410 Kc.  
Power: 1000 Watts  
Business-Studio Address: 1600 La. Porte Ave.  
Phone Number: 2600  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Thesaurus  
Membership: NARTB, BAB  
President: Herb Hollister  
General Manager: Ellis Atteberry  
Commercial Manager: Bob McClary  
Program Director: Hollis Holl  
Chief Engineer: Cecil Whitchurch

**KFTM**  
**FORT MORGAN—1949**

Frequency: 1260 Kc.  
Power: 500 Watts  
Owned-Oper. By: Morgan County Bcstg. Co.  
Address: P. O. Box 431  
Phone Number: 1000  
Air Time: Daytime  
News Service: UP  
Transcription Service: Capitol  
President, Manager: Robert H. Dolph  
General Manager: Donnell K. Smith  
Program Director: Joyce Repp  
Chief Engineer: Richard Oldfield

**KGLN**  
**GLENWOOD SPRINGS—1950—MBS WESTERN SLOPE**

Frequency: 1340 Kc.  
Power: 250 Watts  
Address: P. O. Box C  
Phone Number: 777  
Representative: Holman  
News Service: UP  
Pres., Gen. Mgr.: Rex Howell  
Sta. Comm., Prom. Mgr.: Jerry Fitch  
Pgm., Publ. Dir.: Gene Curtis  
Chief Engineer: Rex Howell

**KEXO**  
**GRAND JUNCTION—1948 COLUMBINE**

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Oper. By: Voice of Western Colo., Inc.  
Address: 2508 North Ave.  
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  
Gen., Sta. Mgr.: Abbott Tessman  
Comm., Sta. Prom. Mgr.: Rob Collins  
Prog. Dir.: Mildred Fuller  
Chief Engineer: Lloyd Wilson
KFXJ
GRAND JUNCTION—1926—MBS WESTERN SLOPE-INTERMOUNTAIN
Phone Number: 1300
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: Hal Holman
Membership: NARTB, BAB
Pres., Gen. Mgr.: Rex Howell
Sta., Comm., Sls. Prom. Mgr., E. Anson Thomas
Program Director: Peg Thomas
Chief Engineer: H. G. Howell

KFKA
GREELEY—1921
Frequency: 1310 Kc. Power: 1000 Watts
Phone Number: 450-1
Air Time: Full Time
Representative: Hal Holman
News Service: UP
Transcription Service: Lang-Worth, Thesaurus, SESAC
Pres., Gen. Mgr.: H. E. Green
Comm., Prom. Mgr.: William G. Stewart
Program Director: Jack Redus
Chief Engineer: Harry Brewer

KYOU
GREELEY—1948—KBS-COLUMBINE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Meroco Bcstg. Co. Address: 2424 6th Avenue
Phone Number: 3275
Air Time: Unlimited
News Service: AP
Representative: McGillivray, Inc.
Transcription Service: World
Membership: BAB
President, Gen. Mgr.: Elwood H. Meyer
Program Director: Glenn E. Stutzman
Chief Engineer: John T. Roscoe

KBNZ
LA JUNTA—1937—MBS-KBS COLUMBINE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Otero Broadcasting Co. Address: Radio Building
Phone: 42
Air Time: 6:00 a.m.—12M.
News Service: UP

KLMR
LAMAR—1948
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: SE Colorado Bcstg. Co. Address: Lamar, Colorado
Phone Number: 804
News Service: AP
Transcription Service: World
President: Ralph Eaton
Gen., Sta. Mgr.: Everett Shupe
Comm., Prom. Mgr.: Dennis Behan
Program Director: Kay Roe
Chief Engineer: Roy Nogrady

KLVC
LEADVILLE—1951—KBS COLUMBINE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Leadville's Top of the Nation Station, Inc.
Address: 520 W. 6th St.
Phone Number: 70
Representative: Clark
President: Vir N. James
General Manager: Donald F. Stephens
Program Director: Flora Stephens
Chief Engineer: Donald G. Youmans

KLMO
LONGMONT—1949—KBS COLUMBINE
Frequency: 1050 Kc. Power: 250 Watts d; 100 Watts n.
Owned-Oper. By: Longmont Bcstg. Co. Address: 1050
Phone Number: 1050
News Service: UP
Transcription Service: Lang-Worth
Pres.-Gen. Mgr.: J. P. Dubberley
Comm. Mgr.: Jack Stirling
Program Director: Richard Boyll
Chief Engineer: Walter Robinson

KUBC
MONTROSE—1947—KBS COLUMBINE-INTERMOUNTAIN
Frequency: 1260 Kc. Power: 1000 Watts d;
500 Watts n.
Owned-Oper. By: Uncompaghre Bcstg. Co. Business-Studio Address: P. O. Box 279
Phone Number: 199
Air Time: 6 a.m.–11 p.m.
News Service: UP
Transcription Service: Capitol
Representative: Hill F. Best
Membership: NARTB, BAB
President ........................................... F. J. Hartman
Comm., Sales Prom. Mgr. .................. Bob Hale
Program Director .............................. Laura Colliver
Chief Engineer ................................. Charles Chaney

KCSJ
PUEBLO—1947—MBS-COLUMBINE INTERMOUNTAIN
Frequency: 590 Kc.  Power: 1000 Watts
Address ............................................. 211 W. 5th St.
Phone Number ...................................... 8522
Air Time ............................................. 6 a.m.-M.
News Service ...................................... AP
Transcription Service ......................... Thesaurus
Representative .......................... Avery-Knodel, Inc.
Membership ...................................... NARTB
Pres., Gen. Mgr. ............................... Bob Clinton
Comm., Sta. Prom. Mgr. .................. Bob Clinton
Sta. Mgr., Pgm., Publ. Dir. .............. Larry Gordon
Chief Engineer .......................... Dale Redlingshafer

KDZA
PUEBLO—1947
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By .............. Pueblo Radio Co.

25 Years
of Blue Ribbon Service

KGFH
PUEBLO, COLORADO
5000 W.  ABC

delivering Colorado's second leading market night and day

Represented by
GILL-PERNA, Inc.

KVRH
SALIDA—1948—KBS COLUMBINE-INTERMOUNTAIN
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ............ Vir N. James
Phone Number ...................................... 30
News Service ....................................... INS
Representative ...................................... Clark
Membership ...................................... NARTB, BAB
Program Dir. ............................... Clo B. James
Chief Engineer ............................. Philip Parmelee

KGEK
STERLING—1925
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............ Elmer G. Beehler
Address ............................................. Fleming Rd.
Phone Number ...................................... 679
News Service ....................................... UP
Owner, Gen. Mgr. ...................... Elmer G. Beehler

KCRT
TRINIDAD—1947—MBS-KBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ................. KCRT, Inc.
Address ............................................. South Country Club Dr.
Phone Number ...................................... 338
News Service ....................................... UP
Transcription Service ...................... World
Gen., Sta., Comm. Mgr. .................. Cal Perley
Pgm., Publ. Dir. .............................. Martin Mendine
Chief Engineer ........................... Earnest M. Cooper
WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
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, 1953 (Est.) 2,121,000 — Total Housing Units 617,000
Families April 1, 1953 (Est.) 578,000 — Stations in State 25

WICC
BRIDGEPORT—1926—MBS-YANKEE
Address. ............... 114 State St.
Air Time ............... 24 hrs.
News Service ............. AP
Phone Number ............. 5-4144
Transcription Service. . Associated, Thesaurus
Representative. .......... Adam Young & Co.
Pres., Gen., Sta. Mgr. .......... Philip Merryman
Commercial Manager .......... Manning Slater
Sales Promotion Manager .......... Jay Hoffer
Program Director .......... Bob Crane
Chief Engineer .......... Ralph Winquist

WICC
BRIDGEPORT—1941
ABC-CONN. STATE
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By. ............. WNAB, Inc.
Business-Studio Address. ....... 991 Broad St.
Phone Number ............... 3-3112
Air Time .................. Full Time
News Service ............... UP
Representative .......... Rambeau, Bannan
President-Chief Engineer .......... Harold Thomas
General, Sta. Manager .......... Levon Thomas
Commercial Manager .......... Ray Colonari
Program Director .......... Jack Dahlby
Publicity Director .......... Grace Kaltenbach

WBIS
BRISTOL—1948
Frequency: 1440 Kc. . Power: 500 Watts d.
Owned-Oper. By. ............ The Bristol Bcastg. Corp.
Business-Studio Address. ....... 183 Main St.
Phone Number ............. 9265
Air Time ................ Daytime
News Service ............... UP
Representative .......... McGillvra
President .......... Frederick W. Beach
Program Director .......... Bob Gillespie
Sales Promotion Manager .......... Amleto Ciccarelli
Publicity Director .......... Sally Easton
Chief Engineer .......... Richard L. Ricci

WLAD
DANBURY—1947
Frequency: 800 Kc. . Power: 250 Watts d.
Owned-Operated By. ........ Berkshire Bcastg. Corp.
Business-Studio Address. ....... 207 Main St.
Phone Number .............. 9-3685

Air Time ................ Daytime
News Service ............... AP
Transcription Service. . World, SESAC
Representative ............. Rambeau
President .......... John P. Previdi
Program Director .......... Eleanor Kemble
Chief Engineer .......... Rudolph Cehak

WCC
HARTFORD—1947
Frequency: 1290 Kc. . Power: 500 Watts d.
Owned-Oper. By. ........ Greater Hartford Bcastg Corp.
Address ............... Hotel Bond
Phone Number ............. 5-6648
Air Time ................ Local sunrise-local sunset
News Service ............... UP
President, Gen. Mgr. .......... William M. Savitt
Sec’t., Treas. ............... M. Savitt
Sta., Comm. Mgr. .......... Alex Buchan
Prod. Mgr. ............... B. LaCoe
Mchdsg. Mgr. .......... E. Seltzer
Traffic Mgr. .......... Barbara Heints
Chief Engineer .......... John Ramelka

“We” Hartford’s only station offering
Cover music and news all day, Central every day.

Connecticut
“There’s T. N. T. on WCCC”
(Time, News, Temperature, including
weather every fifteen minutes, every weekday.)

1290 K. C.
why WICC is tops in the RICH BRIDGEPORT NEW HAVEN MARKET*

- WICC Promotion Contest produced largest movie house for '52

- WICC Merchandising
  Complete Sponsor Identification

- WICC Personalities
  Wallie Dunlap (left), area's highest-rated afternoon deejay.
  (2:30-5, Mon.-Fri.)

Bob Crane (right), pulls 65% share of audience.
(6-9 AM, Mon.-Sat.)

* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.
WDRC
HARTFORD—1922—CBS
Frequency: 1360 Kc. . Power: 5000 Watts
Business-Studio Address: 750 Main St.
Phone Number: 7-1188
Air Time: . Full Time
News Service: . AP
Representative . Paul H. Raymer
Membership . . NARTB
President: . Franklin M. Deolittle
General Manager . Walter H. Haase
Comm. Sales Prom. Mgr. . William F. Malo
Program, News Dir. . Harvey H. Olson
Chief Engineer: . Henry M. Broderick, Jr.

WONS
HARTFORD—1935—MBS-YANKEE
Frequency: 1410 Kc. . Power: 5000 Watts
Owned-Op. By: Yankee Network Div. of
General Teleradio, Inc.
Business-Studio Address: 54 Pratt St. (WONS)
Phone Number: 7-9131
Air Time: . Full Time
News Service: . AP
Transcription Service: . Associated
Representative . H-R Reps, Inc.
President: . Thomas F. O’Neil
Sales Promotion Mgr. . Al Henry
Commercial Manager . Cy Kaplan
Program Director: . Crean Patterson
Chief Engineer: . Rogers Holl

WHPT
HARTFORD—1936
ABC-CONN. STATE
Frequency: 1230 Kc. . Power: 250 Watts
Business Address: . 555 Asylum St.
Phone Number: 2-0237
Air Time: . Full Time
News Service: . AP
Representative . Everett-McKinney, Banman
Membership . . NARTB
General Manager . C. Glover DeLANey
Assistant Manager . R. K. Blackburn
Commercial Manager: . Leonard R. Schoenfeld
Program Director: . Mitchell Betters
Chief Engineer: . Charles S. Masini

WTIC
HARTFORD—1925
Frequency: 1080 Kc. . Power: 50,000 Watts
Business-Studio Address: 26 Grove St.
Phone Number: . 5-0801
Air Time: . Full Time
News Service: . AP, INS
Transcription Service: . Lang-Worth SESAC

WMMW
MIDDLETOWN—1948
Frequency: 1470 Kc. . Power: 1000 Watts
Business-Studio Address: 813/2 W. Main St.
Phone Number: 5-5747
Air Time: . Daytime
News Service: . AP
President: . C. A. Schultz
General Manager . Alex Buchan
Commercial Manager: . G. A. Krutttschnitt
Program Director: . Leo Finn
Chief Engineer: . R. A. Barrett

WCNX
MIDDLETOWN—1948
Frequency: 1150 Kc. . Power: 500 Watts
Business-Studio Address: . 460 Main St.
Phone Number: . 7-2565
Managing Dir. . R. I. O’Brien, W. J. O’Brien
General Manager . Harold R. Nelson
Publicity Director: . Lou Brooks
Chief Engineer: . Kenneth A. F. Bishop

WHAY
NEW BRITAIN—1949
Frequency: 910 Kc. . Power: 5000 Watts
Business Address: . 22 Grove Hill
Phone Number: . 3-2721
Air Time: . Unlimited
News Service: . AP
Transcription Service: . Lang-Worth
Representative . Adam Young, Banman
President: . Patrick Goode
Exec. Vice-Pre: . Edward D. Taddei
General Manager: . Aldo DeDominics
Station Manager: . Leo Borin
Commercial Manager: . Thomas Meade
Program Director: . Pete Stoner
Chief Engineer: . Hillis W. Holt

WKNB
NEW BRITAIN—1946
Frequency: 840 Kc. . Power: 1000 Watts
Address: . 215 Main St.
Phone Number: . Baldwin 3-3603
Air Time ........................................... Daytime
Representative ................................. Bolling
President ......................................... Julian Gross
General Manager ............................... Peter B. Kenney
Commercial Manager ......................... David Scott
Program Director .............................. Robert Andrews
Publicity Director .............................. Erwin Needles
Chief Engineer ................................. John Shipley

WAVZ
NEW HAVEN—1947
Frequency: 1260 Kc.  Power: 1000 Watts d.
Owned-Operated By........... WAVZ Bscfg. Corp.
Business-Studio Address...... 152 Temple St.
Phone Number ....................... SPruce 7-4761
Air Time .............. Local sunrise-local sunset
News Service .............. AP
Representative ............ Keller
President .................... Victor W. Knauth
V.P., Gen., Sta. Mgr. ....... Daniel W. Kops
Prog. Director ............... Burton Miller
Publicity Director .......... Jack Nelson
Chief Engineer ................ Ralph Carrano

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 ....................... UNiversity 5-1133
Air Time ................................. Full Time
News Service .................... UP
Transcription Service ........... Lang-Worth
Representative ................ Headley-Reed
President ..................... H. C. Wilder
General, Station Manager .. Richard W. Davis
Comm., Prom. Mgr. ............ Edwin H. Schweitzer
Publicity Director .......... Rudy Frank
Program Director .......... Charles H. Wright
Chief Engineer ................ Fred King

WNHC
NEW HAVEN—1944—CONN. STATE
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By........... Elm City Bscfg. Corp.
Business-Studio Address...... 1110 Chapel St.
Phone Number ....................... SP 7-3611
Air Time ................................. Full Time
News Service .............. AP, INS
Transcription Service ........... World
Representative ................ Katz Agency
Membership ................... NARTB
President .................... T. W. Patrick J. Goode
General Manager .......... Aldo DelDeiominicis
Exec. Vice-Pres.......... Edward D. Taddel
Commercial Manager .... J. Vincent Callinan
Station Manager .... Edward C. Obrist
Program Director .......... Walter Nielson
Prom. Mgr., Publ. Dir. ...... James W. Evans
Chief Engineer .................. Vinnie DeLaurentis

WNLC
NEW LONDON—1936 — MBS
YANKEE, CONN. ST.
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By........... The Thames Bscfg. Corp.
Business-Studio Address...... 281 State St.
Phone Number ............... 2-4365
Air Time ...................... Unlimited
Representative .......... Everett-McKinney
News Service ................ UP
President-Gen. Sta. Mgr. .... Gerald J. Morey
Comm.-Sales Prom. Mgr. .... Leo B. Keegan
Prog., Publ. Dir. .......... Nelson Brown
Chief Engineer .............. Gerald J. Morey

WNLK
NORWALK—1948
Frequency: 1350 Kc.  Power: 500 Watts
Owned-Operated By........... Norwalk Bscfg. Co., Inc.
Business-Studio Address...... Main & Wall Sts.
Phone Number ....................... 8-5566
Air Time ................................. Full Time
News Service .............. UP
Transcription Service ......... World
Representative ................ Rambeau
Pres., Gen. Mgr. .............. James Stoic
Program Director .......... John Naylor
Production Director .... Milton Warren
Chief Announcer .............. Richard W. Bounenba

WICH
NORWICH—1946
Frequency: 1400 Kc.  Power: 250 Watts
Business-Studio Address...... P. O. Box 629
Phone Number ....................... 7-1613
Air Time ................................. Full Time
News Service .............. UP
Transcription Service ......... World
Membership ................... NARTB
President-General Mgr. .... John Deme
Publicity Director .......... Edward Adler
Chief Engineer ................ Alexander Dubenetsky

WSTC
STAMFORD—1941
ABC-CONN. STATE
Frequency: 1400 Kc.  Power: 250 Watts
Business-Studio Address...... 270 Atlantic St.
Phone Number ....................... 4-7575
Air Time ................................. 6:30 a.m.-M.
News舆论 Affiliation .......... Stamford Advocate
News Service ................ UP
Transcription Service ........... Lang-Worth
Representative .......... Everett-McKinney
President .................... Kingsley Gillespie
Gen.-Sta. Manager .......... Julian Schwartz
Chief Engineer .............. Fred Muckenham
**W L C R**
**Torrington—1946**
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By: Litchfield Cty. Radio Corp.
Business-Studio Address: 23 Main St.
Phone Number: 417
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Sears & Ayer
Pres., Gen. Mgr.: Charles O. Scott
Sales Prom. Mgr.: Joe Storm
Program Director: Hugh Franklin
Chief Engineer: Alfred Pallokat

**W T O R**
**Torrington—1948**
**Conn. State—ABC**
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 93 Perkins St.
Phone Number: 4181
Air Time: Full Time
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
Air Time: 7 a.m.-M.
News Service: UP
Representative: William G. Rambeau
Membership: NARTB
President-Gen. Mgr.: Harold Thomas
Sta.-Comm. Mgr.: Sam Elman
Sales Prom. Mgr.: Wallace Gordon
Program Director: Wally King
Publicity Director: Joseph C. Callan
Chief Engineer: Russell Jensen

**W B R Y**
**Waterbury—1934—CBS**
Frequency: 1590 Kc. Power: 5000 Watts
Business-Studio Address: P. O. Box 1627
Phone Number: 3-1125
Air Time: 6:55 a.m.-12:05 a.m.
News Service: INS
Transcription Service: World
Representative: Avery-Knodel
Kettel-Carter (Boston)
Membership: NARTB, BAB

**W W C O**
**Waterbury—1946**
**MBS-Yankee**
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Mattatuck Bcstg. Co., Inc.
Business-Studio Address: 119 W. Main St.
Phone Number: 4-5141
Air Time: Full Time
News Service: AP
Representative: McGillivra
President: William G. Wells
Commercial Manager: Gustave Nathan
Program Director: Robert C. Crager
Chief Engineer: Clifford Sloat

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**HELP**

**THE RED CROSS**

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369
DELAWARE
Pop. April 1, 1953 (Est.) 329,000 — Total Housing Units 97,002
Families April 1, 1953 (Est.) 88,000 — Stations in State

WD OV
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 Dr. C. F. Freed
President Mildred Carroll
Chief Engineer B. Brownell

W J W L
GEORGETOWN—1951
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Rollins Bestg. Inc.
Address DuPont Highway
Phone Number 2567
News Service AP
Transcription Service Thesaurus
Representative Pearson
President John W. Rollins
Vice-President O. Wayne Rollins
Gen. Comm. Manager Norman M. Glenn
Air Time 6:00 a.m.-12:30 a.m.
Program Director Bill Jaeger
Chief Engineer Edward Marzoa

W A M S
WILMINGTON—1948—MBS
Frequency: 1380 Kc. Power: 1000 Watts d.
Bus-Studio Address 321 Delaware Ave.
Phone Number 4-8882
Air Time 6:00 a.m.-12:30 a.m.
News Service AP
Transcription Service Associated
Representative Hollingberry
President Frank S. Carrow
General Manager Edwin A. McKeon
Comm. Mgr. William S. Ewing
Publicity Director Don Mathewson
Program Director Tim Crow
Chief Engineer Perley Tribou

W D E L
WILMINGTON—1922—NBC
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By WDEL Inc.
Business-Studio Address 10th & King Sts.
Phone Number 7268
Air Time 6:00 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager J. Robert Gulick
Program Director Harvey C. Smith

W I L M
WILMINGTON—1922—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Bestg. Co.
Business-Studio Address 920 King St.
Phone Number 4-7771
Air Time Full Time
News Service UP
Transcription Service World
Representative Bolling Co.
Membership NARTB, BAB
President-Gen. Sta. Mgr. Ewing B. Hawkins
Program Director Warren Keyser
Chief Engineer H. Edwin Kennedy

W T U X
WILMINGTON—1947
Frequency: 1290 Kc. Power: 500 Watts d.
Business-Studio Address 1326 Market St.
Phone Number Wilmington 5-8821
Air Time Local sunrise Local sunset
News Service AP
Transcription Service Thesaurus
Representative Forlee
Membership NARTB, BAB
General Mgr. Howard Robinson
Comm. Mgr. Julian A. Todd
Program Director William H. Gehlert
Publicity Director Justina Spagnolo
Chief Engineer Wayne Neuhaus
DISTRICT OF COLUMBIA

Pop. April 1, 1953 (Est.) 845,000 — Total Housing Units 236,000
Families April 1, 1953 (Est.) 219,000 — Stations in State 7

WGMS
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 3-8676
Transcription Service .......... Associated News Service ............... AP
Air Time ............... 6:30 a.m. to Sunset
President ............... Morris Rodman
Program Director ............... Pierson Underwood
Chief Engineer ............... Nick Chaconas

WMAL
WASHINGTON, D. C.—1925—ABC
Frequency: 630 Kc. ... Power: 5000 Watts
Owned-Operated By ... The Evening Star Bestg. Co., Inc.
Bus.-Studio Add. ... 4461 Connecticut Ave., N.W.
Phone Number ............... Kellogg 7-1100

Air Time .................. Full Time
News Service .......... AP
Transcription Service .......... SESAC
Newspaper Affiliation ....... Evening Star
Representative ............... The Katz Agency
Membership ............... NARTB
President ............... S. H. Kauffmann
V.P., General Manager ....... K. H. Berkeley
Ass’t General Manager ........ Charles Kelly
Director-Sales ............... Mahlon Glasscock
Radio Sales Mgr. ............... Harvey Glasscock
Chief Engineer ............... Frank Harvey

WOL
WASHINGTON, D. C.—1924
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Operated By ... Peoples Bestg. Corp.
Address ............... 1000 Connecticut Ave.
Phone ............... Metropolitan 8-0010
Air Time ............... Full Time
Transcription Service .......... SESAC
News Service .......... AP, UP
Membership ............... NARTB

delivering the nation’s 10th market
at the lowest cost per thousand ever!

for availabilities check Katz or call WMAL

THE EVENING STAR STATIONS
ABC IN WASHINGTON, D. C.

371
President .................Murray Lincoln
General Manager ..........Herbert E. Evans
Station Manager ..........Ben E. Wilbur
Commercial Manager .....Sid Slappey
Program Director .......George Campbell, Jr.
Chief Engineer ..........Harold Reed

WOOK
WASHINGTON, D. C.—1940
Frequency: 1340 Kc.........Power: 250 Watts
Owned-Operated By .......United Bcstg, Co.
Business-Studio ..........8th & Eye Sts., N.W.
Phone Number ..........Republic 8000
News Service ...............UP
Pres., Gen., Comm. Mgr. ..Richard Eaton
Station Manager ..........Arnold B. Fort
Program Director .........Clifton D. Holland
Editor .....................Arthur A. Snowberger

WRC
WASHINGTON, D. C.—1923—NBC
Frequency: 980 Kc.........Power: 5000 Watts
Owned-Operated By .......National Bcstg, Co., Inc.
Business-Studio Address .724 14th St., N.W.
Phone Number ..........Republic 4000
News Service ..............AP, INS, UP
Transcription Service ...Thesaurus, Standard
Representative .............NBC Spot Sales
Membership ..............NARTB, BAB
President! ................(NBC) Joseph McConnell
Vice-Pres. (Wash.) .......Francis Russell
General Manager ..........Eugene Juster
Business Manager ..........George Sancesfer
Program Director .........Kenneth French
Sales Prom. Mgr., Pub. Dir....John Ghilain
Musical Director ...........Fritz Balzer
Chief Engineer ............Charles College

WTOP
WASHINGTON, D. C.—1927—CBS
Frequency: 1500 Kc.........Power: 50,000 Watts
Owned-Operated By .......WTOP Inc.
Business-Studio Address .Warner Bidg.
Phone Number ..........Metropolitan 8-3200
Air Time ..............Full Time
News Service ...............AP, UP, INS
Representative ............CBS Radio Spot Sales
President, Gen. Mgr. ....John S. Hayes
V.P., Comm. Mgr. .......George Hartford
V.P., Program Director ....Lloyd Dennis
Sales Promotion Mgr. ......Haywood Meeks
Publicity Director ..........Cody Pfanstiehl
V.P., Chief Engr. ........Clyde Hunt

W W D C
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 3-3800
Air Time ................Full Time
News Service ...............AP, UP
Transcription Service ....Standard Lang-Worth,
Representative ............Blair
Membership ................NARTB, BAB
President .................Joseph Katz
General Manager ..........Ben Strouse
Comm. Manager ............Herman Paris
Program Director ..........Norman Reed
Sls. Prom., Pub. Dir. ....Irving Lichtenstein
Chief Engineer ..........Ross H. Beville

Washington's
BEST
WWDC
IN THE NATION'S CAPITAL
Sells Goods!
Buy
Ask your John Blair man for the WWDC story!
WSWN  
BELLE GLADE—1947
Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Operated By: Seminole Bcstg. Co.
Business Address: P. O. Box 8
Phone Number: 2063
Air Time: Daytime
News Service: Thesaurus, SESAC, World
Transcription Service: 
Membership: NARTB
President: Dr. R. G. Nelson
V.P., Gen. Mgr.: Mrs. Mary Foy
Sales Manager: Marvin Smith
Program Director: Don Day
Chief Engineer: C. S. Clemans

WTRL  
BRADENTOWN—1946—KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Trail Bcstg. Corp.
Business Address: T. Memorial Pier
Phone Number: 37-561
Air Time: Full Time
News Service: AP
Representative: Hil Best
Transcription Service: World
Exec. Vice-President: Howard A. Donahoe
Station Mgr.: George W. Manning
Program Manager: Cale D. Moore
Chief Engineer: Marlen J. Hager, Sr.

WTAN  
CLEARWATER—1948
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Clearwater Ra. Bcstrs., Inc.
Business Address: Municipal Auditorium
Phone Number: 33084
Air Time: 6:00 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: McGilvra
President: Otis E. Pruitt
General, Station Manager: H. D. Parker
Commercial Manager: F. L. Parker
Program Director: L. H. Falconnier
Chief Engineer: John D. Callan

WKKO  
COCOA—1952
Owned-Operated By: Brevard Bcstg. Co.
Address: Box 387
News Service: UP

WTTT  
CORAL GABLES—1949
Frequency: 1490 Kc.  Power: 250 Watts
Business-Studio Address: 350 Aragon Ave.
Phone Number: 83-4663
Air Time: Sunrise to sunset
News Service: AP
Transcription Service: Associated
President-General Mgr.: George W. Thorpe
Commercial Manager: T. Hooke McCallie
Program Director: Robert S. Stevens
Chief Engineer: Daniel McMillin

WVCG  
CORAL GABLES—1948
Frequency: 1070 Kc.  Power: 1000 Watts d.
Owned-Operated By: Peninsular Bcstg. Corp.
Business Address: 223 Aragon Ave.
Phone Number: 48-7411
Air Time: Sunrise to sunset
News Service: AP
Transcription Service: World
President-General Mgr.: George W. Thorpe
Commercial Manager: T. Hooke McCallie
Program Director: Robert S. Stevens
Chief Engineer: Daniel McMillin

WCNU  
CRESTVIEW—1948—KBS
Frequency: 1010 Kc.  Power: 1000 Watts d.
Owned-Operated By: Gullshores Bcstg. Co.
Business-Studio Address: Box 518
Phone Number: 3511
News Service: AP
Transcription Service: World, SESAC
Pres. & Co-owner: D. Grady O'Neal
Sec. & Treas., Co-owner: 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
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: SESAC
Representative: Joseph Hershey McGilvra
Membership: NARTB, BAB
Station Manager: Ray Clancy
Commercial Manager: John S. Pilts
Program Director: Mildred Mullin
Chief Engineer: Webster K. Ellenwood
WNDB
DAYTONA BEACH—1948
Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Operated By: News-Journal Corp.
Business-Studio Address: 128 Orange Ave.
Phone Number: 2-0531
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: John H. Perry
Membership: NARTB
Gen., Sta. Mgr.: Jerry Stone
Comm., Prom. Mgr.: R. Y. Huffman
Prog., Publ. Dir.: William R. Steadman
Chief Engineer: F. A. Scott

WROD
DAYTONA BEACH—1947—NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Daytona Beach Bcastg. Corp.
Bus. Address: Wilder Blvd. & S. Beach St.
Phone Number: 4626
Air Time: Full Time
News Service: UP
Transcription Service: Capitol
Representative: Rambeau
Pres., Gen. Mgr.: E. J. Sperry

WJBS
DELAND—1947—NBC
Frequency: 1480 Kc. Power: 250 Watts
Owned-Oper. By: John B. Stetson Univ.
Address: 220 East Hubbard Ave.
Phone Number: 1490
News Service: AP
Transcription Service: Thesaurus
Gen. Mgr., Prog. Dir.: C. L. Menser
Station Manager: Lauren Mickle
Comm., Prom. Mgr.: Robert Walton
Chief Engineer: Don Hall

WBRD
FT. LAUDERDALE—1950—KBS
Owned-Operated By: Broward Bcastg. Co.
Address: P. O. Box 78
Phone Number: 2-2563
News Service: UP
Representative: Hil F. Best
President: L. C. Judd
Gen., Sta. Mgr.: Robert Standart III
Commercial Mgr.: C. Gravett
Chief Engineer: Bill Latham

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JERRY STONE,
General Manager,
WNDB, WNDB-FM, Daytona Beach, Fla.
WFTL
FORT LAUDERDALE—1946
Frequency: 1400 Kc. . . . . Power: 250 Watts
Bus-Studio Address . . . . 7185 S.E. 15th St.
Phone Number . . . . 3-2511
Air Time . . . . Full Time
News Service . . . . AP
Transcription Service . . . World
Representative . . . . Sears & Ayer
Membership . . . . NARTB, BAB
President . . . . J. W. Dickey
Program Director . . . . Jack W. Swart
Chief Engineer . . . . Richard P. Norhey

WMYR
FT. MYERS—1952
Frequency: 1410 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . Robert Heckshier
Address . . . . 33 E. Hanson St.
Phone Number . . . . 3-1175
Transcription Service . . . Lang-Worth
News Service . . . . UP
Commercial Manager . . . Kenneth M. Parke

WINKB
FT. MYERS—1940—CBS-KBS
Frequency: 1240 Kc. . . . . Power: 250 Watts
Address . . . . Box 1072
Phone Number . . . . 4-1341
News Service . . . . AP
Representative . . . . Donald-Cooke
Co-Owner . . . . Arthur B. McBride
Co- & V.P. . . . . Daniel Sherby
Gen. Mgr., Prog. Dir. . . . A. J. Bauer
Commercial Manager . . . Dan Harlacher
Chief Engineer . . . . James Lacy

WIRA
FORT PIERCE—1946—MBS-NBC
Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . Indian River Bcstg. Co.
Business Address . . . . Melody Lane
Air Time . . . . 6:30 a.m.-11:15 p.m.
News Service . . . . UP
Membership . . . . NARTB
Transcription Service . . . World
Pres., Gen- Sta. Mgr. . . . Douglas Silver
Program Director . . . . Marjorie B. Silver
Commercial Manager . . . J. Kingsley Butl
Chief Engineer . . . . James Sowinski

WGGG
GAINESVILLE—1948—ABC
Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . Alachua County Broadcasting Co., Inc.

WRUF
GAINESVILLE—1928—MBS
Frequency: 850 Kc. . . . . Power: 5000 Watts
Owned-Operated By . . . . Univ. of Fl.
Business-Studio Address . . . Campus, Univ. of Fl.
Phone Number . . . . 3261, Ext. 466-78
Air Time . . . . Full Time
News Service . . . . AP
Transcription Service . . . Lang-Worth
Representative . . . . Burn-Smith
Membership . . . . NORTB, BAB
General Manager . . . . Garland Powell
Commercial Manager . . . John Donavan
Station Manager . . . . Ray Dantzie
Chief Engineer . . . . Garvin Combs

WIVY
JACKSONVILLE—1948
Frequency: 1050 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . WIVY, Inc.
Business-Studio Address . . . Springrove Ave.
Phone Number . . . . 4-7722
News Service . . . . INS
Representative . . . . Thomas F. Clark
Membership . . . . NARTB
Sta. Mgr., News Dir. . . . Alexander Klesey
Commercial Manager . . . Arman Reineke
Program Director . . . . Richard Webb
Chief Engineer . . . . James Stephens

WJHP
JACKSONVILLE—1940—MBS
Frequency: 1320 Kc. . . . . Power: 5000 Watts
Owned-Operated By . . . . Jacksonville Journal Co.
Business-Studio Address . . . 50 0Laura St.
Phone Number . . . . 4-7711
Air Time . . . . 6 a.m.-12 M.
News Service . . . . AP
Transcription Service . . . Lang-Worth
Representative . . . . John H. Perry Associates
President . . . . John H. Perry, Jr.
Gen., Sta. Mgr. . . . . Milford A. Reynolds
Chief Engineer . . . . Beecher Hayford
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

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J. D. Kennedy, Commissioner in Charge

AN NBC AFFILIATE
NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS
The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.
General-Station Manager: Robert R. Feagin
Asst. Gen. Mgr.: Kenneth F. Small
Sales Prom. Mgr.: Gordon W. Pierce
Program Director: Charles E. Edwards
Chief Engineer: James R. Donavan

WRHC
JACKSONVILLE—1950
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRHC, Inc.
Address: 247 Margaret St.
Phone: 6-0461
Air Time: 6 a.m.-12:05 a.m.
Transcription Service: Lang-Worth
Membership: NARTB
Pres., Prom. Mgr.: Harold S. Cohn
Gen., Comm. Mgr.: William Fraker
Program Directors: Freda Sanders, A. Kenneth Knight
Chief Engineer: Frank Thies

WJVB
JACKSONVILLE BEACH—1947—KBS
Frequency: 1010 Kc. Power: 100 Watts d.
Owned-Oper. By Jacksonville Beach Bcstg. Co.
Phone Number: 5-3674
Representative: Hi F. Best
Air Time: Daytime
Pres., Gen., Sta. Mgr.: J. Lyle Williams, Jr.
Comm. Prom. Mgr.: James M. Bryant
Program Director: Ted Booth
Chief Engineer: Daniel M. Long

WKWF
KEY WEST—1945—MBS-KBS
Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By: John M. Spottswood
Address: 536 Fleming St.
Phone Number: 2-3222
Representative: John H. Perry
Pres., Gen., Comm., Mgr.: John M. 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
News Service: UP
Transcription Service: Associated
General Manager: Alfred H. Temple
Chief Engineer: Richard Dyer

WLAK
LAKELAND—1936—NBC
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By: Lakeland Bcstg. Corp.
Business Address: P. O. Box 1211
Phone Number: 2127
Air Time: Full Time
News Service: UP

Transcription Service: Associated
Station Representative: John E. Pearson
Membership: NARTB
Pres., Gen. Mgr.: S. O. Ward
Sta. Mgr., Chief Engr.: William P. Lee
Commercial Manager: Powell Adams
Program Director: Mary Whistle

WONN
LAKE WALES—1951—KBS
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By: Imperial Polk Bcstg. Corp.
Address: P. O. Box 712
Phone Number: 2-9831
News Service: AP
Transcription Service: World
President: Sarkes Tarzian
Gen. Mgr., Chief Engr.: G. Max Kimbrel
Commercial Manager: RichardMarsh
Publicity Director: John Haughes
Program Director: Joan Kimbrel

WEAT
LAKE WORTH-W. PALM BEACH 1948—NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: James R. Meachem
Business Address: P. O. Box 791, Lake Worth
Phone Number: Lake Worth 4422
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Capitol
Representative: Walker
General Manager: James R. Meachem
Commercial Manager: Clifford H. Glick
Program Director: Bill Gordon
Chief Engineer: Andrew Kelcher

WLBE
LEESBURG—1948—MBS
Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Operated By: WLBE, Inc.
Business-Studio Address: Box 297
Phone Number: Leesburg 552
Air Time: 6 a.m.-11:15 p.m.
Winz Miami—1946

Frequency: 940 Kc. Power: 50,000 Watts d., 10,000 Watts n.
Address: Biscayne Terrace Hotel
Phone Number: 82-6641-3 
News Service: AP INS 
Representative: Paul Raymer 
Membership: NARTB BAB 
Pres, Gen. Mgr: Rex Rand 
Program Director: Denny Kirwan 
Chief Engineer: James Sawyer

W M M B
Melbourne—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts 
Business-Studio Address: Front St.
Phone Numbers: 574-5 
Air Time: 6 a.m.-12 M. 
News Service: UP 
Transcription Service: SESAC World 
Membership: NARTB 
President: Henry G. Dravneek 
General Manager: Austin V. Catterton 
Commercial Manager: Beverly Fleming 
Sales Prom. Mgr: Victoria C. Martin 
Program Dir: Barbara W. Bancroft

W G B S
Miami—1939—CBS

Frequency: 710 Kc. Power: 50,000 Watts d., 10,000 Watts n. 
Address: 199 Pierce St. Birmingham, Mich. 
Phone Number: Midwest 4-7700 
Air Time: Full Time 
News Service: INS UP 
Transcription Service: Langworth Station Representative: The Katz Agency Inc. 
Membership: NARTB BAB 
President: George B. Storer 
Gen., Sta. Mgr: Miller N. Babcock 
Commercial Manager: Francis J. Riordan 
Program Director: Ewald Kockritz 
Chief Engineer: Edward C. Lockwood

W F E C
Miami—1949

Frequency: 1220 Kc. Power: 250 Watts 
Owned-Oper. By: David Haber 
Trans-Address: 350 N.E. 71st St. 
Phone Number: 89-7534 
Air Time: Daytime 
News Service: UP 
Sta. Mgr., Prog. Dir: Robert Lyons 
Chief Engineer: William Reeder

W T Y S
Mariana—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts 
Address: Tallahassee 
Phone Number: 650 
Air Time: Full Time 
News Service: AP 
President: John H. Phipps 
General Manager: L. H. Graves 
Station Manager: Guy Hamilton 
Chief Engineer: C. S. Parker

W N E R
Live Oak—1949—KBS-FLA. State

Frequency: 1450 Kc. Power: 250 Watts 
Owned-Operated By: John A. Boling 
Business Address: P. O. Box 655 
Phone Number: 1450 
Air Time: Full Time 
News Service: UP 
General Manager: Norman Protsman 
Program Director: Faith Protsman 
Chief Engineer: C. S. Parker

A P S E L L S

For Stations and Sponsors

For instance . . . WRUF

"I had a hard time persuading Mr. Fred Cone of the Ideal Laundry to use radio. But after he decided on AP newscasts, he had to double the size of his plant within a year."

Major Garland Powell, 
Director, 
WRUF, Gainesville, Fla.
Published figures issued by Southern Bell Telephone Company show that the Miami district leads the South in the number of telephones in use...both New Orleans and Atlanta now trail Miami!

And, for more than 27 years, WIOD has served this fast-growing market well...keeping pace with “big town” demands. Your Hollingbery man will gladly bring you up-to-date on the whys and wherefores in a big way! Give him a ring!

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.
FLORIDA

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: Walker
Comm.: Sls. Prom. Mgr.: Bernard Neary
Publicity Director: Bert Y. Johnson
Chief Engineer: Jack Wilson
Phone Number: MA 2-4127
Air Time: Full Time
Newspaper Affiliation: Perry Newspapers
News Service: AP
Transcription Service: Lang-Worth
President: John H. Perry, Jr.
Commercial Manager: T. S. Carter
Sta. Mgr. Pgm. Dir.: James B. Smith
Publicity Director: Ruth Brumball
Chief Engineer: William P. Callahan

WKAT
MIAMI BEACH—1937—MBS
Owned-Operated By: WKAT, Inc.
Trans.-Address: 1759 Bay Road
Phone Number: 5-5711
News Service: UP
Transcription Service: Standard
Representative: Headley-Reed
President: A. Frank Katzentine
General Manager: John I. Prosser
Commercial Manager: Walter A. Callahan
Program Director: John I. Prosser
Chief Engineer: Arthur Smith
Phone Number: 6181
Air Time: Full Time
News Service: AP, UP
Transcription Service: World, Thesaurus, Associated
Representative: John Blair, Harry Cummings
Membership: NARTB, BAB
Pres., Gen. Mgr.: Harold P. Danforth
Sales Dir.: W. G. McBride
Program Director: Rosalind Boggs
Chief Engineer: J. E. Yarbrough

WMBM
MIAMI BEACH—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: R. W. Rounsaville
Address: c/o WQXI, Atlanta Ga.
Phone Number: 5-5588 (M. B.)
News Service: UP
Representative: Dora-Clayton
Transcription Service: Standard
Sta. Comm. Mgr.: J. E. Vaughn
Program Director: Jack Gibson
Chief Engineer: Charles A. Hartwick, Jr.

WSBB
NEW SMYRNA BEACH—1951
Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: Beach Bcstg. Co.
Address: 760
News Service: UP
Transcription Service: Thesaurus
Program Director: James D. King
Chief Engineer: Roland W. Jordan

WTMC
OCALA—1939—NBC
Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By: Ocala Bcstg. Co. Inc.
Address: 14 S. Magnolia

OUR 29th YEAR

WDBO
Orlando Florida
Serving all of Central Florida

First in Coverage
First in Audience Preference
(1952 Standard Audience Measurement Service and December 1952 Pulse)
Represented by
Nationally..... John Blair & Co.
Southeast..... H. E. Cummings
Jacksonville, Fla.

381
WHOO
ORLANDO—1947—ABC
Frequency: 990 Kc.  Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By:  WHOO, Inc.  Address:  Fort Gatlin Hotel
Phone Number:  9909
Air Time:  4:55 a.m.-1:00 a.m.
News Service:  AP
Transcription Service:  World
Representative:  Avery-Knodel
President:  Edward Lamb
Gen. Sta., Comm. Mgr.:  Carl Hallberg
Program Director:  Don Daniel
Sales Prom. Mgr.:  Tom Sawyer
Publicity Director:  Ruth Bushman
Chief Engineer:  Don Compton

WLOF
ORLANDO—1940—MBS
Frequency: 950 Kc.  Power: 5000 Watts
Owned-Operated By:  Hazelwood, Inc.
Business-Studio Address:  Angebill Hotel
Phone Number:  8163
Air Time:  4:55 a.m.-1:00 a.m.
News Service:  AP
Transcription Service:  Lang-Worth
Representative:  Paul H. Raymer
Membership:  NARTB, BAB
President:  William Joe Sears
General Manager:  John Thorwald
Comm. Prom. Mgr.:  Donn R. Colee
Prom. Mgr., Pub. Dir.:  Jackie Lougher
Program Director:  John Hugh
Chief Engineer:  Dodd Daniel

WORZ
ORLANDO—1946—NBC
Frequency: 740 Kc.  Power: 1000 Watts
Business-Studio Address:  740 N. Orange Ave.
Phone Number:  2-2451
Air Time:  Full Time
News Service:  AP
Transcription Service:  Capitol
Representative:  Weed
Membership:  NARTB, BAB
President:  Naomi Murrell
Gen. Sta. Mgr.:  Eugene D. Hill
Comm, Prom. Dir.:  Winston L. Clark
Program Director:  Charles Hunt
Publicity Director:  Gloria McCarty
Chief Engineer:  W. R. Miller

WWPF
PALATKA—1947—ABC-KBS
Frequency: 800 Kc.  Power: 250 Watts d.
Owned-Operated By:  Palatka Bscg. Co.
Address:  300 River St.
Phone Number:  54555

WWPG
PALM BEACH—1941—ABC
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By:  Palm Beach Bscg. Co.
Business Address:  South Ocean Blvd.
Phone Number:  2-1515
News Service:  AP
Transcription Service:  World
Representative:  L. C. McCall
Program Director:  Johnny Gillis

WDLP
PANAMA CITY—1940—MBS
Frequency: 590 Kc.  Power: 1000 Watts
Owned-Oper. By:  Panama City Bscg. Co., Inc.
Business-Studio Address:  West Beach Dr.
Phone Number:  3-1777
News Service:  AP
Transcription Service:  Lang-Worth
Representative:  Perry Associates
President:  John H. Perry
General Manager:  C. B. Kelly

WPCF
PANAMA CITY—1949—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By:  Bay County Bscg. Co.
Trans-Address:  300 E. 15th St.
Phone Number:  6176-6177
Pres., Gen. Mgr., Prog. Dir.:  E. L. DuKate

WBSR
PENSACOLA—1946—CBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By:  WBSR, Inc.
Business Address:  WBSR Bldg.
Phone Number:  6173
News Service:  AP
Transcription Service:  World
President:  Patt McDonald
V.P., Gen. Mgr.:  Don J. Lynch
Commercial Manager:  Bo Mitchell
Program Director:  Jay Reagan
Chief Engineer:  Glynn Nichols

WC0A
PENSACOLA—1926—NBC
Frequency: 1370 Kc.  Power: 5000 Watts
Owned-Oper. By:  WCOA, Inc.
Business-Studio Address:  118 E. Intendencia St.
Phone Number:  4111
**FLORIDA**

Air Time ........................................ Full Time  
Newspaper Affiliation ....................... News-Journal  
News Service .................................... AP  
Transcription Service ....................... Long-Worth  
Representative .................................. John H. Perry Associates  
President ......................................... John H. Perry, Jr.  
General Manager ............................... J. Holliday Veal  
Commercial Manager ......................... Irving Welch  
Publicity Director ............................ Winnie Smith  
Program Director .............................. Russell Hirsch  
Chief Engineer .................................. Harold Heath  

**WEAR**  
PENSACOLA—1947—MBS-ABC  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Oper By .................................. Gulfport Bstg. Co.  
Address ......................................... 2nd & Hyer St.  
Phone Number ................................... 8-4449  
Air Time ......................................... Full Time  
News Service .................................... AP  
Pres., Gen., Sta. Mgr. ......................... Mel Wheeler  
Program Director .............................. Dick Darby  
Prom., Publ. Dir. ............................... Eugene Sudduth  
Chief Engineer .................................. Jim Smith  

**WPLA**  
PLANT CITY—1949—KBS  
Owned-Operated By ......................... W. A. Smith  
Address ....................................... P. O. Box 1588  
Phone Number .................................. 526  
Air Time ......................................... Sunrise-Sunset  
News Service .................................... UP  
Station Representative ...................... Best  
President ........................................ W. A. Smith  
Gen., Sta., Comm. Mgr. ....................... George Friend  
Program Director ............................. Miss Frankie Blackwelder  
Publicity Director ........................... Joseph J. Wilson  
Chief Engineer .................................. James L. Derrick  

**WCNH**  
QUINCY—1948—MBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By ......................... Quincy Bstg. Corp.  
Business Address .............................. Quincy  
Phone Number .................................. 300  
News Service .................................... UP  
Transcription Service ....................... Thesaurus  
Pres., Gen., Sta. Mgr. ......................... A. B. Letson  
Comm., Prom. Mgr. ............................ Jerry Melvin  
Program Director ............................. Dewey C. Newton  
Chief Engineer .................................. A. B. Letson  

**WFoy**  
ST. AUGUSTINE—1936—CBS  
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Operated By ........................... Fountain of Youth Broadcasting Co.  
Address ....................................... Magnolia Ave.  
Phone Number .................................. 1622  
Air Time ......................................... Full Time  
News Service .................................... UP  
Station Representative ...................... Avery-Knodel  
President ........................................ Mrs. John C. Bell  
Gen., Sta. Mgr. ................................. John E. Bernhard, Jr.  
Program Director .............................. Mrs. Frankie C. Walker  
Publicity Director ............................ Alberta Dillon  
Chief Eng., Farm Editor ..................... Ernest Raistrick  

**WPIN**  
ST. PETERSBURG—1947  
Frequency: 680 Kc.  Power: 1000 Watts  
Owned-Oper. By .................................. Fla. W. Coast Bstgs., Inc.  
Address ......................................... Royal Palm Hotel  
Phone Number .................................. Petersburg 7-0511; Daytime  
News Service .................................... AP  
Station Representative ...................... Indie Sales  
Membership .................................... BAB  
President ........................................ Dr. Charles Farringtton  
Gen., Comm. Mgr. .............................. Arthur Mundorff  
Station Manager ............................... Bob Clayton  
Promotion Manager ............................ Marjorie Blank  
Program Director .............................. James Carley  
Publicity Director ............................ Bill Wright  
Chief Engineer .................................. Manley St. Jean  

**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  
News Service .................................... UP  
Transcription Service ....................... Associated  
Representative .................................. Wood  
Membership ..................................... NARTB  
Gen., Sta. Mgr. ................................. George D. Robinson  
Commercial Manager ......................... Vera New  
Pgm. Dir., Chief Engr. ....................... Louis J. Link  

**WTSP**  
ST. PETERSBURG—1939—MBS  
Frequency: 1380 Kc.  Power: 5000 Watts  
Owned-Operated By ........................... Pinellas Bstg. Co.  
Business-Studio Address ..................... Times Bldg.  
Phone Number .................................. 7-8108  
News Service .................................... UP  
Transcription Service ....................... World Capitol  
Representative .................................. H-R  
Membership ..................................... NARTB, BAB  
President ........................................ Nelson Poynter  
General Manager .............................. F. J. Kelly  
Comm. Mgr. ..................................... L. L. Wildman  
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. Beck

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FLORIDA

Business Address .................................. Box 1541
Phone Number ...................................... 999
Air Time ............................................ Full Time
Representative ...................................... Hil Best
News Service ........................................ UP
Gen., Sta. Mgr. ....................................... Myron A. Reck
Commercial Manager ............................... Roy D. Green
Program Director ................................. J. Marion Harman, Sr.
Chief Engineer ..................................... James S. Williamson, Jr.

WKXY
SARASOTA—1949—KBS
Frequency: 1540 Kc. . . . . . . . . . . . . Power: 1000 Watts d.
Owned-Operated By. . . . . . . . . . . . . . Sarasota Bstq. Co.
Business Address .................................. P. O. Box 2431
Phone Number ...................................... Ringling 66651
Representative ...................................... Hil Best
News Service ........................................ AP
Transcription Service .............................. Lang-Worth, World
General Manager ................................. A. G. Fernandez
Program Director ................................. Howard O. Ermisch
Chief Engineer ..................................... Robert L. Kohlmeier

WSPB
SARASOTA—1939—CBS
Frequency: 1450 Kc. . . . . . . . . . . . . Power: 250 Watts
Owned-Operated By. . . . . . . . . . . . . . WSPB, Inc.
Business Address .................................. City Island
Phone .............................................. 6-8811
Air Time .......................................... 6:30 a.m.-12:05 a.m.
News Service ...................................... UP
Transcription Service .............................. Thesaurus
Representative ...................................... John E. Pearson
Membership ........................................ NARTB, BAB
President .......................................... Robert C. Jones, Jr.
General Manager ................................. John B. Browning
Commercial Manager ............................. J. M. Miller
Program Director ................................. David Hale
Chief Engineer ..................................... James E. Grant

WJCM
SEBRING—1950—MBS-KBS
Frequency: 1340 Kc. . . . . . . . . . . . . Power: 250 Watts
Owned-Operated By. . . . . . . . . . . . . . Clearfield Bstqrs., Inc.
Business Address .................................. P. O. Box 233
Phone Number ...................................... 81811
Representative ...................................... Best
Transcription Service .............................. Lang-Worth
News Service ........................................ UP
President ........................................... W. K. Ulerich
Gen. Mgr. .......................................... William J. Thomas
Sta. Comm. Mgr. ................................. Jonas Termin
Program Dir. ...................................... Al Frank
Chief Engineer ..................................... Robert Goshorn

WTAL
TALLAHASSEE—1936—CBS
Frequency: 1270 Kc. . . . . . . . . . . . . Power: 5000 Watts
Owned-Oper. By . . . . . . . . . . . . . . . John H. Phipps Radio
Stations
Business Address .................................. Cherokee Hotel
Phone Number ...................................... 2-1270
News Service ........................................ AP
Transcription Service .............................. World
Representatives ..................................... Blair, Cummings
President .......................................... John H. Phipps
General Manager ................................. L. Herschel Graves
Program Director ................................. Joe Hosford
Chief Engineer ..................................... W. A. Snowdon, Jr.

WTNT
TALLAHASSEE—1946—ABC
Frequency: 1450 Kc. . . . . . . . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . . . . . . . . . . Tallahassee Appl. Corp.
Business-Studio Address ........................ Duval Hotel
Phone Number ...................................... 2-1450
News Service ........................................ UP
Transcription Service .............................. Associated
Representative ...................................... Thomas F. Clark
President .......................................... Frank W. Pepper
Prom., Publ. Dir. .................................... Lawrence Skipper
Program Dir. ...................................... Ruby S. Meigs
Chief Engineer ..................................... Charles Clifton

WALT
TAMPA—1946
Frequency: 1110 Kc. . . . . . . . . . . . . Power: 1000 Watts d.
Owned-Operated By . . . . . . . . . . . . . . . W. Walter Tison
Address ............................................ 401 W. Tyler St.
Phone ................................................ 2-7921
News Service ........................................ AP
Transcription Service .............................. Langworth
Station Representative .......................... Pearson
Program Dir. ...................................... C. W. Geer
Publicity Director .................................. Bob Martin
Chief Engineer ..................................... J. B. Tison

WDAE
TAMPA—1922—CBS
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
Air Time .......................................... Full Time
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.-Publicity Dir. ............................... Kenneth W. Skelton
Chief Engineer ..................................... William Harr Moore

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WEBK
TAMPA—1950
Owned-Operated By: Hillsboro Bcstg. Co.
Address: 1521 E. Broadway
Phone Number: 4-4177
News Service: INS
Gen. Mgr., Chf. Engr.: Elmo B. Kitts
Program Director: James Willson

WFLA
TAMPA—1925—NBC
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: Tribune Co.
Business Address: P. O. Box 1410
Phone Number: 2-4747
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Thesaurus, Lang-Worth
Representative: John Blair
Membership: NARTB
Pres.-Gen. Mgr.: George W. Harvey
President: John C. Council
Sales Prom. Mgr., Pub. Dir.: Tom Matthews
Prog. Director: Paul M. Jones
Commercial Mgr.: Melvin E. Myer
Chief Engineer: Joseph Mitchell

WHBO
TAMPA—1948
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Sulphur Springs Bcstrs., Inc.
Business Address: 11011 Florida Ave.
Phone Number: 37-386
Air Time: Daytime
News Service: AP
Pres., Gen. Mgr.: Harold A. Dunlap
Sales Prom. Mgr.: Cyrus King

WJNO
WEST PALM BEACH—1936—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WJNO, Inc.
Business-Studio Address: 1500 N. Flagler Dr.
Phone Number: 2-3638
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: NARTB
President: S. K. Russell
Gen.-Sta. Mgr.: H. V. McMillan
Program Director: Vernon Crawford
Chief Engineer: Warren Spencer

Serving the fast-growing Palm Beach County Area for 17 years...

WJNO
"The Voice of the Palm Beaches"
West Palm Beach, Florida

1230 Kc
AFFILIATE OF THE
CBS RADIO NETWORK

National Representative
ROBERT MEEKER ASSOCIATES, INC.
NEW YORK CITY
CHICAGO

385
GEORGIA

Pop. April 1, 1953 (Est.) 3,604,000 — Total Housing Units 982,000
Families April 1, 1953 (Est.) 904,000 — Stations in State 79

WALB
ALBANY—1941—MBS
Frequency: 1580 Kc. . Power: 1000 Watts
Owned-Operated By: Herald Publishing Co.
Address: 138 Pine Ave.
Phone Number: 600
News Service: AP
Transcription Service: World
Representative: Burn-Smith
Membership: NARTB, BAB
President: James H. Gray
General Manager: Tom Stillwagon
Commercial Manager: Mrs. Mildred N. Hule
Program Director: Jack Meyer
Publicity Director: Bill Bowick
Chief Engineer: Ben R. Wills

WGPC
ALBANY—1933—CBS
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By: Albany Bcstg, Co.
Business-Studio Address: New Albany Hotel
Phone Number: 1370
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Associated
Representative: George P. Hollenberg
Membership: NARTB, BAB
President: J. W. Woodruff
Executive Manager: J. W. Woodruff, Jr.
Program Director: Walter H. Flint
Chief Engineer: Redus A. Carlton

WJAZ
ALBANY—1952
Frequency: 1050 Kc. . Power: 250 Watts
Owned-Oper. By: Southeastern Bcstg. System
Address: No. Slappy Dr.
Phone Number: 1670
News Service: UP
President: James S. Rivers
Station Manager: James O' Donald
Chief Engineer: James McGehee

WDEC
AMERICUS—1947—MBS-KBS
Frequency: 1320 Kc. . Power: 250 Watts
Owned-Operated By: The Americus Bcstg, Co.
Business-Studio Address: 109½ Windsor Ave.
Phone Number: 3681-3682
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Doris Clayton
Membership: NARTB
President: W. G. Pearlman
Gen., Sta. Mgr.: Charles C. Smith
Chief Engineer: John Rivard

WGAA
ATHENS—1938—CBS-KBS
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By: J. K. Patrick & Company
Business-Studio Address: Bobbin Mill Road
Phone Number: 1741-2
Newspaper Affiliation: Banner-Herald
Air Time: Full Time
News Service: AP
President: C. A. Rowland, Sr.
Gen., Sta. Mgr.: R. Lewis Doster
Commercial Manager: Burl Womack
Program Dir.: Mary L. Betts
Chief Engineer: Bill Evans

WRFC
ATHENS—1948
Frequency: 960 Kc. . Power: 1000 Watts
Owned-Operated By: Radio Athens, Inc.
Business-Studio Address: 279½ N. Lumpkin St.
Phone Number: 446-7
Air Time: Full Time
News Service: UP
Transcription Service: Associated
Representative: Clayton Agency (Southeast)
Membership: BAB
Comm., Sales Prom. Mgr.: Charles A. McClure
Program Director: Mary Anne Martin
Publicity Director: Ed Thilenius
Chief Engineer: L. D. Drewry

WAGA
ATLANTA—1937—CBS
Frequency: 590 Kc. . Power: 5000 Watts
Owned-Operated By: Storer Bcstg, Co.
Bus.-Studio Address: 1018 W. Peachtree St.
Phone Number: 2500
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Katz
Membership: NARTB, BAB
President: George B. Storer, Sr.
V.P., Managing Director: G. C. Jackson
Commercial Manager: Claude H. Frazier
Promotion Manager: Para Lee Brook
Program Director: Don Naylor
Merchandising Manager: David Mayo
Chief Engineer: Hugh Bondy

WATL
ATLANTA—1931
Frequency: 1380 Kc. . Power: 5000 Watts
Owned-Operated By: Atlanta Bcstg, Co.
Business Address........Henry Grady Bldg.,
Phone Number..................Alpine 1515
Air Time........................Full Time
News Service......................UP
Representative....................Walker
President.........................J. W. Woodruff, Sr.
General Manager...............J. W. Woodruff, Jr.
Sta., Comm., Sis. Prom. Mgr.,
Prog. Dir.........................J. O. Hardin, Jr.
Chief Engineer.................G. C. Livingston, Jr.

WBGE
ATLANTA—1947

Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........General Bestg. Co.
Bus.-Studio Address...Georgian Terrace Hotel
Phone Number...............VERnon 1194
Air Time.........................Full Time
News Service.....................AP
Representative..................Indie Sales
Membership.......................BAB
President.........................Robert N. Pinkerton
Commercial Manager.........Frank A. Browne
Station Manager..............H. S. Langham
Chief Engineer.................Howard J. Parrish

WERD
ATLANTA—1949

Frequency: 860 Kc........Power: 1000 Watts d.
Owned-Operated By.........Radio Atlanta, Inc.
Business-Studio Add...274½ Auburn Ave., NE
Phone Number...............Lamar 0866-7-3
Representative.................Interstate
Membership......................NARTB, BAB
President.........................J. B. Blayton, Sr.
Gen. & Sta. Mgr..............J. B. Blayton, Jr.
Program Dir.....................A. Kenneth Knight
Chief Engineer.................William F. Kennedy

WGST
ATLANTA—1923—MBS-ABC

Frequency: 920 Kc........Power: 5000 Watts d.,
1000 n.
Owned-Operated By........Board of Regents, Univer-
sity System of Ga., behalf Ga. Institute of Technology
Business-Studio Address.....Forsyth Bldg.,
Phone Number...............Walnut 8441
Air Time.........................5:30 a.m.-12:30 a.m.
News Service.....................AP
Representative..................Blair, Ayres (Southeast)

YOU GET ALL 3
ON WGST

MR. ATLANTA
C—assures coverage of the 36 counties in
Atlanta's retail trade zone.
P—means the best in locally produced and
net programs from ABC. Shows geared to the
likes of Atlanta listeners.
M—guarantees top drawer merchandising
support to jobbers, chain and independent re-
tail outlets.

WGST
ABC...ATLANTA
5,000 Wtts. 920 Kc.

National Rep.
JOHN BLAIR
in Southeast
JAMES S. AYERS

387
WSB and WSB-TV provide for advertisers the greatest available coverage in the South. In every survey ever made in Atlanta by any recognized authority these stations have been dominant firsts. In this booming Southland prodigious sales appetites are being satisfied. If you are interested in big portions your effort warrants the strongest advertising support you can obtain.

**wsb | wsb-tv**

The Voice of the South 50,000 Watts, Channel 2

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION
GEORGIA

WAUG
AUGUSTA—1952—KBS
Frequency: 1050 Kc........Power: 250 Watts d.
Owned-Operated by ...Garden City Bcastg. Co.
Address........................Bon Air Hotel
Phone Number..........................3-4441
News Service..............................AP
Representative....................Augusta Sales
Station Manager....................T. L. Morgan
Commercial Mgr....................Gordon Anderson
Chief Engineer....................J. W. Faulkner

WBBQ
AUGUSTA—1946—MBS
Frequency: 1340 Kc........Power: 250 Watts
Owner..............Savannah Valley Bcastg. Co.
Address..................515 Jefferson Davis Avenue
Phone Number........4-5441
Air Time..................Full Time
News Service.....................AP
Representative............Walker
Membership.....................BAB
President....................George G. Weiss
Gen. Sta., Comm. Mgr...John W. Watkins
Sales Prom. Mgr.........John G. Lyon
Program Director........Edward H. Dunbar
Chief Engineer............Marvin Tarpley

WGAC
AUGUSTA—1940—ABC
Frequency: 580 Kc........Power: 500 Watts d.
1000 Watts n.
Owned-Oper. By ...The Twin States Bcastg. Co.
Business-Studio Address..........664 Broad St.
Phone Number..................2-2682
Air Time..................Full Time
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 Hites
Chief Engineer............John Jopling

WJBF
AUGUSTA—1945—NBC
Frequency: 1230 Kc........Power: 250 Watts
Owned-Oper. By ...Georgia-Carolina Bcastg. Co.
Address...............WJBF Bldg.
Phone Number...............4-2421
Air Time..................Full Time
News Service.....................UP
Representative................Hollingbery
Membership.....................NARTB, BAB
Pres., Gen. Mgr............J. B. Fuqua
Station Mgr....................D. M. Kelly, Jr.
Comm., Sales Prom. Mgr.....Steve Manderson
Chief Engineer...............Ernest Swint

WEAS
ATLANTA-DECATUR—1947
Frequency: 1010 Kc........Power: 10,000 Watts d.
Owned-Oper. By .............WEAS, Inc.
Address........................217 W. Ponce de Leon Ave.
Phone Number..............2521
Air Time..................Full Time
News Service.....................INS
Representative..............Forjoe, Stars, Inc.
Membership.....................BAB
President....................W. H. Keller, Jr.
Station Manager.............Warren Roberts
Publicity Director........Imogene Jones
Program Director..............Ned Lukens
Chief Engineer..............Les Gradick

WQXI
ATLANTA—1948—MBS
Frequency: 790 Kc........Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By ..R. W. Roundaville
Business-Studio Address..........Peachtree St.
Phone Number..................Cherokee 2196
Air Time..................Full Time
News Service.....................UP
Transcription Service...........Capitol
Station Representative..........Hollingbery
Membership.....................NARTB
General Manager.............R. W. Roundaville
Station, Comm. Mgr...........Don Mitchell
Program Dir.....................Bob Corley
Chief Engineer................Paul Cram

WSB
ATLANTA—1922—NBC
Frequency: 750 Kc........Power: 50,000 Watts
Owned-Oper. By ............Atlanta Newspapers, Inc.
Business-Studio Address..........10 Forsyth St.
Phone Number...............Elgin 6711
Air Time..................Full Time
News Service.....................AP, UP
Transcription Service..............Associated, Standard
Representative...............Edward Petry
Membership.....................NARTB, BAB
President....................George Biggers, Sr.
General Manager.............John M. Outler, Jr.
Station Manager...............Frank Galtier
Sales Promotion Manager ......Vincent C. Piano
Program Director..............Elmo Ellis
Publicity Director...............Wayne L. Anderson
Chief Engineer................C. F. Daugherty

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...............Charles Orr
WRDW
AUGUSTA—1930—CBS
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By...Radio Augusta, Inc.
Business-Studio Address...Masonic Bldg.
Phone Number.............................2-8805
News Service...............................AP
Transcription Service...............World
Representative.........................Headley-Reed
President...............................Grover C. Maxwell
General Manager.........................W. R. Ringson
Commercial Manager..................M. C. Gregory
Program Director......................Richard Warner
Chief Engineer.........................Rabun F. Bobo

WMGR
BAINBRIDGE—1946—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Decatur Bstg. Co.
Address................Thomasville H'way
Phone Number............................777
Transcription Service...............World
General, Station Manager...Thomas R. Hanssen
Prom., Pub. Manager........Charles W. Dowdy
Program Director.................Joe Hill
Chief Engineer....................Thomas R. Hanssen

WGIG
BRUNSWICK—1949—ABC
Frequency: 1440 Kc. Power: 1,000 Watts
Owned-Operated By...Brunswick Bstg. Corp.
Address..............1514 Union St.
Phone Number.............................2-714
News Service...............................AP
Representative...............McGilvra
General Manager..............Hugh K. Tolllison
Commercial Manager..........John Lane
Program Director...........John Harmon
Publicity Director...........Marvin Massay
Chief Engineer...............Herman Lange

WMOG
BRUNSWICK—I940—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Coastal Bstg. Co., Inc.
Address........................P. O. Box 572
Phone Number............................1500
Transcription Service..........Lang-Worth
President.............................Alma W. King

WGRA
CAIRO—I950—ABC-KBS-GALS
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By...Grady Mitchell Bstg. Co.

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station...WRDW.

The Augusta Market is Growing!
It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:
Population........................................208,200
Bank Deposits..........................$341,821,278
Retail Sales............................137,813,000
Food........................................32,312,000
Gen'l. Mds.................................21,450,000
Automotive..............................25,975,000
Home Furnishings..............7,106,000
Drug........................................3,689,000

Represented by Headley-Reed Co.

WRDW
AUGUSTA, GA.
Covers
GEORGIA'S 2ND MARKET
(Nation's 92nd!)
★ 208,200 population
★ $137,813,000
RETAIL SALES
All Figures From Sales Management May 10, 1952
AP SELLS

For Stations and Sponsors—

For instance . . . WSAV

“The superior coverage we get from The Associated Press on international, national and regional news, together with the efforts of our own staff, has given us unquestioned leadership in the broadcasting of news, and an important source of revenue.

HARBEN DANIEL,
President and General Manager,
WSAV, Savannah, Georgia
ANNIVERSARY

REPRESENTED NATIONALLY BY

GEORGE P. HOLLINGBERY CO.

NEW YORK       HOLLYWOOD       CHICAGO
SAN FRANCISCO   ATLANTA
Station Representative .......... Headley Reed  
Member ....................... NARTB, BAB  
President-General Manager .... Allen M. Woodall  
Sta., Sales Prom. Mgr. .......... Miles H. Ferguson  
Commercial Manager ............ William Massie  
Program, Publicity Director .... Joe Byars  
Chief Engineer ................. Max F. Harper

**WBX**

COLUMBUS—1947—ABC-MBS  
Frequency: 1460 Kc. .......... Power: 1000 Watts  
Business-Studio Address .... 1213½ Broadway  
Phone Number .................. 3-3603  
Newspaper Affiliation ........ Page Papers  
Air Time ....................... Unlimited  
News Service ................... UP  
Transcription Service ........ Lang-Worth, RCA  
Representative ................ Brannham  
Membership ..................... NARTB  
President ...................... A. H. Chapman  
General Manager .............. Walter M. Windsor  
Commercial Manager .......... A. H. Hoack, Jr.  
Program Director ............. W. L. Gramer  
Chief Engineer ............... William R. Atkinson

**WRBL**

COLUMBUS—1928—CBS  
Frequency: 1420 Kc. .......... Power: 5000 Watts  
Business-Studio Address .... 1350 - 13th St.  
Phone Number .................. 2-0601  
Air Time ....................... Full Time  
News Service ................... INS, UP  
Transcription Service ........ Associated  
Representative ................. George P. Hollingbery  
Membership ..................... NARTB, BAB  
Executive Manager .......... J. W. Woodruff, Jr.  
Station Manager .............. G. A. Gingell  
Commercial Manager .......... B. Ed Johnson  
Pro., Pub. Director .......... Ridley Bell  
Chief Engineer ................ J. A. Gamble

**WMJM**

CORDELE—1940—MBS-KBS  
Frequency: 1490 Kc. .......... Power: 250 Watts  
Owned-Oper. By .......... Southeastern Bdcstg. System  
Business-Studio Address .... 20th Ave. & B St.  
Phone Number .................. 666  
News Service ................... UP  
President ...................... James S. Rivers  
General Mgr. ................... William E. Blizzard, Jr.  
Sales Prom. Manager ........ O. Grady Cooper  
Program Dir. ................... Bryant Lane  
Chief Engineer ............... Bruce Smith

**WMOC**

COVINGTON—1946  
Frequency: 1430 Kc. .......... Power: 1000 Watts  
Owned-Operated By .......... The Covington News Inc.  
Business Address .......... Monticello St.  
Phone Number .................. 2275  
Newspaper Affiliation ........ "News"  
News Service ................... UP  
President ...................... Belmont Dennis  
Station Manager .............. Glenn A. Weber  
Commercial Manager .......... Cliff Jenkins  
Program Director ............. Jerry Keane  
Chief Engineer ................ Allen Mills

**WBG**

COLUMBUS—1940—MBS-KEYSTONE  
Frequency: 1230 Kc. .......... Power: 250 Watts  
Business-Studio Address .... 111 South Penty St.  
Phone Number .................. 1180  
Air Time ....................... 6 a.m.-11:15 p.m.  
News Service ................... UP  
Transcription Service ........ Thesaurus  
Membership ..................... NARTB, BAB  
President ...................... H. C. Kenemer  
Gen. Sta. Mgr. ................ William S. Davies  
Commercial Manager .......... Olin H. Kenemer  
Chief Engineer ............... John S. Andrews

**WDWD**

DAWSON—1948—ABC-KBS  
Frequency: 890 Kc. .......... Power: 1000 Watts D.  
Trans.-Bus.-Studio Address .... Farroff Road  
Phone Number .................. 416  
News Service ................... UP  
Representative ................ Indie Sales  
President ...................... Ed Stevens  
General Manager .............. W. C. Woodall, Jr.  
Program Director ............. O. W. Parnacott  
Chief Engineer ............... Joe Stephens

**WGSL**

DECATUR—1949  
Frequency: 970 Kc. .......... Power: 1000 Watts d.  
Business-Studio Address .... 546 N. McDonough St.  
Phone Number .................. 6471  
Newspaper Affiliation ........ "New Era"  
News Service ................... UP  
Transcription Service ........ Standard  
President ...................... Guy W. Rutland, Sr.  
Gen., Sta. Mgr. ................ Sam W. Kane  
Comm. Sales Prom. Mgr. ....... Al Ciraldo  
Chief Engineer ............... Sam Dilliard

**WDM**

DOUGLAS—1947  
Frequency: 860 Kc. .......... Power 1000 Watts D.  
Owned-Operated By .......... WDMG, Inc.  
Business-Studio Address .... 820 E. Ward St.  
Phone Number .................. 564  
Air Time ....................... Sunrise-sunset  
News Service ................... UP  
Transcription Service ........ SESAC  
Representative ................ Dora-Clayton  
Membership ..................... NARTB, BAB
**GEORGIA**

<table>
<thead>
<tr>
<th><strong>General Manager</strong></th>
<th>Jim Honey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Station Manager</strong></td>
<td>Hugh Birdsong</td>
</tr>
<tr>
<td><strong>Commercial Manager</strong></td>
<td>Kenneth Flynn</td>
</tr>
<tr>
<td><strong>Program Director</strong></td>
<td>Connie Hall</td>
</tr>
<tr>
<td><strong>Chief Engineer</strong></td>
<td>Charlie Parish</td>
</tr>
</tbody>
</table>

**WMLT**

**DUBLIN—1945—MBS-GALS-KBS**

- **Frequency:** 1340 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** Dublin Bdcstg. Co.
- **Business Address:** Franklin St.
- **Phone Number:** 871
- **News Service:** AP
- **Transcription Service:** World
- **Representative:** Continental Radio Sales
- **President:** George T. Morris
- **General Manager:** W. Newton Morris
- **Program Director:** W. C. Courson
- **Chief Engineer:** Lawrence L. Henry

**WDUN**

**GAINESVILLE—1949**

- **Frequency:** 1400 Kc.
- **Power:** 250 Watts
- **Business Address:** 217½ S. Main St.
- **Phone Number:** 2341
- **Air Time:** Full Time
- **News Service:** AP
- **Transcription Service:** World
- **Representative:** Indie Sales
- **Membership:** BAB
- **Pres., Gen. Manager:** John W. Jacobs, Jr.
- **Station Manager:** Jay Still
- **Commercial Manager:** Doris Smith
- **Program Director:** Joe Franklin
- **Chief Engineer:** Les Brooks

**WGGA**

**GAINESVILLE—1941—MBS-KBS**

- **Frequency:** 1240 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** Southeastern Bdcstg. Sys., Inc.
- **Address:** 1000 Watts d.
- **Phone Number:** Franklin 1473
- **News Service:** UP
- **President:** James S. Rivers
- **Commercial Manager:** R. V. Rogers
- **Gen. Mgr., Chief Engineer:** Wm. J. Hill, 3rd

**WSGC**

**ELBERTON—1946—MBS-KBS**

- **Frequency:** 1400 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Elberton Bdcstg. Co.
- **Address:** Elberton
- **Manager:** Melvin C. Gorman

**WBHB**

**FITZGERALD—1945—MBS-KBS**

- **Frequency:** 1240 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** Ben Hill Bdcstg. Corp.
- **Address:** 601 Roanoke Dr.
- **Phone Number:** 2077-8
- **Air Time:** 6 a.m.-10:30 p.m.
- **News Service:** AP
- **Transcription Service:** Capitol
- **President:** Otto Oriner
- **Gen., Sta., Comm. Mgr.:** Al H. Evans
- **Prog., Prod., Pub. Dir.:** Armine H. Wood
- **Prog. Dir., Chief Engr.:** Charles E. Player

**WFPM**

**FORT VALLEY—1951—KBS**

- **Frequency:** 1150 Kc.
- **Power:** 1000 Watts d.
- **Owned-Operated By:** Peach Belt Bdcstg. Co.
- **Address:** 1000 Watts d.
- **Phone Number:** 84
- **News Service:** UP
- **Representative:** Indie Sales
- **President:** Ed Stevens

**WKLY**

**HARTWELL—1947**

- **Frequency:** 980 Kc.
- **Power:** 1000 Watts d.
- **Owned-Operated By:** Louie L. Morris
- **Business Address:** Box 189, Hartwell
- **Phone Number:** 71
- **News Service:** UP
- **Transcription Service:** Capitol, World
- **President:** Louie L. Morris
- **Exec. Vice-Pres.:** Max G. Piander
- **Asst. Mgr., Prom. Mgr., Pgm. Dir.:** Joe Wilder
- **Chief Engineer:** Broadus MoLame
**WBGR**
JESSUP—1949—KBS
Frequency: 1370 Kc. . . Power: 1000 Watts d.
Owned-Operated By... Altamaha Bstctg. Co.
Address .......................... P. O. Box 147
Phone Number .................... 2444
Air Time .......................... Sunrise-Sunset
News Service ........................ UP
Transcription Service .......... Capitol
Representative ..................... Dora-Clayton
Pres., General Manager ......... W. G. Thomas
Sta., Comm. Mgr. .................. George Thompson
Prog., Pub. Dir. ................... Dennis N. Brown
Chief Engineer ................... Arthur L. Manning

**WLAG**
LA GRANGE—1941—MBS-KBS
Frequency: 1240 Kc. . . Power: 250 Watts
Owned-Operated By... LaGrange Bstctg, Co.
Business-Studio Address. . . . . . 305-307 Broome St.
Phone Number .................... 3505
Newspaper Affiliation .......... "Daily News"
Air Time .......................... 6 a.m.-M.
News Service ........................ UP
Transcription Service .......... World
Representative ..................... Indie Sales
Membership ........................... NARTB, BAB
President ........................... Roy C. Swank
General-Station-Commercial Manager ........................... Edwin Mullinax
Sales Prom. Mgr. ................... Faye Scarborough
Program Director ................ John Bogess
Publicity Director ................ Tom MacRae
Chief Engineer .................... James McKay

**WBML**
MACON—1940—NBC
Frequency: 1240 Kc. . . Power: 250 Watts
Owned-Operated By... Middle Georgia Bstctg, Co.
Business-Studio Address. . . . . . 230 Second St.
Phone Number .................... 3-5454
Air Time .......................... Full Time
News Service ........................ UP
Transcription Service .......... World
Representative ..................... Headley-Reed
Membership ........................... NARTB, BAB
President ........................... E. G. McKenzie
General Manager ................ E. F. MacLeod
Commercial Manager ................. George W. Patton
Program Director ................ Dick Wiethan
Chief Engineer .................... H. S. Goodrich

**WIBB**
MACON—1948
Frequency: 1280 Kc. . . Power: 1000 Watts d.
Owned-Oper. By... Peach State Bstctg, Co., Inc.
Business-Studio Address. . . . . . Professional Bldg.
Phone Number .................... 2-2505
Air Time .......................... Daytime
News Service ........................ UP
Representative ........................ Walker
Membership ........................... BAB
Commercial Manager ............... Donald C. Frost
Program Director ................ Gordon Price

**WMAS**
MACON—1922—CBS
Frequency: 940 Kc. . . Power: 10,000 Watts
Owned-Oper. By... Southeastern Bstctg, Co.
Address .......................... Bankers Insurance Bldg.
Phone Number .................... 2-7373
Air Time .......................... Full Time
News Service ........................ UP
Transcription Service .......... Lang-Worth
Representative ..................... Kats
Pres., Chief Engineer .............. George P. Rankin
Gen., Sta. Mgr. .................... Willton E. Cobb
Sales Prom., Comm. Mgr. ........ Frank Crowther
Publicity Director ................. Ed Pendleton
Chief Engineer .................... James D. Lawhon

**WNEX**
MACON—1945—MBS-ABC
Frequency: 1400 Kc. . . Power: 250 Watts
Owned-Oper. By... Macon Bstctg, Co.
Business-Studio Address. . . . . . Bibb Bldg.
Phone Number .................... 5-3301
Newspaper Affiliation .......... "Telegraph & News"
Air Time .......................... 5:45 a.m.-12:30 a.m.
News Service ........................ AP
Transcription Service .......... Thesaurus
Representative ..................... Branham
President ........................... Ed Lowe
General-Station Manager ......... Alfred Lowe
Commercial Manager ................. Emory G. Stroberg
Business Manager ................ Emory G. Stroberg
Program Director ................ Mrs. Billie Edwards
Publicity Director ................. Robert R. Savage
Chief Engineer .................... Charles A. Walker

**WFOM**
MARIETTA—1946
Frequency: 1230 Kc. . . Power: 250 Watts
Owned-Oper. By... F. Wilson & A. Jones
Address .......................... P. O. Box 131
Phone Number .................... 8-3396
News Service ........................ UP
General Manager ................... Albert L. Jones
Program Director ................ Alice Bliss
Chief Engineer .................... Chuck Strauss

**WMVG**
MILLEDGEVILLE—1946—MBS-KBS
Frequency: 1450 Kc. . . Power: 250 Watts
Owned-Oper. By... Jere N. Moore
Business-Studio Address. . . . . . P. O. Box 307
Phone Number .................... 250
Newspaper Affiliation .......... "Union Recorder"
Air Time .......................... Full Time
News Service ........................ UP
Transcription Service .......... Capitol
Representative ..................... Irene Griffith
Membership ........................... NARTB
President (Owner) .......... Jere N. Moore
Program Director .......... Josephine Ragdsdale
Chief Engineer .......... Robbie O. Hattaway

WM GA
MOULTRIE—1939—ABC-KBS
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... John F. Picock
Business-Studio Address .......... Tifton Highway
Phone Number .......... 999
Air Time .......... Full Time
News Service .......... AP
Representative .......... McKinney, Ayres
Owner .......... John F. Picock
Station, Comm. Mgr. .......... Roy F. Zess
Program Director .......... Spence Raulerson
Chief Engineer .......... Homer Sloan

W COH
NEWNAN—1947—MBS
Frequency: 1400 Kc. .......... Power: 250 Watts
Business-Studio Address .......... 11 Court Sq.
Phone Number .......... 1400
News Service .......... AP
Transcription Service .......... World
President ......... D. T. Manget
Chief Engineer .......... Walter O. Welch

W LA Q
ROME—1947—ABC
Frequency: 1410 Kc. .......... Power: 1000 Watts
Address .......... 209 Broad St.
Phone Number .......... 7767
Newspaper Affiliation .......... "News Tribune"
News Service .......... AP
Transcription Service .......... World
Membership .......... NARTB
President .......... Mrs. B. H. Mooney, Sr.
Commercial Manager .......... Martha Daniel
Program Director .......... Elizabeth Hardin
Publicity Director .......... William Morris
Chief Engineer .......... Dan Scott

WR GA
ROME—1930—MBS-KBS
Frequency: 1470 Kc. .......... Power: 5000 Watts
Bus-Studio Address .......... 501 Broad St.
Phone Number .......... 22411
Air Time .......... Unlimited
News Service .......... UP
Transcription Service .......... Lang-Worth
Representative .......... Walker
Membership .......... NARTB
Pres. and Gen. Mgr. .......... Mather Payne
Secretary-treasurer .......... Charles Smithgall
Commercial Manager .......... Pinkie Talley

Program Director .......... Jim Jimmo
Chief Engineer .......... R. A. Starr

W ROM
ROME—1946
Frequency: 710 Kc. .......... Power: 1000 Watts d.
Business-Studio Address .......... 121 Broad St.
Phone Number .......... 2-0833
Air Time .......... Sunrise-sunset
News Service .......... AP
Representative .......... Dora-Clayton
President .......... Dean Covington
Gen. Mgr. .......... Edward N. McKay
Program Director .......... Charlie Doss
Chief Engineer .......... Thomas Robertson

W CCP
SAVANNAH—1946—MBS
Frequency: 1450 Kc. .......... Power: 250 Watts
Business-Studio Address .......... P. O. Box 943
Phone Number .......... 2-4182
Air Time .......... Unlimited
News Service .......... UP
Transcription Service .......... Standard
Representative .......... Walker
Membership .......... NARTB
Pres., Gen. Mgr. .......... Carter C. Peterson
Sta., Comm. Mgr. .......... Weldon Herrin
Sales Prom. Mgr. .......... Charles Lipton
Program Director .......... Charles Beresford
Publicity Director .......... Al Jennings
Chief Engineer .......... William Moats

WD AR
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
Air Time .......... Unlimited
News Service .......... AP
Transcription Service .......... World
Representative .......... Pearson
Membership .......... NARTB-BAB
Commercial Manager .......... H. J. Reimers
Program Director .......... James Partain
Chief Engineer .......... Joseph Testo

W FR P
SAVANNAH—1946—ABC
Frequency: 1230 Kc. .......... Power: 250 Watts
Business-Studio Address .......... 219 E. Charlotte St.
Phone Number .......... 3-3642
Air Time .......... 6 a.m.-M.
News Service .......... AP
Representative .......... McKinney-Ayres
Chief Engineer .......... News Dir. .......... James M. Wilder
**W J I V**  
SAVANNAH—1950  
Frequency: 900 Kc...Power: 1000 Watts d.  
Owned-Oper. By...WJIV, Inc.  
Bus. Address...128 W. Taylor St.  
Phone...4-7264  
News Service...AP  
Representative...Forjoe  
President...W. H. Keller, Jr.  
Commercial Manager...Abe Eisenman  
General Manager...J. L. Woods  
Sis. Prom. Mgr...Frank Freeman  
Chief Engineer...Robert Rivers

**WSAV**  
SAVANNAH—1939—NBC  
Frequency: 630 Kc...Power: 5000 Watts  
Owned-Operated By...WSAV, Inc.  
Bus. Studio Address...Liberty Natl. Bank Bldg.  
Phone Number...3-0234  
Air Time...Full Time  
News Service...AP  
Transcription Service...Thesaurus  
Representative...Blair  
Pres., Gen. Sta. Mgr...Harben Daniel  
Comm., Sales Prom. Mgr...Don Jones  
Program Director...Robert Shipley  
Publicity Director...Susan Perry

**WTOC**  
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  
Air Time...Full Time  
News Service...UP  
Transcription Service...Lang-Worth  
Representative...Katz  
Membership...NARTB  
Pres., Gen., Sta. Mgr...William T. Knight, Jr.  
Commercial Manager...Ben Williams  
Sales Promotion Manager...Sally B. Myer  
Program Director...Dwight J. Bruce  
Publicity Director...Ben Quick  
Chief Engineer...Kyle E. Goodman

**WWNS**  
STATESBORO—1946—MBS-KBS  
Frequency: 1480 Kc...Power: 250 Watts  
Owned-Operated By...Statesboro Bstg. System  
P. O. Box 146  
Phone Number...502  
Air Time...Full Time  
News Service...UP  
Transcription Service...World  
Membership...NARTB  
Pres., Gen. Mgr...R. H. Thompson  
Sta., Comm. Mgr...Jim Watson  
Chief Engineer...Ernie Golieb

**WGTA**  
SUMMERVILLE—1950  
Frequency: 950 Kc...Power: 1000 Watts d.  
Owned-Oper. By...Tri-State Bstg. Co.  
Address...Box 213  
Phone Number...295  
News Service...UP  
Transcription Service...Capitol  
President...E. C. Pesterfield  
General Manager...William B. Farrar  
Program Director...Laurence Keown  
Chief Engineer...Charles M. Lowry, Jr.

**WJAT**  
SWAINSBORO—1950  
Frequency: 800 Kc...Power: 1000 Watts d.  
Owned-Oper. By...J & N M Thompson  
Address...P. O. Box 371  
Phone Number...2011  
Transcription Service...Lang-Worth, Capitol  
News Service...UP  
General Manager...Jack A. Thompson  
Sta. Mgr., Chief Engr...John H. (Jack) Wiseley  
Program Director...Sal Beaumont

**WSFT**  
THOMASTON—1947—MBS-KBS  
Frequency: 1220 Kc...Power: 250 Watts d.  
Owned-Oper. By...Thomaston Bstg. Co.  
Business Studio Address...P. O. Box 689  
Phone Number...2187  
Newspaper Affiliation..."Times" and "Free Press"  
Air Time...Daytime  
Transcription Service...World  
News Service...AP  
Membership...BAB  
President...J. B. Hardy  
General Station Manager...S. I. Corswell  
Comm., Sales Prom. Mgr...C. T. Thomas  
Program Director...Bill Hevle  
Chief Engineer...R. D. Wharton

**WKTG**  
THOMASVILLE—1947  
Frequency: 730 Kc...Power: 1000 Watts d.  
 Owned-Oper. By...Southern Bstg. System, Inc.  
Address...Bank of Thomas County Bldg.  
Phone Number...1501  
News Service...AP  
Air Time...Daytime  
Transcription Service...World, Thesaurus  
Representative...Clark, Clayton  
Pres., Gen. Mgr...W. F. Scott, Jr.  
Sta., Comm. Manager...L. T. Porter  
Chief Engineer...Bruce E. Singleton

**WPAX**  
THOMASVILLE—1922  
Frequency: 1240 Kc...Power: 250 Watts  
Owned-Operated By...H. Wimpy  
Business Studio Address...117 Remington Ave.
George

Phone Number ........................................ 909
News Service ......................................... UP
Transcription Service ................................. Capitol
Owner, Gen. Mgr. ..................................... H. Wimpy
Commercial Manager ................................. Al Feldberg
Chief Engineer ........................................ James Poole

WTWA

THOMSON—1947—MBS-KBS
Frequency: 1240 Kc.  Power: 250 Watts
Business Address .................................. 215 Lumpkin St.
Phone Number ....................................... 777
Air Time ............................................ Full Time
News Service ........................................ UP
Transcription Service ............................... World
Membership .......................................... NARTB, BAB
President ............................................. Edgar H. Kobak
Chief Engineer ....................................... Edward W. Williams, Jr.

WWGS

TIFTON—1947—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Address ............................................. Graham Bldg.
Phone Number ....................................... 921
Air Time ............................................. Full Time
News Service ........................................ UP
Transcription Service ............................... Capitol
Representative ....................................... Thomas F. Clark
President ............................................. W. A. Graham
Gen., Comm. Mgr. .................................. James E. Graham
Program Director .................................. Carl Wendell
Chief Engineer ....................................... John Gilmore

WLET

TOCOCOA—1941—MBS
Frequency: 1420 Kc.  Power: 1000 Watts
Owned-Oper. By . R. G. LeTourneau
Address ............................................. 423 Prather Bridge Rd.
Phone Number ....................................... 544
Air Time ............................................. 6 a.m.-Sunset
News Service ........................................ UP
Transcription Service ............................... Thesaurus
Representative ....................................... Thomas F. Clark
Membership .......................................... NARTB
President ............................................. R. G. LeTourneau
Sis. Mgr., Prog. Dir. ................................. Virgil E. Craig
Comm. Sis. Prom. Mgr. ......................... Roy Gaines
Chief Engineer ...................................... C. H. Sutton

WGAF

VALDOSTA—1951—ABC
Frequency: 910 Kc.  Power: 5000 Watts
Address ............................................. 116 W. Hill Ave.
Phone Number ....................................... 910
News Service ........................................ AP
Transcription Service ............................... Thesaurus
Representative ....................................... John E. Pearson
Pres., Gen. Mgr. ..................................... George B. Cook
Publicity Director .................................. Betty McCrane
Chief Engineer ...................................... N. V. Pieler

WGOV

VALDOSTA—1941—MBS
Owned-Oper. By . WGOV, Inc.
Address ............................................. Daniel Ashby Hotel
Phone Number ....................................... 6070
Air Time ............................................. 6 a.m.-12 M.
News Service ........................................ UP
Representative ....................................... W. B. Forje
President ............................................. W. H. Keller, Jr.
General Mgr. ....................................... A. B. Smith
Program Director .................................. Jack Jackson
Sales Prom. Mgr. .................................. Vince Randolph
Chief Engineer ...................................... Lester Q. Hall

WVOP

VIDALIA—1946—MBS-KBS
Frequency: 970 Kc.  Power: 1000 Watts
Address ............................................. Box 391, Mt. Vernon Rd.
Phone Numbers ..................................... 327, 683
Air Time ............................................. Daytime
News Service ........................................ UP
Transcription Service ............................... World, Cole
Membership .......................................... NARTB
Business Manager .................................. Howard C. Gilreath
Prog. Dir., Prom. Mgr. ............................. Robert Smith
Publicity Director .................................. R. E. Ledger
Chief Engineer ...................................... H. L. Dorough

WA CL

WAYCROSS—1951
Frequency: 570 Kc.  Power: 1000 Watts d.
Owned-Oper. By . Teletronics Inc.
Address ............................................. Memorial Drive
Phone Number ....................................... 3068
News Service ........................................ AP
Transcription Service ............................... Lang-Worth
Membership .......................................... BAB
Pres., Gen. Mgr. ..................................... Robert C. Lay
Station Manager ..................................... J. Lamar Goldwire
Commercial Manager ............................... H. L. Dorough
Chief Engineer ...................................... James E. Graham

WAYX

WAYCROSS—1936—MBS-KBS-GALS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By . Jack Williams
Business-Studio Address .......................... 1600 Carswell Ave.
Phone Number ....................................... 965
Newspaper Affiliation .............................. "Journal-Herald"
Air Time ............................................. 6:30 a.m-M.
News Service ........................................ UP
Transcription Service ............................... World, Capitol
Representative ....................................... Hal Holman
Membership .......................................... NARTB
President ............................................. Jack Williams
Sis., Comm. Mgr. ..................................... John T. Tobol
Sales Prom. Mgr. .................................. Tommy Edwards
Chief Engineer ...................................... Curtis Frazier
GEORGIA - IDAHO

WRAL
WEST POINT—1940—ABC-KBS
Frequency: 1480 Kc. Power: 250 Watts
Owned-Oper. By Valley Bcastg. Co., Inc.
Business Address: P. O. Box 310
Phone Number: 2771
Newspaper Affiliation: Valley Daily News
Times News Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Joseph H. McGilvra
Membership: BAB
Pres., Gen. Mgr.: J. C. Henderson
Publicity Director: Dorothy Forester
Sta., Comm. Mgr.: Jim Murphy
Program Director: Aileen Murphy
Chief Engineer: Jay H. Lamb

WIMO
WINDE—1952
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: Winder-Monroe Bcastg.
Phone Number: 4831
News Service: UP
President: W. C. Woodall, Jr.
Gen., Comm. Mgr.: C. H. Grider
Prog. Dir., Prom. Mgr.: R. A. Jones
Chief Engineer: W. R. Powell

IDAHO

PoP. April 1, 1953 (Est.) 617,000 — Total Housing Units 191,000
Families April 1, 1953 (Est.) 174,000 — Stations in State 23

KBLI
BLACKFOOT—1951
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: William I. Palmer
Address: Yellowstone Ave.
Phone Number: 760
Comm., Sta. Manager: Carl Winther
Program Director: Vannie Winther
Chief Engineer: Myron "Mike" May

KDSH
BOISE—1947—CBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Boise Valley Bcastg., Inc.
Business-Studio Address: 311 N. 10th St.
Phone Number: 780
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: BAB
Pres., Gen. Mgr.: H. Westerman Whillock
Local Sales Mgr.: George Ganz Jr.
Chief Engineer: James Johntz Jr.
President: Frank C. Carman
Gen., Sta. Mgr.: Milo J. Petersen
Commercial Manager: Lou Clemens
Program Director: Del Lundbom
Chief Engineer: Le Roy O'Loughlin

KBIO
BOISE—1928—NBC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: KBIO, Inc.
Phone Number: 24611
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: 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 Engineer: Harold W. Toedemeier

KGEM
BOISE—1946—ABC
Frequency: 1140 Kc. Power: 10,000 Watts
Business-Studio Address: 5601 Cassia
Phone Number: 43511
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: George P. Hollingsbery
Membership: NARTB
Sta., Comm. Mgr.: Donald Lockwood
President: Jessica L. Longston
Commercial Manager: George MacDonald
Gen., Sta. Mgr.: K. Clark
Program Director: Roy Lamont
Chief Engineer: Donald Lockwood

395
**KC ID**
**Caldwell—1947**
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Caldwell Bestg. Co.
Business-Studio Address:  P. O. Box 1052
Phone Number:  9-7444
Air Time:  6:30 a.m.-10:30 p.m.
News Service:  UP
Transcription Service:  World
Pres., Comm. Mgr.:  Clair B. Hull
Sta., Gen. Mgr., Prog. Dir.:  F. H. Booton
Chief Engineer:  Richard Lewis

**KVNI**
**Coeur D'Alene—1946—MBS**
Frequency: 1240 Kc.  Power: 250 Watts
Business-Studio Address:  Blackwell Island
Phone Number:  900
Newspaper Affiliation:  The Press
Air Time:  6 a.m.-11 p.m.
Transcription Service:  Capital
President:  Burl C. Hagadone
Pgm., Pub. Dir.:  Bernard V. Merriman
Chief Engineer:  Don Schafer

**KID**
**Idaho Falls—1928—CBS**
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
Air Time:  Unlimited
News Service:  UP
Transcription Service:  Thesaurus
Membership:  NARTB
President:  A. W. Schweider
General-Station Manager:  C. N. Layne
Commercial Manager:  Leonard Wadson
Program Director:  Roy Southwick
Chief Engineer:  Carrol Secrist

**KIFI**
**Idaho Falls—1946—ABC-MBS**
**Intermountain**
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By:  Eastern Idaho Bestg. & Television Co.
Bus-Studio Address:  No. Yellowstone Hiway
Phone Number:  1054
Air Time:  Unlimited
News Service:  AP
Transcription Service:  Standard
Representative:  Avery-Knodel
Membership:  NARTB
Pres., Gen. Mgr.:  J. M. Brady
Station Manager:  John R. Taylor
Program Director:  Hal Simmons
Publicity Director:  Wayne Davis
Chief Engineer:  George Stone

**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:  3-1551
Air Time:  Full Time
News Service:  UP
Transcription Service:  Thesaurus
Representative:  Weed and Company
Membership:  NARTB, BAB
General Manager:  H. E. Studebaker
Station Manager:  Donald Thomas
Commercial Manager:  Thomas Decker
Program Director:  Bill Dodel
Chief Engineer:  Gene Wilson

**KRPL**
**Moscow—1947—KBS**
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By:  Interstate Radio, Inc.
Business Address:  P. O. Box 396
Phone Number:  Moscow 2283
News Service:  AP
Transcription Service:  SESAC
Representative:  Walter Biddick (Pacific Coast)
Membership:  NARTB
President:  Ted R. Farrier
Gen., Sta., Mgr., Pgm. Dir.:  Bert McAllister
Comm., Sales Prom. Mgr.:  J. V. Cooney
Chief Engineer:  Herbert D. Young

**KF XD**
**Nampa—1930—MBS**
**Intermountain**
Frequency: 580 Kc.  Power: 5000 Watts
Owned-Oper. By:  Frank E. Hurt & Son
Business Address:  P. O. Box 891
Phone Number:  6-4611
Air Time:  6 a.m.-11 p.m.
News Service:  AP
Transcription Service:  Capitol
Representative:  Avery-Knodel
President:  Edward P. Hurt
General Manager:  Doyle Cain
Program Director:  Shirl Black
Chief Engineer:  G. M. Rose

**KWAL**
**Osburn—1938—MBS**
Frequency: 620 Kc.  Power: 1000 Watts
Owned-Operated By:  Silver Bestg. Co.
Business-Studio Address:  Osburn
Phone Number:  8-2111
Transcription Service:  World
Representative:  Hal Holman
Membership:  NARTB
President:  Dr. J. R. Binyon
Program Director:  George Shreve
Publicity Director:  Jane Cantrell
Chief Engineer:  G. Turner Dreher
### KJRL
**POCATELLO—1946—CBS**
- Frequency: 1240 Kc.
- Power: 250 Watts
- Owned-Oper. By: Radio & Telev. Corp. of Idaho
- Address: 1140 Yellowstone Ave.
- Phone Number: 1240
- Newspaper Affiliation: Idaho State Journal
- News Service: UP
- Transcription Service: Capitol
- Representative: CBS Radio Spot Sales
- Membership: NAB
- Pres., Gen. Mgr.: Burl C. Hagadone
- Gen., Comm. Mgr.: Louis F. Haller
- Prog., Pub. Dir.: Dick Wright
- Chief Engineer: Julian Dennis
- Gen., Sta. Mgr.: Rulon Dunn
- Commercial Mgr.: M. S. Stocking
- Chief Engineer: D. A. Nash, Jr.

### KRXK
**REXBURG—1951**
- Frequency: 1230 Kc.
- Power: 250 Watts
- Owned-Operated By: Snake River Radio & TV Co., Inc.
- Address: P.O. Box 301
- Phone Number: 700, 701
- News Service: AP
- Transcription Service: Capitol, Thesaurus
- President: Dr. M. F. Rigby
- Gen. Mgr., Chief Engr.: Howard R. Chapman
- Program Director: James G. Clawson

### KSEI
**POCATELLO—1926—NBC**
- Frequency: 930 Kc.
- Power: 5000 Watts
- Owned-Operated By: Radio Service Corp.
- Business-Studio Address: Hotel Whitman
- Phone Number: 4000
- Air Time: 6 a.m.-12M.
- News Service: UP
- Transcription Service: Standard, Lang-Worth, Thesaurus
- Representative: Weed and Co.
- Membership: NARTB, BAB
- Pres.: O. P. Soule
- Gen., Comm. Mgr.: Henry H. Fletcher
- Publicity Dir.: Olive M. Leeney
- Program Director: Ruth A. Fletcher
- Chief Engineer: Ellis W. Call

### KWIK
**POCATELLO—1946—ABC-MBS**
**INTERMOUNTAIN**
- Frequency: 1440 Kc.
- Power: 1000 Watts
- Owned By: Eastern Idaho Bstg. & TV Co.
- Business-Studio Address: Hotel Bannock
- Phone Number: 3400
- News Service: AP
- Transcription Service: World
- Representative: Avery-Knodel
- Membership: NARTB, BAB
- President: James M. Brady
- Gen., Sta. Mgr.: Charles Crabtree
- Commercial Manager: Don W. Burden
- Program Director: Earl Bingham
- Chief Engineer: Delbert Williams

### KSPT
**POCATELLO—1946—KBS**
- Frequency: 1920 Kc.
- Power: 500 Watts
- Owned-Operated By: Voice of The Rockies, Inc.
- Business-Studio Address: Box 192
- Phone Number: 600
- News Service: Associated
- Membership: BAB
- Pres., Gen. Sta. Mgr.: Frank C. McIntyre
- Commercial Mgr.: Juneau H. Shinn
- Program Director: Don Allen
- Chief Engineer: Lloyd James

### KSPD
**SANDPOINT—1949—KBS**
- Frequency: 1400 Kc.
- Power: 250 Watts
- Owned-Operated By: Bauer Bstg. Co.
- Business Address: Dover Rd.
- Phone Number: 555
- News Service: AP
- Transcription Service: Standard
- Pres., Gen. Mgr.: Norman Bauer
- Program Director: Bill Banks
- Chief Engineer: William Frey

### KEEP
**TWIN FALLS—1946—CBS**
- Frequency: 1450 Kc.
- Power: 250 Watts
- Owned-Operated By: Radio Sales Corp.
- Business Address: Blue Lakes Blvd.
- Phone Number: 3002
- Air Time: 6 a.m.-12M.
- News Service: UP
- Membership: BAB
- Pres.: D. Spencer Grow
- Station Manager: Dewain Silvester
- Program Director: Paul Droubay

### KLIX
**TWIN FALLS—1946—MBS-ABC**
- Frequency: 1310 Kc.
- Power: 1000 Watts
- Owned-Operated By: Southern Idaho Bstg. & Television Co.
- Business-Studio Address: Elizabeth Blvd.
- Phone Number: 2820
- Air Time: 4:30 a.m.-1:00 a.m.
- News Service: AP
- Transcription Service: Capitol, MacGregor
- Associated
- Representative: Avery-Knodel
- Membership: NARTB, BAB
- V.P., Gen. Sta. Mgr.: Frank C. McIntyre
- Commercial Mgr.: Juneau H. Shinn
- Program Director: Don Allen
- Chief Engineer: Lloyd James
It's a fact...

Radio reaches and sells more people at far lower cost than any other medium.

It's also a fact...

WGN reaches more homes per week than any other Chicago station*... one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

*BMB... Study No. 2

Chicago 11
Illinois
50,000 Watts
720
On Your Dial
KTFI
TWIN FALLS—1928—NBC
Owned-Operated By: Radio Bcastg. Corp.
Business-Studio Address: 241 Main Ave. W.
Phone Number: 2400
Air Time: 6 a.m.-12M.
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Weed
Membership: NARTB, BAB
President: O. P. Soule
Gen.-Station-Comm. Manager: F. M. Gardner
Sales Prom. Mgr.: K. W. Montgomery
Program Director: Jack Farrar
Chief Engineer: Marvin Hartley

KWEI
WEISER—1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Inland Bcastg. Co.
Business-Studio Address: Box 791
Phone Number: 700
News Service: AP
Transcription Service: Capitol
Membership: BAB
President: M. V. Ling
Commercial Manager: S. B. Hale
Sales Prom. Mgr., Ch. Eng.: Edwin C. Miller
Program Director: Robert Rigler

WOKZ
ALTON—1948—KBS
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By: WOKZ, Inc.
Address: Hotel Stratford
Phone Number: 3-5506
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Station Representative: Sears & Ayer
Membership: BAB
President: Edward A. Wheeler
Prom. Mgr., Publ. Dir.: Allan Riehl
Program Director: Clyde Wiseman
Chief Engineer: C. L. Kennedy

WIBV
BELLEVILLE—1947
Owned-Operated By: Belleville Bcastg. Co.
Bus.-Studio-Transmitter Address: 2100 W. Main
Phone Number: 5000
News Service: AP
Representative: Indie Sales
Membership: BAB
President: John W. Lewis
Chief Engineer: Marvin Mollerig

WJBC
BLOOMINGTON—1924—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Bloomington Bcastg. Corp.
Address: 209 E. Washington
Phone Number: 5281
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus, World
Representative: Rambeau
Membership: NARTB, BAB
President: Loring C. Merwin
General Sta., Manager: Warner C. Tidemann
Commercial Manager: Harry Swift
Program Director: Gus Grebe
News Director: Keith Bright
Chief Engineer: Fred L. Bailey

403
WCFL

LOWEST COST PER THOUSAND
OF ANY 50,000 WATT STATION
IN CHICAGO

FOR DETAILS
CONTACT

PEGGY STONE
Radio-TV Representatives, Inc.
480 Lexington Ave.
New York City

MARTY HOGAN
WCFL
Chicago, Ill.
**WKRO**
CAIRO—1942—MBS
Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By:...Oscar C. Hirsch
Business Address:....Box 311
Phone Number:....1490
Air Time:....Full Time
News Service:....UP
Representative:....John E. Pearson
Membership:....NARTB, BAB
Owner-Chief Engr.:...Oscar C. Hirsch
Gen. Station-Comm. Mgr.:...Merrill C. Currier

**WBYS**
CANTON—1947—KBS
Frequency: 1560 Kc....Power: 250 Watts, d.
Business-Studio Address:...East Lynn Limits
Phone Number:....1877
Air Time:....Sunrise—Sunset
News Service:....AP
Transcription Service:...World
President:....H. R. Winsor

**WCIL**
CARBONDALE—1946
Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By:...Southern Illinois Bestg.
Business-Studio Address:...219 W. Main St.
Phone Number:....167
News Service:....AP
Transcription Service:...Thesaurus
Membership:....NARTB, BAB
Gen., Sta. Mgr., Chf. Engr.:...Paul F. McRoy
Commercial Manager:...Walter Schaefer

**WROY**
CARMI—1948—KEYSTONE
Frequency: 1460 Kc....Power: 1000 Watts
Address:....101 South Walnut Street
Phone Number:...4161
News Service:....UP
Transcription Service:...Lang-Worth, SESAC
Representative:...Sears & Ayer, Inc.
Membership:....NARTB, BAB
President:....Roy Clappinger
General Manager:...R. W. Carter
Commercial Manager:...Jack Wiedemann
Program Director:...William Baker
Chief Engineer:....Gene McLin

**WCAZ**
CARTHAGE—1921
Frequency: 990 Kc....Power: 1000 Watts d.
Business-Studio Address:...502 Wabash Ave.
Phone Number:....520
Air Time:....Daytime
President:....Eola Compton

**WCNT**
CENTRALIA—1946
Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By:...Southern Illinois Broadcasting Corp.
Business-Studio-Transmitter:...Centralia
Phone Number:....5151
News Service:....UP
Transcription Service:...Standard
President:....C. W. Rodgers
Gen., Sta., Comm. Mgr.:...Merle G. Rogers
Program Director:...Ken Scott
Chief Engineer:....Dwight North

**WDWS**
CHAMPAIGN—1937—CBS
Frequency: 1400 Kc....Power: 250 Watts
Owner: The Champaign News Gazette, Inc.
Business Address:...48 Main St.
Phone Number:....6-1855
Air Time:....7 a.m.
News Service:....UP
Transcription Service:...World
Representative:...Robert Meeker & Associates
Membership:....NARTB
President:....Mrs. Helen M. Stevick
General Manager:...J. A. McDermott
Station Manager:...Marc Howard
Chief Engineer:...Robert Schenke

**WAAF**
CHICAGO—1922
Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By:...Corn Belt Pub., Inc.
Business Address:....221 N. LaSalle St.
Phone Number:....Randolph 6-1932
News Service:....UP
Transcription Service:...Standard
Representative:...Burn-Smith Co., Inc.
President:....Ward A. Neff
Vice-President:...W. E. Hutchinson
Sta., Comm., Prom. Mgr.:...Thomas L. Davis
Prog., Publ. Director:...Bill Bauer
Chief Engineer:...Carl W. Ulrich

**WCFL**
CHICAGO—1926—ABC
Frequency: 1900 Kc....Power: 50,000 Watts
Owned-Operated By:...Chicago Federation of Labor
Business-Studio Address:...666 Lake Shore Dr.
Phone Number:....MOhawk 4-2400
Air Time:....Unlimited
News Service:....UP
Transcription Service:...Standard
Representative:...Radio-TV Reps., Inc.
Pres., Gen. Mgr.:...Arthur F. Harre
Commercial Mgr.:...Marty Hogan
Program Director:...Robert A. Platt
Chief Engineer:...Charles E. Willett
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
News Service ... UP
Transcription Service ... Standard
Representative ... Young
President ... Gene T. Dyer
General Manager ... Earl Withrow
Program Director ... Rosemary Pitru
Chief Engineer ... Edward W. Jacker

WBBM
CHICAGO—1923—CBS
Frequency: 780 Kc. ... Power: 50,000 Watts
Owned By ... CBS, Inc.
Operated By ... CBS Radio Division
Address ... 410 N. Michigan Ave.
Phone Number ... Whitehall 4-6000
Air Time ... Full Time
News Service ... AP, UP
Transcription Service ... Associated
Representative ... CBS Radio Spot Sales
President ... Frank Stanton
Vice-Pres., Gen. Mgr. ... H. Leslie Atlass
Asst. Gen. Mgr. ... Kenneth B. Craig
Commercial Manager ... C. G. Johnston
Program Director ... Al Bland
Sales Prom. Mgr. ... C. W. Doebler
Chief Engineer ... J. F. Hovy

WCBD
CHICAGO—1947
Frequency: 820 Kc. ... Power: 5000 Watts
Owned-Oper. By ... Michael J. Mintern
Business Address ... 2714 Enoch Ave., Zion
Phone Number ... 521
Managing Director ... Michael J. Mintern
Commercial Manager ... Carl Q. Lee

WCRW
CHICAGO—1926
Frequency: 1240 Kc. ... Power: 100 Watts
Owned-Operated By ... Clinton R. White
Address ... 2756 Pine Grove Ave.
Phone Number ... Eastgate 7-6660
General Manager ... J. A. White

WEDC
CHICAGO—1926
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... Emil Denemark, Inc.
Address ... 3680 W. Ogden Ave.
Phone Number ... Crawford 7-4100
Air Time ... Full Time
News Service ... UP
President ... Emil Denemark
Gen.-Station-Comm. Mgr. ... Frank J. Kelmour

WENR
CHICAGO—1924—ABC
Frequency: 890 Kc. ... Power: 50,000 Watts
Owned-Operated By ... American Bcstg. Co.
Business-Studio Address ... 20 N. Wacker Dr.
Phone Number ... Andover 3-0800
News Service ... AP, UP
Representative ... ABC Spot Sales
President (ABC) ... Robert E. Kinter
Vice Pres., Gen. Div. ABC ... John H. Norton, Jr.
Station Manager ... Edward Lynch
Promotion Manager ... Jim Duffy
Program Director ... Burr E. Lee
Chief Engineer ... Ed Horstman

WGES
CHICAGO—1924
Frequency: 1390 Kc. ... Power: 5000 Watts
Owned-Operated By ... Radio Station WGES
Business-Studio Address ... 2708 Wash. Blvd.
Phone Number ... Sacramento 2-1700
News Service ... UP
Transcription Service ... Associated
General, Station Manager ... John A. Dyer
Commercial Mgr. ... Elizabeth M. Hinman
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-Operated By ... WGN, Inc.
Bus-Studio Address ... 441 N. Michigan Ave.
Phone Number ... SU 7-0100
Newspaper Affiliation ... The Chicago Tribune
Air Time ... Full Time
News Service ... AP, INS, UP
Transcription Service ... Standard
Representative ... Hollingberry
Membership ... NARTB, BAB
President ... Col. Robert R. McCormick
General Sta. Manager ... Frank P. Schreiber
Commercial Manager ... William A. McGulness
Sales Promotion Manager ... Charles A. Wilson
Program Director ... Bruce Dennis
Publicity Director ... James Hanlon
Dir. of Engineering ... Carl J. Meyers
(See Page 402)

WHFC
CHICAGO—1925
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Operated By ... WHFC, Inc.
Address ... 3350 S. Redze Ave., Chicago 23, Ill.
Phone Numbers ... Cliffside 4-7411.
Townhall 3-6205
Air Time ... Full Time
News Service ... AP
Pres.-Gen. Mgr. ... Richard W. Hoffman
Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station’s advertisers — and that midwest people buy the products they hear about on WLS.

Listener loyalty produces advertising results.

<table>
<thead>
<tr>
<th>Company</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bristol-Myers</td>
<td>9 yrs.</td>
</tr>
<tr>
<td>Ralston-Purina</td>
<td>12 yrs.</td>
</tr>
<tr>
<td>Allied Mills</td>
<td>14 yrs.</td>
</tr>
<tr>
<td>Block Drugs</td>
<td>9 yrs.</td>
</tr>
<tr>
<td>Campbell Cereal Co.</td>
<td>23 yrs.</td>
</tr>
<tr>
<td>Consolidated Products</td>
<td>12 yrs.</td>
</tr>
<tr>
<td>Phillips Petroleum</td>
<td>9 yrs.</td>
</tr>
<tr>
<td>General Foods</td>
<td>9 yrs.</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>7 yrs.</td>
</tr>
<tr>
<td>Pioneer Hibred Co.</td>
<td>16 yrs.</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>8 yrs.</td>
</tr>
<tr>
<td>Oshkosh Overall Co.</td>
<td>16 yrs.</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>16 yrs.</td>
</tr>
<tr>
<td>Carter Medicine Co.</td>
<td>15 yrs.</td>
</tr>
<tr>
<td>Flex-O-Glass</td>
<td>16 yrs.</td>
</tr>
<tr>
<td>Lever Bros.</td>
<td>8 yrs.</td>
</tr>
<tr>
<td>Hulman &amp; Co</td>
<td>13 yrs.</td>
</tr>
<tr>
<td>Little Crow Milling Co.</td>
<td>14 yrs.</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet</td>
<td>10 yrs.</td>
</tr>
<tr>
<td>Vick Chemical Co.</td>
<td>14 yrs.</td>
</tr>
<tr>
<td>Murphy Products Co.</td>
<td>21 yrs.</td>
</tr>
<tr>
<td>Groves Laboratories</td>
<td>16 yrs.</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>10 yrs.</td>
</tr>
<tr>
<td>Keystone Steel &amp; Wire Co.</td>
<td>9 yrs.</td>
</tr>
<tr>
<td>Metropolitan Life Ins.</td>
<td>21 yrs.</td>
</tr>
<tr>
<td>Carter Medicine Co.</td>
<td>8 yrs.</td>
</tr>
<tr>
<td>Flex-O-Glass</td>
<td>13 yrs.</td>
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</tr>
<tr>
<td>Hulman &amp; Co</td>
<td>16 yrs.</td>
</tr>
<tr>
<td>Little Crow Milling Co.</td>
<td>8 yrs.</td>
</tr>
</tbody>
</table>

ABC NETWORK 890 KILOCYCLES

50,000 WATTS CLEAR CHANNEL

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.
ILLINOIS

WIND
CHICAGO—1926

Frequency: 560 Kc. . Power: 5000 Watts
Bus.-Studio Address . 400 N. Michigan Blvd.
Phone Number . Whitehall 4-2170
Transcription Service . Standard
Air Time . Unlimited
News Service . AP, UP
Representative . AM Radio Sales
President, General Manager . Ralph L. Atlass
Commercial Manager . John T. Carey
Program Director . H. Leslie Atlass, Jr.
Sales Promotion Manager . Walter Rubens, Jr.
Publicity Director . Geraldine Hanson
Chief Engineer . Kenneth C. Shirk

WJJD
CHICAGO—1934

Frequency: 1160 Kc. . Power: 50,000 Watts
Owned-Oper. By . Field Enterprises, Inc.
Phone Number . State 2-5468
Air Time . 4 a.m.-sundown
News Service . UP
Transcription Service . Standard, Capitol, Thesaurus, World
Representative . Avery-Knodel
Membership . NARTB, BAB
President . Marshall Field
General, Station Manager . Frederick G. Harm
Program Director . Peter G. Moon
Publicity Director . Dick McNeely
Chief Engineer . Walter F. Myers

WLS
CHICAGO—1924—ABC

Frequency: 890 Kc. . Power: 50,000 Watts
Business Address . 1230 Washington Blvd.
Phone Number . MO 6-9700
Air Time . Mon. thru Fri: 10 hrs., Sat., 19 hrs.
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
Chief Engineer . Thomas Rowe

WMAQ
CHICAGO—1922—NBC

Frequency: 670 Kc. . Power: 50,000 Watts
Business-Studio Address . Merchandise Mart
Phone Number . Superior 7-8300
Air Time . Full Time
News Service . AP, INS, UP
Transcription Service . Thesaurus
Representative . NBC
Membership . NARTB
President . Joseph McConnell
V.P., General Manager . Harry Kopi
Commercial Manager . Rudi Neubauer
Sales Promotion Manager . John Keys
Program Director . Homer Heck
Publicity Director . Chet Campbell
Chief Engineer . Howard Luttgens

WSBC
CHICAGO—1925

Frequency: 1240 Kc. . Power: 250 Watts
Owned-Oper. By . Radio Station WSBC
Business-Studio Address . 2400 W. Madison St.
Phone Number . Monroe 6-9500
News Service . UP
Transcription Service . SESAC
Representative . Forgie
Commercial Manager . Julius Miller

WHOW
CLINTON—1947—LINCOLN

Frequency: 1520 Kc. . Power: 1000 Watts d.
Business Address . 401½ S. Side Sq.
Phone Number . 305
Representative . Holman
President . J. R. Livesay
V.P., Gen., Sta. Mgr. . Rolland O. Looper
Comm., Prom. Manager . James Williams
Prog., Publ. Director . Frank C. Jennings
Chief Engineer . R. O. Looper

WDAN
DANVILLE—1938—CBS

Frequency: 1490 Kc. . Power: 250 Watts
Business Address . 17 W. North St.
Phone Number . 1700
Air Time . Full Time
News Service . UP
Transcription Service . Thesaurus
Representative . Everett-McKinney, Inc.
Membership . NARTB, BAB
Program, Publicity Dir. . Honore E. Ronan
Chief Engineer . T. G. Martin
WDZ
DECATUR—1921
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: WDV Broadcasting Co.
Business-Studio Address: 265 S. Park St
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

WSOY
DECATUR—1925—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Illinois Broadcasting Co.
Address: Rt. 48 at N. Jasper St.
Phone Number: 5371
Air Time: 5:30 a.m.-12:05 p.m.
News Service: AP
Transcription Service: Lang-Worth, Capitol
Representative: Weed
Membership: BAB
President: Frederick W. Schaub
General Manager: Merrill Lindsay
Prom., Comm. Mgr.: Charles F. Bruce
Program Director: Joy C. Gile
Chief Engineer: Allan Doyle

WLKB
DE KALB—1947
Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By: DeKalb Radio Studios, Inc.
Business-Studio Address: 153 N. Third St.
Phone Number: 2677
News Service: AP
Transcription Service: Capitol
President: George Spitz
General Manager: R. C. Brown
Commercial Manager: L. M. Still
Program Director: W. Beauchamp
Chief Engineer: Robert Senne

WTMV
EAST ST. LOUIS—1935
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Air, Inc.
Business-Studio Address: 5th & Broadway
Phone Number: 4-4390
News Service: UP
Transcription Service: SESAC
Representative: Sears & Ayer
General Manager: Frank J. Prendergast
Asst. Manager: Elmer Willrich
Program Director: Don Stengel
Chief Engineer: Erle E. White

WCRA
EFFINGHAM—1947
Owned-Operated By: Effingham Broadcasting Co.
Business-Studio Address: 110 N. Banker St.
Phone Number: 1090
Air Time: Daytime
News Service: UP
Transcription Service: Capitol
Membership: NARTB
President: Joseph E. McNaughton
General Manager: Jack Armel
Chief Engineer: G. S. Kregos

WRMN
ELGIN—1949
Frequency: 1410 Kc. Power: 500 Watts
Owned-Oper. By: The Elgin Broadcasting Co.
Address: Fox Hotel
Phone Number: 7700-1
News Service: UP
Transcription Service: Lang-Worth
Representative: Joseph Hershey Mc Gillvra
President: Joseph E. McNaughton
Gen., Sta., Comm. Mgr.: Dick Sutter
Prog. Dir., Chf. Engr.: George J. Merker

WNMP
Evanston—1946
Owned-Operated By: Evanston Broadcasting Co.
Business-Studio Transmitter: 2201 Oakton St.
Phone Number: Greenleaf 5-1590
Air Time: 6:30 p.m.-12:05 a.m.
News Service: INS
Transcription Service: Capitol, Standard
Membership: NARTB, BAB
President: Fred S. Newton
Gen., Sta., Comm. Mgr.: Angus D. Pfaff
Production Director: Lee P. Mehlig
Chief Engineer: Albert Griffin

WFRL
Freeport—1947
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Freeport Broadcasting Co., Inc.
Business-Studio Address: 9 N. Chicago Ave.
Phone Number: State 436
News Service: AP
Representative: Sears & Ayer
Pres., Gen. Mgr., Ch. Engr.: Vincent S. Barker
Commercial Manager: Dave Taylor
Program Director: Ralph Reynolds

WGIL
GALESBURG—1938
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Galesburg Broadcasting Co., Inc.
Business Address: 312 Hill Arcade
Phone Number: 4626
Newspaper Affiliation: "Daily Register Mail"
**ILLINOIS**

**W J O L**

**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: Thesaurus  
Representative: Holman  
Membership: BAB  
President: Joseph J. Garvey  
Promotion Manager: Marion Warner  
Program Director: Eileen Caron  
Chief Engineer: Lester DeCosta

**W K A N**

**KANKAKEE—1947**

Frequency: 1320 Kc.  
Power: 1000 Watts  
Business-Studio Address: 183 N. Schuyler Ave.  
Phone Number: 3-6633  
Air Time: Daytime  
News Service: AP  
Transcription Service: World  
Representative: Holman  
Membership: NARTB  
President: Leslie C. Small  
General Manager: Burrel Small  
Station Manager: Bruce Brown  
Commercial Manager: Robert Hawkins  
Program Director: Orren Allain  
Chief Engineer: Richard Eckels

**W K E I**

**KEWANEE—1952**

Frequency: 1450 Kc.  
Power: 100 Watts  
Owned-Oper. By: Kewanee Daily Journal Co.  
Business-Studio Address: 1000 N. Broadway  
Phone Number: 207 Baker Bldg.  
Number: 4471  
News Service: AP  
Transcription Service: World  
Representative: Holman  
Membership: NARTB  
President: Leslie C. Small  
General Manager: Burrel Small  
Station Manager: Bruce Brown  
Commercial Manager: Robert Hawkins  
Program Director: Orren Allain  
Chief Engineer: Richard Eckels

**W T A Q**

**LA GRANGE—1950**

Frequency: 1300 Kc.  
Power: 500 Watts  
Address: 408  
Phone Number: 928-W  
Air Time: Daytime  
Gen., Sta. Mgr., Chief Engr.: Russ Salters  
Commercial Manager: Ralph Faucher

**W L P O**

**LA SALLE—1947**

Frequency: 1220 Kc.  
Power: 250 Watts  
Owned-Oper. By: La Salle County Bstg. Co.
ILLINOIS

WPRC
LINCOLN—1947—KBS
Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By . Prairie Radio Corp.
Address . P. O. Box 37
Phone Number . 1370
News Service . AP
Transcription Service . Lang-Worth
Representative . Rembeau
Membership . NARTB
Commercial Manager . Saunders Devine
Sales Prom. Mgr. . Earle Layman
Program Director . William H. Brady
Publicity Director . J. Evans Crowell
Chief Engineer . Donald Thompson

WSMI
LITCHFIELD—1950—KBS
Frequency: 1540 Kc. Power: 1000 Watts d.
Address . Box 72
Phone Number . 100
News Service . AP
Air Time . Daytime
Membership . BAB
Pres., Gen. Mgr. . Hayward L. Talley
Chief Engineer . Ralph T. Day, Jr.

WKAI
MACOMB—1947
Frequency: 1510 Kc. Power: 250 Watts d.
Business-Studio Address . 113 E. Carroll St.
Phone Number . 1350
Air Time . Daytime
News Service . UP
Transcription Service . Lang-Worth
Membership . NARTB
Pres., Gen. Mgr. . Wm. E. Schons
Sta., Comm. Mgr. . Gene Larsen
Sales Prom. Mgr. . Wayne Kennedy
Program Director . Marvin Schulz
Chief Engineer . Victor Anderson

WGBH
MARION—1949
Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Operated By . George W. Dodds
Business Address . P. O. Box 228
Phone Number . 824
News Service . AP
Transcription Service . Associated
Representative . Sears & Ayer
Membership . BAB
Pres., Gen. Manager . George W. Dodds
Commercial Manager . Raymond L. Hatley
Prog. Dir., Sta. Mgr. . James W. Duncan
Chief Engineer . Orville D. Jackson

WLBH
MATTOON—1946
Bus.-Studio Address . 17th & Broadway Ave.
Phone Number . 6464
Air Time . Local sunrise-local sunset
News Service . AP
Transcription Service . Standard
Representative . Holman
Membership . NARTB, BAB
President, Gen.-Station Mgr. . J. R. Livesay
Commercial Manager . Ken Woodell
Sales Promotion Manager . D. W. Bower
Program Director . Robert Gwess
Chief Engineer . Ray Livesay

WMOK
METROPOLIS—1951—KBS
Frequency: 920 Kc. Power: 500 Watts d.
Address . P. O. Box 721
Phone Numbers . 2106
Transcription Service . Thesaurus
News Service . UP
Representative . Indie Sales, Inc.
Membership . NARTB, BAB
Program Director . J. R. Wetherington
Chief Engineer . Carlos Steel

WQUA
MOLINE—1946—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By . Quad-City Bcast. Corporation
Address . Radio Center
Phone Number . 4-6727
Air Time . Full Time
News Service . AP
Transcription Service . Capitol
Representative . Geo. P. Hollingberry Co.
President . Dalton A. LeMasurier
Gen., Comm. Mgr. . G. LaVerne Flambo
Promotion Manager . Louise Murphy
Program Director . Benne Alter
Chief Engineer . Harold Highy
ILLINOIS

WVMC
MOUNT CARMEL—1948—KBS
Owned-Oper. By: J. R. Brewer & S. P. Bellinger
Address: P. O. Box 184
Phone Number: 1360
Air Time: Daytime
News Service: UP
Co-owner: James R. Brewer
Co-owner & Gen. Mgr.: Stephen P. Bellinger
Asst. Manager: Vernon Nunn
Program Director: Gil Wallace
Chief Engineer: Eugene D. Garrett

WMIX
MT. VERNON—1946
Frequency: 940 Kc. Power: 1000 Watts d.
Address: 121 1/2 N. 9th St.
Phone Number: 3500
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson Co.
President: John Russell Mitchell
General, Commercial Manager: James E. Muse
Program Director: Willard J. Purser
Sales Promotion Manager: Claude E. Schoen
Chief Engineer: Alva Hulbert

WOPA
OAK PARK—1950
Frequency: 1490 Kc. Power: 250 Watts
Address: 408 S. Oak Park Ave.
Phone Number: 8-5760
Transmission Service: Associated
News Service: UP
President: William L. Klein
General Manager: Egmont Sonderling
Program Director: Martin Bouhan
Chief Engineer: Sidney Schneider

WVLN
OLNEY—1947—KBS
Owned-Operated By: Olney Bestg. Co.
Business-Studio Address: Olney
Phone Number: 395
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative: Hal Holman
Pres., Gen., Sta. Mgr.: Marshall H. Poole
Prom. Mgr., Prog. Dir.: Bert DeBarr
Chief Engineer: Paul Hartsey

WCMY
OTTAWA—1952
Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By: Carl H. Meyer
Address: P. O. Box 687
Phone Number: 551
News Service: UP
Transcription Service: SESAC
Representative: Sears & Ayer
Pres., Gen. Mgr.: Carl H. Meyer

WPRS
PARIS—1951
Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Operated By: Paris Bestg. Corp.
Address: 2 Mi. W. Paris on State Rd. 133
News Service: AP
Transcription Service: Capitol
Membership: NARTB
Program Director: George Udry
Chief Engineer: William Hunt

WSIV
PEKIN—1945—MBN
Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Operated By: Pekin Bestg. Co., Inc.
Business-Studio Address: 15 S. Capitol St.
Phone Numbers: 3400-01
Air Time: Daytime
News Service: AP
Representative: Hal Holman
Membership: NARTB, BAB
Pres., Gen. Mgr.: W. Kenneth Patterson
Commercial Manager: James T. Butler
Publicity Director: George Udry
Program Director: Robert R. Snow
Chief Engineer: W. K. Patterson

WEEK
PEORIA—1946—NBC
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: West Central Bestg. Co.
Address: Commercial Natl. Bank Bldg.
Phone Number: 3-3698
Air Time: 8 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NARTB, BAB
President: Sen. Robert S. Kerr
Gen. Mgr.: Fred C. Mueller
Program Director: Robert Fransen
Publicity Director: F. R. Oakley
Chief Engineer: Wayne Lovely

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**ILLINOIS**

**WIRL**  
**PEORIA—1948—ABC—MBS**

Frequency: 1290 Kc.  Power: 5000 Watts  
Business-Studio Address: 115 N. Jefferson Ave.  
Phone Number: 4-9239  
Air Time: Full Time  
News Service: UP  
Transcription Service: Associated  
Representative: Maurice T. NARTB  
President: Timothy W. Swain  
General, Station Manager: Tom Gavin  
Commercial Manager: Joe Faulkner  
Prom., Publ. Dir.: Lloyd Harvey  
Prog. Dir.: Paul C. Brines  
Chief Engineer: Rudolph Luukinen  

**WGEM**  
**QUINCY—1948—ABC**

Frequency: 1440 Kc.  Power: 1000 Watts  
Owned-Operated By: Quincy Bctsg. Co.  
Business-Studio Address: Hotel Quincy  
Phone Number: 6840  
Air Time: Full Time  
News Service: UP  
Transcription Service: World  
Representative: Walter Membership  
President: T. C. Oakley  
General Manager: Joseph S. Bonansinga  
Program Dir.: Paul McClelland  
Chief Engineer: Edmund Derhake  

**WMBD**  
**PEORIA—1927—CBS**

Frequency: 1470 Kc.  Power 5000 Watts  
Owned-Operated By: Peoria Bctsg. Co.  
Address: 212 South Jefferson Street  
Phone Number: 6-0711  
Air Time: Full Time  
News Service: AP, UP  
Transcription Service: Thesaurus  
Representatives: Free & Peters  
Membership: NARTB, BAB  
Pres., Gen. Mgr.: Charles C. Caley  
Commercial Manager: Harold V. Phillips  
Program Director: Marvin H. Hull  
Chief Engineer: A. James Ebel  

**WPEO**  
**PEORIA—1950**

Frequency: 1020 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: WPEO, Inc.  
Address: 225 Main St.  
News Service: UP  
Membership: NARTB, BAB  
President: William Ware  
Prog., Pub. Dir.: Gordon Joyner  
Chief Engineer: Virgil Taylor  

**WTVH**  
**PEORIA—1952**

Frequency: 1590 Kc.  Power: 1000 Watts  
Owned-Operated By: Hilltop Bctsg. Co.  
Address: 410 Fayette St.  
Phone Number: 6-8771  
Air Time: Full Time  
News Service: INS  
Transcription Service: Cole  
Representative: Sears & Feyer  
Pres., Gen. Mgr.: Hugh R. Norman  
Sta., Comm. Mgr.: O. H. Duewall  
Sales Prom. Mgr.: Dorris Duewall  
Prog. Publ. Dir.: George B. Norman  
Chief Engineer: Walter F. Kean  

**WTAD**  
**QUINCY—1926—CBS**

Owned-Operated By: Lee Bctsg., Inc.  
Business-Studio Address: W.C.U. Bldg.  
Phone Number: 6200  
Air Time: Full Time  
News Service: AP, UP  
Representative: Weed & Co.  
Membership: NARTB, BAB  
President: Lee P. Loomis  
General Manager: Walter Rothchild  
Commercial Manager: Lloyd Loers  
Sales Prom. Mgr.: John Phillips  
Program Dir.: Merritt Milligan  
Chief Engineer: Uriel Whitman  

**WROK**  
**ROCKFORD—1929—ABC**

Owned-Operated By: Winnebago Newspapers, Inc.  
Bus-Studio Address: Rockford Newsstower  
Phone Number: 2-6621  
Air Time: Full Time  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Headley-Reed  
President: E. K. Todd  
General Manager: Walter M. Koessler  
Commercial Manager: John J. Dixon  
Publicity Dir.: Betty L. Thro  
Program Director: Maurice P. Owens  
Chief Engineer: Morey Nelson
THESE FACTUAL DATA* WILL HELP YOU BUY
THE QUAD-CITY MARKET

<table>
<thead>
<tr>
<th>Position</th>
<th>Ranking</th>
<th>Category</th>
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<tbody>
<tr>
<td>82ND</td>
<td>IN</td>
<td>POPULATION</td>
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<tr>
<td>74TH</td>
<td>IN</td>
<td>RETAIL SALES</td>
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<tr>
<td>67TH</td>
<td>IN</td>
<td>BUYING POWER</td>
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<tr>
<td>11TH</td>
<td>IN</td>
<td>EFFECTIVE BUYING INCOME per CAPITA</td>
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</tbody>
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* Copyright 1932. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

WHBF
ROCK ISLAND—1925—ABC
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Rock Island Bcastg. Co.
Business-Studio Address: 321 18th St.
Phone Number: 6-5441
Air Time: Full Time
News Service: UP
Transcription Service: Standard, World
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Ben H. Potter
Gen. Sta. Mgr.: Leslie C. Johnson
Comm., Prom. Mgr.: Maurice Corken
Program Director: Forest W. Cooke
Publicity Director: Fern R. Hawks
Chief Engineer: Robert J. Sinnett

WMAY
SPRINGFIELD—1950—NBC
Address: 711 Myers Bldg.
Phone Number: 6963
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
Representative: John E. Pearson
Membership: NARTB
Program Director: Syl Binkin
Prom., Publ. Dir.: Mel Kempe
Chief Engineer: Melvin Feldman

A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas on a recognized reliable basis —Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio and Television.

Quad-Cities favorite
WHBF
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.
ILLINOIS

WTAX
SPRINGFIELD—1930—CBS
Frequency: 1240 Kc. ...... Power: 250 Watts
Owned-Operated By ...... WTAX, Inc.
Address .................. Route 66 & E. Cook St.
Phone Number .................. 2-4441
Air Time .................. Full Time
News Service .................. AP
Transcription Service ....... Lang-Worth
Membership .................. WTAX, BAB
Pres., Gen. Mgr. ............ Oliver J. Keller
Commercial Manager ...... O. J. Keller, Jr.
Sales Promotion Manager ... Bill Miller
F-ogram Director .......... John W. Midgely
Chief Engineer .............. E. C. Swaringen

WKRS
WAUKEGAN—1949
Frequency: 1220 Kc. ...... Power: 1000 Watts d.
Business Address ............. P. O. Box 500
Phone Number .................. Delta 6-7900
News Service .................. AP
Transcription Service ....... Thesaurus, Standard
Representative .............. McGillvra
President .................... Frank H. Just
Gen., Comm. Mgr. ........... Joseph B. Kirby
Sales Prom. Mgr. ............ Charles E. Wilson
Chief Engineer .............. Stanley G. Chadwick

WSDR
STERLING—1949
Frequency: 1240 Kc. ...... Power 100 Watts
Address .................. 218 1st Ave.
Phone Number .................. Main 3400
News Service .................. UP
Transcription Service ....... Capitol, Lang-Worth
Membership .................. NARTB
Pres., Gen. Mgr. ............ Sam Bartlett
Comm. Mgr. ................. Lillian Bartlett
Program Director .......... John Rohwer
Chief Engineer .............. Ed Fisher

WTIM
TAYLORVILLE—1951
Frequency: 1410 Kc. ...... Power: 1000 Watts d.
Owned-Operated By ...... Moyer Bcstg. Co.
Phone Number .................. 1410
Transcription Service ....... Standard, Thesaurus
Representative .............. Sears & Ayer
Co-Owners ...... Russell Armentrout, Roger Moyer
Gen., Prom., Comm. Mgr. ... Keith Moyer
Program Director .......... James C. Hilderbrand
Chief Engineer .............. Tom Mathis

WKID
URBANA—1948
Frequency: 1580 Kc. ...... Power 250 Watts d
Owned-Operated By ...... Sterling Bcstg. Co.
Address .................. P. O. Box 192
Phone Number .................. 75431
Air Time .................. Daytime
News Service .................. UP
Representative .............. Joseph Hershey Malgilvra
Ptnr., Comm., Prom. Mgr. ... R. E. J. Snyder
Ptnr., Prog. Publ. Dir., Chf. Engr. ... G. W. Phillippe

WHY IS AP THE BEST?
BECAUSE—AP is faster,
more complete,
more accurate
than any other
news service.
WCBC
ANDERSON—1947
Frequency: 1470 Kc. . . Power: 1000 Watts d.
Owned-Operated By . . . Civic Bdstg Corp.
Address . . . . . 204 Tower Bldg.
Phone Number . . . . . 3-5321
News Service . . . . . AP
Transcription Service . . . World, M. M. Cole
Membership . . . . . NARTB
President . . . . . Paul E. Billheimer
Sta., Comm. Mgr. . . Mel H. Krehbiel
Program Director . . . Cedric Harger
Chief Engineer . . . . . Curtis Gordon

WHBU
ANDERSON—1923—CBS-ABC
Frequency: 1240 Kc . . . Power: 250 Watts
Business-Studio . . . . . 640 Citizens Bank Bldg.
Phone Number . . . . . 7791
Air Time . . . . . Full Time
News Service . . . . . AP
Transcription Service . . . NBC Thesaurus
Representative . . . . . Bolling Co.
Membership . . . . . NARTB
President . . . . . C. Bruce McConnell
General Manager . . . . John R. Atkinson

WBIW
BEDFORD—1948—MBS
Frequency: 1340 Kc . . . Power: 250 Watts
Owned-Operated By . . . Radio Bedford, Inc.
Address . . . . . Radio Farm, P. O. Box 169
Phone Number . . . . . 4421-4422
Air Time . . . . . Full Time
News Service . . . . . AP
Transcription Service . . . Long-Worth
Representative . . . . . W. S. Grant
Sta., Comm. Mgr. . . Louis E. Gaines
Program Director . . . Claude Parsons
Chief Engineer . . . . . Carl J. Finger

WTTS
BLOOMINGTON—1949—ABC
Frequency: 1370 Kc . . . Power 5000 Watts d.
500 Watts n.
Owned-Oper. By . . . . . Sarkes Tarzian, Inc.
Business-Studio Address . . . 537 S. Walnut St.
Phone Number . . . . . 2-3366
Air Time . . . . . Full Time
News Service . . . . . AP
Transcription Service . . . World
Representative . . . . . Robert Meeker Associates
Membership . . . . . NARTB, BAB
President . . . . . Sarkes Tarzian

General Mgr . . . . Glenn Van Horn
Comm., Sales Prom. Mgr . . . Ray Bartlett
Program Director . . . George Fleetwood
Chief Engineer . . . . . Gerald Dyer

WBNL
BOONVILLE—1950—KBS
Frequency: 1540 Kc . . . Power: 250 Watts d.
Address . . . . . Lynville Rd.
Phone Number . . . . . 980
News Service . . . . . AP
Transcription Service . . . Cole
Co-O., Gen., Comm. Mgr. . . Dr. Hall

WC SI
COLUMBUS—1950
Frequency: 1010 Kc . . . Power: 250 Watts d.
Owned-Oper. By . . . Syndicate Theatres, Inc.
Address . . . . . 427 3rd St.
Phone Number . . . . . 3397
News Service . . . . . Associated, Thesaurus
News Service . . . . . AP
President . . . . . Joseph Fineman
General Manager . . . . Dick Jewell
Program Director . . . . Ernie Korns
Publicity Director . . . . Bob Doll
Chief Engineer . . . . . Phil Hurlbut

WCNB
CONNERSVILLE—1948
Frequency: 1580 Kc . . . Power: 250 Watts d.
Business-Studio Address . . . 406 Central Ave.
Phone Number . . . . . 250
News Service . . . . . AP
Transcription Service . . . Associated, Thesaurus
Representative . . . . . Billheimer & Perna
Secretary . . . . . C. S. Tatman
General Manager . . . . E. M. Jackson
Program Director . . . . Ralph T. Underwood
Chief Engineer . . . . . James C. Wulliman

WTRC
ELKHART—1931—NBC
Frequency: 1340 Kc . . . Power: 250 Watts
Owner-Oper. By . . . Truth Publishing Corp.
Business-Studio Address . . . 116 S. Second St.
Phone Number . . . . . 3-1960
News Service . . . . . UP
Representative . . . . John E. Pearson Co.
Membership . . . . . NARTB
Gen., Sta. Mgr. .............. Donald McFall
Commercial Mgr. ............ Don Freed
Program Director .......... Jerry Maloney
Chief Engineer .......... Lester Zellmer

**WEOA**

**EVANSVILLE—1936—CBS**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .......... WFBM, Inc.
Business-Studio Address ...... 24 N.W. 3rd St.
Phone Number ................... 4-9215
Air Time ......................... Full Time
News Service .................... AP
Transcription Service .......... Long-Worth
Representative ................... Katz
President ...................... Harry M. Bitner, Jr.
General-Station-Commercial Mgr. Don Menke
Sales Prom. Mgr., Prog. Pub. Dir. Wm. R. Full
Chief Engineer .......... William Schultz

**WGBF**

**EVANSVILLE—1923—NBC**

Frequency: 1280 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By .......... On The Air, Inc.
Business-Studio Ad. ......... 1001 Diamond Ave.
Phone Number ................... 21171
Representative ................. Weed & Co.
Air Time ......................... Full Time
News Service .................... UP Membership ....................... NARTB
President ...................... Alvin Q. Eades
General, Station Manager .... Martin L. Leich
Sales Prom. Manager .......... Guy R. Crecelius
Publicity Director .......... Del Greenwood
Program Director .......... Mrs. Pat Roper
Chief Engineer .......... Erwin P. Schoeny

**WIKY**

**EVANSVILLE—1947**

Address ....................... P. O. Box 148
Phone Number ................... 4-8284
Air Time ......................... Daytime
News Service .................... AP
Transcription Service .......... Thesaurus, Capitoil
Representative ................. John E. Pearson Co.
Pres., Gen.-Sta. Mgr. ...... John A. Engelbrecht
Chief Engineer .......... George F. Stolts

**WJPS**

**EVANSVILLE—1948—ABC**

Frequency: 1330 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By .......... WJPS, Inc.
Business-Studio Address ...... 206 Main St.
Phone Number ................... 5-2221
Air Time ......................... Unlimited
News Service .................... AP
Transcription Service .......... Standard, World
Representative ................. George P. Hollingbery
President ...................... Robert S. Davis
Gen., Sta. Mgr. .......... Robert J. McIntosh
Commercial Manager .......... Jack McLean
Program Director .......... Verne Paul
Chief Engineer .......... James Jared

**WANE**

**FT. WAYNE—1948—CBS**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Radio Fort Wayne, Inc.
Address ....................... Fort Wayne Nat'l Bank Bldg.
Phone Number ................... Anthony 8212
Air Time ......................... Full Time
News Service .................... AP
Transcription Service .......... Standard
Representative ................... Boiling
President ...................... C. Bruce McConnell
General Manager .......... Robert McConnell
Station Manager .......... Charles E. Kennedy
Local Commercial Manager ..... Merlin Smith
Program Director .......... Robert Hill
Chief Engineer .......... William Wallace Warren

**WGL**

**FT. WAYNE—1924—ABC**

Frequency: 1250 Kc. Power: 1000 Watts
Business-Studio Address ...... 201 W. Jefferson St.
Phone Number ................... Eastbrook 3366
Air Time ......................... Full Time
Newspaper Affiliation .......... News-Sentinel
News Service .................... UP
Transcription Service .......... Langworth
Representative ................. Headley-Reed
President ...................... Helen R. Foellinger
General Manager .......... Pierre Boucheron
Commercial Mgr. .......... Merrill C. Johnson
Program Director .......... Norman Widenhofer
Chief Engineer .......... Don Holzapfel

**WKJG**

**FT. WAYNE—1947—MBS**

Frequency: 1380 Kc. Power: 5000 Watts
Owner .......... Northeastern Indiana Bcstg. Co., Inc.
Phone Number ................... Anthony 2285
News Service .................... AP
Transcription Service .......... World
Representative ................. Raymer
President ...................... Clarence L. Schuett
General Manager .......... Edward G. Thom
Asst. to Mgr. .......... Hilliard Gates
Commercial Manager .......... Carl B. Evans
Program Dir. .......... Calo O. Mahlock

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WOWO
FT. WAYNE—1925—NBC
Frequency: 1190 Kc. . . . . Power: 10,000 Watts
Owner . . . . Westinghouse Radio Stations, Inc.
Phone Number . . . . . Anthony 2136
Air Time. . . . . Unlimited
News Service . . . . . . . UP
Transcription Service . . . . RCA Thesaurus
Representative . . . . . Free & Peters
Membership . . . . . BAB
President . . . . E. V. Huggins
General Manager . . . . J. E. Baudino
Commercial Manager . . . . Paul E. Mills
Sales Prom. Mgr. . . . . . Jess L. Hadsell
Sales Service Director . . . . Hilda C. Wohrmeyer
Sta. Mgr. . . . . . . Carl Vandagriff
Program Director . . . . Guy Harris
Chief Engineer . . . . Bruce H. Ratts

WGRY
GARY—1950
Frequency: 1370 Kc. . . . . Power: 500 Watts d.
Owned-Oper. By . . . . . . WGRY, Inc.
Address . . . . . . . . Lake Hotel
Phone Number . . . . . 5-5151
News Service . . . . . . UP
Transcription Service . . . . SESAC
Representative . . . . . Indie Sales
Pres., Chief Engineer . . George Whitney
Program Director . . . . Dan McHugh

WWCA
GARY—1949
Frequency: 1270 Kc. . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . Lake Bcastg Co., Inc.
Address . . . . . . . . . . Hotel Gary
Phone Number . . . . . 9171
Air Time . . . . . Unlimited
News Service . . . . . . . AP
Membership . . . . . BAB
Pres., Gen., Sta. Mgr. . . . . Dee O. Coe
Program, Publicity Director . . Todd Branson
Chief Engineer . . . . . . Victor Voss

WJOB
HAMMOND—1928
Frequency: 1230 Kc. . . . . Power: 250 Watts
Business-Studio Address . . . 449 State St.
Phone Number . . . . . Sheffield 4000
News Service . . . . . . . UP
Representative . . . . Joseph Hershey Mc Gillivra
Pres., Gen. Mgr. . . . . . R. C. Adair
Commercial Manager . . Ed Rokhon
Program Director . . . . Bill Wobus
Chief Engineer . . . . . . Jess Peters

WFBM
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
News Service . . . . . . . . AP, INS
Representative . . . . . . Katz
Membership . . . . . NARTB, BAB
Commercial Manager . . William F. Kiley
Prom. Mgr., Pub. Dir. . . . . David F. Milligan
Program Dir . . . . . . . Frank O. Sharp
Chief Engineer . . . . . . Harold Holland

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
Air Time . . . . . . . . Full Time
News Service . . . . . . . . AP, UP
Transcription Service . . . . Thesaurus, SESAC, Cole
Representative . . . . . John Blair
Membership . . . . . NARTB, BAB
President, Gen. Mgr. . . . . Richard M. Fairbanks
Asst. Gen. Mgr. . . . . . . R. J. Myers
Commercial Manager . . Gilbert I. Berry
Program Director . . . . William L. Dean
Chief Engineer . . . . . . Robert W. Minton

WIRE
INDIANAPOLIS—1924—NBC
Frequency: 1430 Kc. . . . . Power: 5000 Watts d.
Owned-Oper. By . . . . . . Indianapolis Bcastg. Inc.
Business-Studio Add. . . . 307 N. Pennsylvania St.
Phone Number . . . . . Plaza 1541
Newspaper Affiliation . . . Central Newspaper
News Service . . . . . . . . AP, UP
Transcription Service . . . . World
Representative . . . . . . . Free & Peters
Membership . . . . . BAB
President . . . . . Eugene C. Pulliam
V.P., Gen. Mgr. . . . . . . Willard C. Worcester
Commercial Manager . . Daniel C. Park
Prom. Mgr., Pub. Dir. . . . . Ward C. Glenn
Program Director . . . . M. Wayland Fullington
Chief Engineer . . . . . . Eugene E. Alden

WISH
INDIANAPOLIS—1941—ABC
Frequency: 1310 Kc. . . . . Power: 5000 Watts d.;
1000 n.
Business-Studio Address . . . 1440 N. Meridian St.
WXLW
INDIANAPOLIS—1948

Owned-Oper. By: Radio Indianapolis, Inc.
Phone Number: Hickory 6494
News Service: UP
Transcription Service: Capitol
Representative: John Pearson Co.
President: Lyman S. Ayres
General Manager: Robert D. Enoch
Program Director: G. A. Smith, Jr.
Chief Engineer: Bert Goetzinger

WITZ
JASPER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Jasper on the Air Inc.
Address: P. O. Box 167
Phone Number: Jasper 678
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: World
President: Dr. Gilbert E. Metzger
General, Sta. Manager: F. A. Higgins
Commercial Manager: Dennis J. Keller
Sales Prom. Mgr.: Joe Salvi
Publicity Director: Vita Suefert
Program Director: Pat Bohnert
Chief Engineer: Jim Young

WIOU
KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
Owner: North Central Indiana Bcastg. Corp.
Business-Studio Address: 212½ No. Main St.
Phone Number: 8194
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Weed
Membership: NARTB, BAB
President: Richard Blacklidge
V.P., Gen. Sta. Mgr.: John Carl Jeffrey
Program Director: William R. Cox
Publicity Director: Robert Bruner
Chief Engineer: Chester Rector

WASK
LAFAYETTE—1942—MBS

Frequency: 1450 Kc. Power: 250 watts
Owned-Operated By: WFAM, Inc.
Business-Studio Address: McCarty Lane
Phone Number: Lafayette 2-4300
Air Time: Full Time
News Service: UP
Representative: Wm. G. Rambeau
Membership: NARTB, BAB
President: O. E. Richardson
General Manager: E. R. Herkner
Program Director: Richard W. Long
Chief Engineer: Harry Garba

WLOI
LA PORTE—1948

Business-Studio Address: Rumely Hotel
Phone Number: 3734
News Service: AP
Transcription Service: Capitol
President, Sta. Mgr.: Hoyt H. Scott

WSAL
LOGANSPORT—1949—MBS
KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Logansport Bdg. Corp.
Address: P. O. Box 399
Phone Number: 4261
Air Time: 6 a.m.-M.
News Service: AP
Membership: NARTB, BAB
General Manager: Raymond W. Baker
Program Director: Ira McCormack
Chief Engineer: Earl Nelson

WBAT
MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Marion Radio Corp.
Business-Studio Address: 303½ S. Adams St.
Phone Number: 5500
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Rambeau
Membership: NARTB
President: John Ramp
Station Manager: William Fowler
Comm. Mgr.: George McRae
Chief Engineer: Charles F. Stinnett
<table>
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<th>Station</th>
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<td>1420 Kc</td>
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<td>250 Watts</td>
<td>Allen McCrea</td>
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<td>New Albany</td>
<td>1570 Kc</td>
<td>1000 Watts</td>
<td>L. D. Baker</td>
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<td>WPGW</td>
<td>Portland</td>
<td>1440 Kc</td>
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<td>C. D. Shippee</td>
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<td>Princeton</td>
<td>1250 Kc</td>
<td>1000 Watts</td>
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</tbody>
</table>
**INDIANA**

**WJVA**
SOUTH BEND—1947
Frequency: 1580 Kc. .... Power: 250 Watts d.
Address ... 206 So. Main St., Misenawa, Ind.
Phone Number ... 58620
Air Time ... Sunrise-Sunset
News Service ... UP
Transcription Service ... World
Representative ... Burn-Smith
Membership ... NARTB, BAB
Pres., Gen. Mgr. ... F. R. Householder
Comm., Sales Prom. Mgr. ... Charlie Sharpless
Program Director ... Vince Doyle
Chief Engineer ... Francis J. Bock

**WSBT**
SOUTH BEND—1922—CBS
Frequency: 960 Kc. ..... Power: 5000 Watts
Owned-Operated By the South Bend Tribune
Business-Studio Address ... Tribune Bldg.
Phone Number ... 36161
Newspaper Affiliation ... South Bend Tribune
News Service ... UP
Transcrip. Serv. ... RCA Thesaurus, Standard
Representative ... Paul H. Raynor
Membership ... NARTB, BAB
President ... F. A. Miller
General Manager ... Robert H. Swintz
Commercial Manager ... Neal B. Welch
Publicity Director ... Walter A. Sweitzer
Program Director ... Robert J. Drain
Chief Engineer ... Arthur R. O'Neil

**WTCJ**
TELL CITY—1948
Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ... James R. Brewer
Business-Studio Address ... Tell City
Phone Number ... 740
Owner, Manager ... James R. Brewer

**WBOW**
TERRE HAUTE—1927—NBC
Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash Inc.
Business-Studio Address ... 303 S. Sixth St.
Phone Number ... Crawford 5034
Air Time ... Full Time
News Service ... AP, UP
Transcription Service ... Thesaurus
Representative ... Weed
Membership ... NARTB, BAB
President ... Alvin Eades
Comm., Gen., Sta. Mgr. ... William F. Rispelee
Sales Prom. Manager ... Bob Rhoads
Program Director ... Harry Frey
Publicity Director ... Ralph McHarquie
Chief Engineer ... Howard Stewart

**WTHI**
TERRE HAUTE—1947—CBS
Frequency: 1480 Kc. ..... Power: 1000 Watts
Owned-Oper. By Wabash Valley Bldg. Corp.
Address ... 120 South 7th Street
Phone Number ... Crawford 9481
Air Time ... 6 a.m.-M.
News Service ... UP
Transcription Service ... World
Representative ... Bolling Co., Inc.
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.
Chief Engineer ... Don Pettit

**WAOV**
VINCENNES—1940—MBS
Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ... Vincennes Sun Co.
Business Address ... Grand Hotel
Phone Number ... 787

**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"
INDIANA - IOWA

News Service .................................. UP

WKAM
WARSAW—1949

WRSW
WARSAW—1952

IOWA

Pop. April 1, 1953 (Est.) 2,732,000 — Total Housing Units 819,000
Families April 1, 1953 (Est.) 770,000 — Stations in State 50

KASI
AMES—1948—KBS

KBUR
BURLINGTON—1941—ABC

KCIM
CARROLL—1950
Representative ............................................ Pearson  
Membership .................................................... NARTB  
General Manager ............................................. Lynn Bickett  
Commercial Manager ....................................... Warren Stout  
Program Director ............................................. Howard Campbell  
Chief Engineer ................................................. Eugene Reiff  

K CRG  
CEDAR RAPIDS—1947—MBS  
Frequency: 1600 Kc.  Power: 5000 Watts  
Owned-Operated By ........................................ The Gazette Co.  
Business-Studio Address .................................. 104 First St., SW  
Phone Number ................................................. 44194  
Newspaper Affiliation ....................................... Cedar Rapids Gazette  
News Service ...................................................... AP, INS  
Transcription Service ...................................... World  
Representative ............................................... Burn-Smith  
Membership ..................................................... NARTB, BAB  
Secretary, Vice-President ................................... Joseph F. Hladky  
Sta., Comm. Mgr. .............................................. Fred W. Wagenvoord  
Sales Prom., Pub. Dir. ....................................... Edna A. Herbst  
Program Director ............................................. Ralph Willey  
Chief Engineer ................................................... Zack Tranmer  

KPIG  
CEDAR RAPIDS—1950—TALL CORN  
Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Oper. By .............................................. Cedar Rapids Bcstg.  
Business Address .......................................... Cedar Rapids  
Phone Number ................................................... 3-8265  
News Service ..................................................... UP  
Transcription Service ....................................... Capitol  
Representative ................................................... Katz  
Vice Pres. ....................................................... Allen H. Embury  
Commercial Manager ....................................... Gene Carson  
Program Director ............................................. Jordan Jacks  
Chief Engineer ................................................... James Durdy  

WMT  
CEDAR RAPIDS—1922—CBS  
Frequency: 600 Kc.  Power: 5000 Watts  
Owned-Operated By ......................................... American Bcstg. Stations, Inc.  
Business-Studio Address .................................. 807 Barr Bldg.  
Phone Number .................................................. 2717  
Air Time ......................................................... Full Time  
News Service ..................................................... RCA, Lang-Worth  
Transcription Service ....................................... Kats  
Representative ..................................................... Katz  
Membership ..................................................... NARTB, BAB  
Co-Owner ............................................................ Helen S. Mark  
Co-Owner & Exec. V.P. ..................................... William B. Dolph  
General Manager .............................................. William B. Quarton  
Commercial Manager ....................................... Lew Van Nostrand  
Prom., Pub. Dir. ............................................... Leo F. Cole  
Program Director ............................................. Douglas B. Grant  
Chief Engineer ................................................... George Hixenbaugh  

KCOG  
CENTERVILLE—1949  
Frequency: 1400 Kc.  Power: 100 Watts  
Owned-Operated By ......................................... Nonpareil Bdcstg Co.  
Address ............................................................ 1910 South Main St.  
Phone Number ................................................... 131, 407  
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  
Program Director ............................................. Margaret Ashby  
Chief Engineer ................................................... Robert K. Reimers  

KCHA  
CHARLES CITY—1949—KBS  
Owned-Operated By ......................................... Inland Bcstg. Corp.  
Business Address ............................................ Charles City  
Phone Number ................................................... 787  
Air Time ............................................................ Daytime  
News Service ...................................................... UP  
Transcription Service ....................................... World  
Representative ..................................................... McGillvra  
President ......................................................... Dean Hollingsworth  
General Manager ............................................... C. E. Wright  
Program Director ............................................. Doris La Bounty  
Chief Engineer ................................................... Loren Koesling  

KCHE  
CHEROKEE—1952  
Frequency: 1440 Kc.  Power: 500 Watts d.  
Owned-Operated By ......................................... Cherokee Bcstg. Co.  
Address ............................................................ 219½ W. Main St.  
Phone Number ................................................... 51  
News Service ...................................................... AP  
Transcription Service ....................................... Thesaurus  
Gen., Comm. Mgr. .............................................. Russell A. Hickmon  
Prom. Mgr., Program Director ................................ Charles Resnikov  
Chief Engineer ................................................... Sterling H. Heil  

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  
Air Time ............................................................ 6 a.m.-M.  
News Service ...................................................... UP  
Transcription Service ....................................... Thesaurus  
Representative ..................................................... Pearson  
Membership ..................................................... NARTB, BAB  
President ......................................................... W. S. Jacobsen  
Gen., Sta. Mgr. .................................................. E. M. Jacobson  
Comm., Prom. Manager ...................................... Darline Gordon  
Prog., Pub. Dir. ................................................... Ralph Stoeckel  
Chief Engineer ................................................... Gerald Parker  

KSWI  
COUNCIL BLUFFS—1947  
Frequency: 1560 Kc.  Power: 500 Watts d.  
Owned-Operated By ......................................... Nonparell Bdcstg. Co.  
Address ............................................................ Nonparell Bldg.
Phone Number..........................Co. Bluffs 4041
Air Time ....................................Full Time
News Service ..................................AP
Transcription Service .......................Associated, RCA
Membership.................................NARTB
Station Manager.........................Harold Hughes
Commercial Manager......................Harold Abramson
Sales Promotion Manager..............Royal S. Krause
Program Director.........................R. M. Hallgren
Publicity Director........................Marge Morris
Chief Engineer.............................Harry Hamilton

**KSIB**
CRESTON—1946—KBS
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Oper. By........Southwest Iowa Bcstg. Co.
Address..........................Creston
Phone Number..........................55
News Service ................................INS
Transcription Service .......................Thesaurus
Membership.................................NARTB
Representative..........................Pearson
President..........................Arthur Horning
Gen., Comm. Mgr..........................E. M. Horning
Commercial, Promotion Manager, Paul Ranson
Program, Publicity Director............Jack Mills
Chief Engineer..........................William Zollman

**KFMA**
DAVENPORT—1952
Frequency: 1380 Kc. Power: 250 Watts d.
Address..........................141 Perry St.
Phone Number..........................6-4407
News Service ................................UP
Transcription Service .......................Capitol
Pres., Gen. Mgr..........................A. D. Pierce
Commercial Mgr..........................Frank Frost
Promotion Mgr............................Doris Hanner
Chief Engineer..........................L. W. Andrews

**KSTT**
DAVENPORT—1946—MBS
Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By......Davenport Bcstg. Co. Inc.
Business-Studio Address........324 Main St.
Phone Number..........................6-2541
Air Time ....................................Full Time
News Service ....................................UP
Transcription Service ......................C. P. MacGregor
Representative.........................Sears & Ayer
President..........................Hugh R. Norman
Station Mgr...............................Jerry Dunphy
Commercial Mgr............................Neil Conklin
Production Director.....................Warren Anderson
Chief Engineer..........................A. M. McGregor

**WOC**
DAVENPORT—1922—NBC
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By.......Tri-City Bcstg. Co.
Address..........................805 Brady Street
Phone Number..........................3-3661
Air Time ....................................Full Time
News Service ....................................UP
Transcription Service ......................Thesaurus
Representatives.........................Free & Peters, Inc.
Membership.................................NARTB, BAB
President......................Col. B. J. Palmer
V.P. & Treasurer..........................D. D. Palmer
Exec. Vice-Pres.........................Ralph Evans
Secretary.......................Wm. D. Wagner
Manager............................Ernest C. Sanders
Sales Manager......................Mark Wodlinger
Program Director.....................Charles Freburg
Asst. Mgr..........................Fred A. Reed
Publicity Director......................Paul Ives
Chief Engineer.........................Paul Arvidson

**KDEC**
DECORAH—1947—MBS-TALL CORN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By........Scenic Bcstg. Co.
Business-Studio Address........State Road
Phone Number..........................1240
News Service .....................................AP
Transcription Service .......................Thesaurus
Representative..........................Pearson
Membership.................................NARTB
Pres., Gen. Co-Mgr........Verne Koenig
Sales Prom. Mgr......................John Hansen
Chief Engineer.........................Arnie Zaruba

**KCBC**
DES MOINES—1946
Frequency: 1390 Kc. Power: 1000 Watts
Business-Studio Address........2323 Grand Ave.
Phone Number..........................4-3151
News Service .....................................UP
Representative..........................Forjoe
President..........................Karl Peters
General Manager.....................Rollo H. Bergeson
Chief Engineer.........................Bob Brown

**KIOA**
DES MOINES—1948—MBS
Frequency: 940 Kc. Power: 10,000 Watts d.
5,000 Watts n.
Address..........................10th & Mulberry
Phone Number..........................2-9191
Air Time ....................................6 a.m.—12 M.
News Service ....................................INS, UP
Transcription Service ......................World
Representative.........................A. M. Radio Sales Co.
President.......................Ralph L. Allens
General Manager...................Harold W. Cassill
Program Director.....................Lee L. Harris
Chief Engineer.........................Lloyd R. Amoo
KRNT
DES MOINES—1935—CBS
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Cowles Bcstg. Co.
Business-Studio Address: 715 Locust St.
Phone Number: 3-2111
Newspaper Affiliation: Register-Tribune
Air Time: Full Time
News Service: AP, UP
Transcription Service: Standard
Station Representative: The Katz Agency
Membership: NARTB
President: Gardner Cowles
General-Station Manager: Bob Dillon
Commercial Manager: Paul Elliott
Sales Prom. Mgr., Pub. Dir.: Joe Hudgens
Program Director: Dick Covey
Chief Engineer: Charles Quentin

KSO
DES MOINES—1922—ABC
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Murphy Bcstg. Co.
Business-Studio Address: 800 Farm Bldg.
Phone Number: 3-0571
News Service: AP
Transcription Service: Capitol
Representative: Petry & Co.
Membership: NARTB
President: Kingsley H. Murphy
Gen., Comm. Mgr.: S. H. McGovern
Pub., Pgm. Dir.: B. C. Baldwin
Chief Engineer: F. E. Bartlett

KWDM
DES MOINES—1948
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Des Moines Bcstg. Corp.
Business-Studio Address: 407 Fifth Ave.
Phone Number: 2-8363
Air Time: Full Time
News Service: INS, UP
Transcription Service: Cole, SESAC, Associated
Pres., Comm. Mgr.: George W. Webber
General Manager: Robert L. Webber
Program Director: Edith D. Webber
Sales Prom. Mgr.: Joe LaCava
Chief Engineer: Werner Schwarzs

WHO
DES MOINES—1924—NBC
Frequency: 1040 Kc. Power: 50,000 Watts
Owned-Operated By: Central Bcstg. Co.
Business-Studio Address: 914 Walnut St.
Phone Number: 3-7147
Air Time: Full Time
News Service: AP, INS, UP
Transcription Service: Thesaurus, SESAC
Station Representative: Free & Peters
Membership: NARTB, BAB
President: Col. B. J. Palmer
Vice-Pres. & Treas.: D. D. Palmer
V. Pres. & Resident Mgr.: Paul A. Loyet
Exec. V. Pres.: Ralph Evans
Sales Manager: Harold Fulton
Sales Promotion: John Schweiker
Program Director: Jack Kerrigan
Production Director: Kenneth Gleiser
News Bureau Manager: Jack D. Shelley
Chief Engineer: Reed E. Snyder

KDTH
DUBUQUE—1941—NBC
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Dubuque Telegraph-Herald
Bus.-Studio Address: Eighth Ave. & Bluff St.
Phone Number: 3-7351
Newspaper Affiliation: Dubuque Telegraph-Herald
News Service: AP
Transcription Service: World
Station Representative: Pearson
Membership: NARTB, BAB
General-Station Manager: K. S. Gordon
Commercial Manager: A. C. Newburgh
Sales Prom. Mgr.: Wm. Croker
Program Director: Arnie Slemer
Publicity Director: Gerald McAuley
Chief Engineer: Robert I. Hancock

WDBQ
DUBUQUE—1933—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Dubuque Bcstg. Co.
Business-Studio Address: 505 Main St.
Phone Number: 3-8241
Air Time: 6:15 a.m.-M.
News Service: UP
Transcription Service: Thesaurus
Representative: Robert Meeker
Membership: NARTB
Exec. V.P., Gen. Sta. Mgr.: James D. Carpenter
Commercial Mgr.: Harry Hatzenbuehler
Program-Production Dir.: Gleason Kistler
Prom., Pub. Director: R. E. Carpenter
Chief Engineer: Barker-Helm

KLIL
ESTERVILLE—1952
Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Esterville Bcstg. Co.
Address: Box 173
News Service: AP
Transcription Service: Lang-Worth, SESAC
Pres., Gen. Mgr.: Wm. E. Schons
Commercial Mgr.: Robert Sterenborg
Prom. Mgr., Prog. Dir.: Marvin Shuly
Chief Engineer: Gene Randolph
KVFD
FT. DODGE—1939—MBS
TALL CORN
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By:  Northwest Bestg. Co.
Business-Studio Address:  Warden Bldg.
Phone Number:  Walnut 3761
Air Time:  Full Time
News Service:  AP, INS
Transcription Service:  Lang-Worth
Representative:  Pearson
Membership:  NARTB, BAB
President, General Manager:  Edward Breen
Commercial Manager:  Lesier Person
Program Director:  Drexel Peterson
Chief Engineer:  David G. Sinclair

KXGI
FT. MADISON—1947
Owned-Operated By:  KXGI
Business-Studio Address:  Marquette Bldg.
Phone Number:  1360
Air Time:  Sunrise to sunset
News Service:  AP
Transcription Service: Lang-Worth
Representative:  George W. Clark, Inc.
President:  W. E. Walker
Gen., Sta. Mgr.:  Greg Rouleau
Comm., Sales, Prom. Mgr.:  R. M. Moore
Program Director:  Richard Lawrence
Chief Engineer:  Wallace Werz

KXIC
IOWA CITY—1948
Frequency: 800 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  Johnson County Bestg. Corp.
Bus.-Studio Address:  108½ E. Washington St.
Phone Number:  8-1181
News Service:  INS, UP
Transcription Service:  World
Representative:  Wm. G. Rambeau
Membership:  BAB
President:  A. James Ebel
Gen., Comm. Mgr.:  Gene Claussen
Program Director:  F. M. Broeders
Chief Engineer:  Elliott Full

KOKX
KEOKUK—1948
Frequency: 1310 Kc.  Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By:  Keokuk Bestg. Co.
Address:  4 So. 5th St.
Phone Number:  235
Air Time:  Unlimited
News Service:  AP
Transcription Service:  World, Capitol
Membership:  NARTB, BAB
President:  H. W. Stalder
Gen., Comm., Prom. Mgr.:  Virgil Nelson
Program Director:  Virgil Fortner
Chief Engineer:  James L. Mott

KFJB
MARSHALLTOWN—1923—MBS
TALL CORN
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Marshall Electric Co.
Business-Studio Address:  133 E. Main St.
Phone Number:  3361
Air Time:  Full Time
News Service:  UP
Transcription Service:  Thesaurus
Representative:  Pearson
Membership:  NARTB, BAB
President:  John W. Norris
General Manager:  William F. White
Commercial Manager:  William C. Doll
Prom. Mgr., Prog. Dir.:  Allan N. Schrock
Chief Engineer:  Herbert G. Anderson

KGLO
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
Air Time:  5:30 a.m.-12 M.
News Service:  AP, UP
Transcription Service:  World
Representative:  Weed
Membership:  NARTB, BAB
President:  Lee P. Loomis
Exec. V.P., Gen. Mgr.:  Herbert R. Ohrt
Comm. Mgr.:  C. D. Hilton
Sales Promotion Manager:  Donald Hurrell
Program Director:  William G. Suter
Prod. Dir., Chief Annr.:  Robert Clausen
Publicity Director:  Ann Good
Chief Engineer:  Roger E. Sawyer

KRIB
MASON CITY—1948—MBS
TALL CORN
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By:  Mason City Bestg. Co.
Address:  5 Second St., S.W.
Phone Number:  5400
Representative:  Pearson
Transcription Service:  World
News Service:  AP
Partners:  Louis Abbott, George &
William Wolf
Gen., Comm. Manager:  Paul E. Millen
News Director:  Bob Cavanaugh
Chief Engineer:  Richard J. Kelley

KSMN
MASON CITY—1947
Frequency: 1010 Kc.  Power: 500 Watts d.
Owned-Operated By:  Mohawk Bestg. Co.
Business-Studio Address:  Weller Bldg.
Phone Number:  5420
Air Time .................................. Sunrise-Sunset
News Service ................................. UP
Membership .................................. NARTB
Transcription Service ..................... Associated
Pres., General-Station Mgr. Robert M. Carson
Comm., Prom. Manager. Norman W. Rice
Prog., Pub. Dir. ............................. Milton H. Cohen
Chief Engineer .............................. Hubert J. Marshall

KWPC
MUSCATINE—1947—KBS
Frequency: 860 Kc.  .  .  .  .  .  .  .  .  .  .  Power: 250 Watts d.
Owned-Operated By .......................... Muscatine Bstg. Co.
Phone Number .............................. 860
Air Time .................................. Sunrise-sunset
News Service ................................. UP
Transcription Service ..................... World
Representative .............................. Pearson
Membership ................................. NARTB, BAB
Comm., Gen., Sta. Mgr. .................... George J. Volger
Program Director .......................... Marion Templeman
Chief Engineer .............................. Earl Lewis

KOEL
OELWEIN—1950—TALL CORN
Frequency: 895 Kc.  .  .  .  .  .  .  .  .  .  .  Power: 500 Watts
Owned-Oper. By ............................ Northeast Iowa Radio Corp.
Address .................................. 4½ W. Charles St.
Phone Number .............................. 120-1
Air Time .................................. 6 a.m.-M.
Representative .............................. Pearson
Transcription Service, Thesaurus, Lang-Worth, SESAC
News Service ................................ INS, UP
Membership ................................. NARTB, BAB
President ................................. A. E. Schneider
Gen., Sta. Mgr. .............................. W. J. Teich
Comm. Mgr. ................................. Donald McKee
Sales Prom. Mgr. ......................... Len Papella
Prog. Dir. ................................. Ed Jenkins
Publicity Dir. .............................. Chrystal B. Julien
Chief Engineer .............................. Burt Murphy

KBOE
OSKALOOSA—1950
Frequency: 740 Kc.  .  .  .  .  .  .  .  .  .  .  Power: 250 Watts d.
Address .................................. P. O. Box 273
Phone Number .............................. 301
Transcription Service ..................... Thesaurus
News Service ................................. AP
Representative .............................. McGillvra
Membership ................................. NARTB, BAB
President ................................. E. W. Wenrick
General, Sta. Manager ...................... Ken Kilmer
Chief Engineer .............................. Robert W. Moore

KBIZ
OTTUMWA—1941—MBS
Frequency: 1240 Kc.  .  .  .  .  .  .  .  .  .  Power: 250 Watts
Owned-Operated By ........................ KBIZ, Inc.
Address .................................. 2513 N. Court Rd.
Phone Number .............................. 5600
News Service ................................. AP
Transcription Service ..................... World
President, General Mgr. ................... James J. Conroy
Station Manager ............................ Alice E. Fisher
Program Director .......................... Larry Shepard
Chief Engineer .............................. Loyd Hanson

KFNF
SHENANDOAH—1924—MBS
Frequency: 920 Kc.  .  .  .  .  .  .  .  .  .  .  Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By ........................ Capital Bstg. Co.
Address .................................. Shenandoah
Phone Number .............................. 1302
Air Time .................................. Unlimited
News Service ................................. AP, INS
Transcription Service ..................... World, SESAC
Representative .............................. Pearson
Membership ................................. NARTB, BAB
President ................................. C. J. Abbott
Gen., Comm. Manager ....................... C. Earl Williams
Program Director .......................... Earl Blakesley
Chief Engineer .............................. Franz Cherny

KMA
SHENANDOAH—1925—ABC
Frequency: 960 Kc.  .  .  .  .  .  .  .  .  .  .  Power: 5000 Watts
Owned-Operated By ........................ May Bstg. Co.
Address .................................. Lowell and Elm
Phone Number .............................. 192
Air Time .................................. Unlimited
News Service ................................. AP, UP
Transcription Service ..................... Capitol
Representative .............................. Avery-Knodel, Inc.
Membership ................................. NARTB
President ................................. Edward W. May
General Manager ........................... Owen Saddler
Station Manager ............................ Anthony Koelker
Comm. Mgr. ................................. H. O. Peterson
Sales Prom. Mgr. ......................... H. B. Arkoff
Program Director .......................... Warren Nielson
Publicity Dir. .............................. Allen R. Johnston
Chief Engineer .............................. R. J. Schroeder

KCOM
SIOUX CITY—1949
Frequency: 620 Kc.  .  .  .  .  .  .  .  .  .  .  Power: 1000 Watts
Owned-Operated By ........................ KCOM Bstg. Co.
Address .................................. 620 Insurance Exchange Bldg.
Phone Number .............................. 8-0628
Air Time .................................. Unlimited
News Service ................................. UP
Transcription Service ..................... Standard
Representative .............................. Pearson
President & Manager ........................ Dietrich Dirks
Comm., Prom. Mgr. ......................... Sheldon Singer
Prog. Dir., Chief Eng. ...................... E. P. Bouchier
IOWA

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. Hollingbery
Membership: NARTB
President: W. R. Perkins
Station-Commercial Mgr.: E. T. Flaherty
Program Director: Elizabeth Sammons
Publicity Director: Jean Harraday
Chief Engineer: Ernest Kruger

KTRI
SIOUX CITY—1938—MBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Sioux City Bcstg. Co.
Business-Studio Address: Commerce Bldg.
Phone Number: 8-0165
News Service: UP
Transcription Service: Thesaurus
Representative: O. L. Taylor Co.
President: John C. Kelly
Gen., Sta., Comm. Mgr.: James Mitchell
Sales Prom. Dir.: Lennon Kelly
Program Director: Bob Hansen
Chief Engineer: Glenn Larson

KICD
SPENCER—1941—MBS
Frequency: 1240 Kc. Power: 250 Watts
Address: Box 631
Phone Number: 1240
News Service: AP, UP
Transcription Service: Standard, Associated
Representative: Pearson
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Ben B. Sanders
Program Director: Mason Dixon
Chief Engineer: Eldon Kanago

KAYL
STORM LAKE—1948
Frequency: 950 Kc. Power: 250 Watts d.
Owned-Operated By: Cornbell Bcstg. Co.
Phone Number: 450
News Service: AP
Transcription Service: World, Capitol, Standard
Membership: NARTB, BAB
President: O. J. Grau
Program Director: P. R. Benson
Chief Engineer: Howard L. Carlson

KBOK
WATERLOO—1946
Address: 620½ Lafayette St.
Phone Number: 4405
News Service: AP
Representative: Headley-Reed
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Ralph J. McElroy
Commercial Manager: Donald E. Inman
Sales Prom. Mgr.: Virgil D. Clark
Program Mgr.: Warren Mead
Publicity Dir.: Raymond C. Starr
Chief Engineer: Leon H. Braun

KWLL
WATERLOO—1947—MBS
Frequency: 1330 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By: Black Hawk Bcstg. Co.
Address: Hotel Russell Lamson
Phone Number: 4405
News Service: AP
Representative: Headley-Reed
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Ralph J. McElroy
Commercial Manager: Donald E. Inman
Sales Prom. Mgr.: Virgil D. Clark
Program Mgr.: Warren Mead
Publicity Dir.: Raymond C. Starr
Chief Engineer: Leon H. Braun

AP SELLS
For Stations and Sponsors —

For instance ... KBOE

“We've never been without a sponsor on an AP newscast. And the adjacencies to these programs are so desirable that they make it easier to sell other programs.”

KEN KILMER,
Manager,
KBOE, Oskaloosa, Iowa

428
**IOWA-KANSAS**

## KXEL

**WATERLOO—1942—ABC**

Frequency: 1540 Kc. ... Power: 50,000 Watts
Owned-Oper. By: ... Josh Higgins Bcstg. Co.
Address: ... Highway 20 East
Phone Number: ... 3-3371, 3-3372
News Service: ... INS
Transcription Service: ... SESAC
Representative: ... Avery-Knodel
Membership: ... NARTB
President: ... Gen-Station Manager ... Joe DuMond
Comm. Sales Prom. Mgr.: ... A. J. DuMond
Program Dir.: ... Emlyn Owen
Chief Engineer: ... Don Kassner

## KJFJ

**WEBSTER CITY—1950**

Frequency: 1570 Kc. ... Power: 250 Watts d.
Owned-Oper. By: ... Land O' Corn Bcstg. Co.
Address: ... East Hiway 20
Phone Number: ... 1500
Newspaper Affiliation: ... “Freeman-Journal”
News Service: ... AP
Transcription Service: ... Thesaurus, Capitol
Membership: ... NARTB
President: ... Charles V. Warren
Gen. Mgr.: ... Wayne J. Hatchett
Comm. Mgr.: ... Cleve Foster
Program Dir.: ... G. D. Wardland
Chief Engineer: ... Wayne Olsen

## KANSAS

Pop. April 1, 1953 (Est.) 2,010,000 — Total Housing Units 629,000
Families April 1, 1953 (Est.) 580,000 — Stations in State 37

## KSOK

**ARKANSAS CITY—1947**

Frequency: 1280 Kc. ... Power: 1000 Watts d.
Owned-Operated By: ... The KSOK Bcstg. Co.
Phone Number: ... 2666
News Service: ... AP
Transcription Service: ... Lang-Worth
President: ... Oscar S. Stauffer
General Manager: ... S. C. Thompson
Program Director: ... George Carroll
News Director: ... Arlan Young
Chief Engineer: ... Edward H. Howe

## KARE

**ATCHISON-ST. JOSEPH—1939**

Frequency: 1470 Kc. ... Power: 1000 Watts
Owned-Oper. By: ... Griffith-Buenning Bcstg. Co.
Address: ... Fifth & Kansas Ave., Atchison
Phone Number: ... 2447 Atchison
Air Time: ... 5:45 a.m.-12 M.
News Service: ... AP
Transcription Service: ... Standard Partners
J. M. Griffith & P. H. Buenning
Comm. Mgr.: ... Robert Nelson
Publicity Director: ... Edna Shelly
Sales Prom. Mgr.: ... Paul H. Buenning
Chief Engineer: ... L. H. Winegardner

## KGGF

**COFFEYVILLE—1930—ABC**

Frequency: 690 Kc. ... Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By: ... The Midwest Bcstg. Co., Inc.
Business-Studio Address: ... 8th & Elm
Phone Number: ... 1843, 4
Air Time: ... 6 a.m.-12 M.
News Service: ... AP
Transcription Service: ... World
Representative: ... Weed
Membership: ... NARTB
Pres., Gen. Mgr.: ... Richard M. Seaton
Sales Prom., Sta. Mgr.: ... Robert L. Pratt
Pub. Dir.: ... E. B. Spoonamore
Commercial Manager: ... Richard S. Embody
Program Dir.: ... J. S. Jaminet

## KXXX

**COLBY—1947**

Frequency: 790 Kc. ... Power: 5000 Watts d.
Owned-Oper. By: ... Western Plains Bcstg. Co.
Address: ... 300 W. 4th St.
Phone Number: ... 790
Air Time: ... Daytime
News Service: ... UP
Transcription Service: ... SESAC, Thesaurus
Representative: ... Headley-Reed
President: ... Don Searle
V.P., Mgr.: ... Ed Mason
Commercial Mgr.: ... William A. Martin
Promotion Mgr.: ... Quint McCredie
Chief Engineer: ... V. L. Lynch

429
<table>
<thead>
<tr>
<th>Radio Station</th>
<th>City</th>
<th>Year</th>
<th>Frequency</th>
<th>Power (Watts)</th>
<th>Owned-Oper.</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>Membership</th>
<th>Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGNU</td>
<td>Dodge City</td>
<td>1930</td>
<td>1370 Kc.</td>
<td>5000</td>
<td>By</td>
<td>Dodge City Bcstg. Co.</td>
<td>705 Second St.</td>
<td>1370 a.m.-11 p.m.</td>
<td>AP</td>
<td>AP, UP</td>
<td>Art Haag</td>
<td>NARTB, BAB</td>
<td>Robert</td>
<td>James E. Blair</td>
<td>Robert Reed</td>
</tr>
<tr>
<td>KGAR</td>
<td>Garden City</td>
<td>1949</td>
<td>1050 Kc.</td>
<td>1000</td>
<td>By</td>
<td>Ark Valley Bcstg. Co., Inc.</td>
<td>Box 878</td>
<td>3041</td>
<td>Associated</td>
<td>AP</td>
<td>Hal Holman</td>
<td>NARTB</td>
<td>Dr. H. C. Sariorius</td>
<td>Marjorie Nickum</td>
<td></td>
</tr>
</tbody>
</table>

**KWGB**

GOODLAND—1947

<table>
<thead>
<tr>
<th>Frequency: 730 Kc.</th>
<th>Power: 1000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By:</td>
<td>James E. Blair</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Goodland</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>331</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Capitol. Cole</td>
</tr>
<tr>
<td>Representative:</td>
<td>James E. Blair</td>
</tr>
<tr>
<td>Commercial Mgr.</td>
<td>Bert Blair</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Lyle Fick</td>
</tr>
</tbody>
</table>

**KVGB**

GREAT BEND—1937—NBC

<table>
<thead>
<tr>
<th>Frequency: 1590 Kc.</th>
<th>Power: 5000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>KVGB, Inc.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>2103 Forest</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>4317</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Full Time</td>
</tr>
<tr>
<td>News Service:</td>
<td>AP</td>
</tr>
<tr>
<td>Newspaper Affiliation:</td>
<td>&quot;Daily Tribune&quot;</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Thesaurus</td>
</tr>
<tr>
<td>Representative:</td>
<td>John E. Pearson</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>President:</td>
<td>Helen T. Coogan</td>
</tr>
<tr>
<td>V.P., Gen. Mgr.</td>
<td>Grover C. Cobb</td>
</tr>
<tr>
<td>Asst. Mgr.</td>
<td>Sherwood R. Parks</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>Bill J. Jarvis</td>
</tr>
<tr>
<td>Program Director</td>
<td>Ray H. Beats</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Chester A. Wallack</td>
</tr>
</tbody>
</table>

**KAYS**

HAYS—1948—KBS

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>KAYS, Inc.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>4-2576</td>
</tr>
<tr>
<td>Address:</td>
<td>2450 Hall St.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Full Time</td>
</tr>
<tr>
<td>News Service:</td>
<td>AP</td>
</tr>
<tr>
<td>Newspaper Affiliation:</td>
<td>Hays Daily News</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Thesaurus, Lang-Worth</td>
</tr>
<tr>
<td>Representative:</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>Membership:</td>
<td>Frank Mots</td>
</tr>
<tr>
<td>President:</td>
<td>Bob Schmidt</td>
</tr>
<tr>
<td>General Comm. Mgr.</td>
<td>Jim Ayres</td>
</tr>
<tr>
<td>Promotion Manager</td>
<td>Bud Ryan</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Glen Barnett</td>
</tr>
</tbody>
</table>

**KWBW**

HUTCHINSON—1935—NBC

<table>
<thead>
<tr>
<th>Frequency: 1450 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
</table>

---

Robert B. Reed
Robert Wells
Doug Hough
Tony Jewell
Ann Conrad
Gene Conjours
James E. Blair
Goodland
331
UP
Capitol. Cole
James E. Blair
Bert Blair
Lyle Fick
Helen T. Coogan
Grover C. Cobb
Sherwood R. Parks
Bill J. Jarvis
Ray H. Beats
Chester A. Wallack
Bob Schmidt
Jim Ayres
Bud Ryan
Glen Barnett
KANSAS

KWHK
HUTCHINSON—1946
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: KWHK Bcstg. Co., Inc.
Business-Studio Address: 18 W. 5th St.
Phone Number: 3-100
News Service: AP
Transcription Service: World
Representative: Everett-McKinney
President: James Murray
Gen., Comm. Mgr.: Vern Minor
Program Director: Jim Murray, Jr.
Chief Engineer: Millard Clary

KIND
INDEPENDENCE—1947
Owned-Operated By: Central Bcstg. Inc.
Bus.-Studio-Transmitter: Professional Bldg.
Phone Number: 1010
News Service: AP
Membership: BAB
Chief Engineer: James Teats

KJCK
JUNCTION CITY—1949—KBS
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By: Ralph L. Weir, Jr.
Address: 724 No. Washington St.
Phone Number: Junction City 1477
Air Time: Daytime
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
Comm., Sis. Prom. Mgr.: James Platt
Program Director: Ken Thomas
Chief Engineer: John Webb

KCKN
KANSAS CITY—1925
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KCKN Bcstg. Co.
Business Address: 300 Waltover Bldg.
Phone Number: Victor 3864
Air Time: Full Time
Newspaper Affiliation: The Kansas
News Service: AP, UP
Transcription Service: Lang-Worth, Standard
Representative: W. S. Grant
Membership: NARTB, BAB
President: Cecil W. Roberts
Sales Prom. Mgr.: Bob Buis
Program Director: Chester Kosak
Chief Engineer: David L. Reed

KLWN
LEAVENWORTH—1948—KBS
Owned-Oper. By: Lawrence Bcstrs. Inc.
Address: Lawrence
Phone Number: 3431
News Service: UP
Transcription Service: Lang-Worth
Representative: Hil F. Best
President: Cecil W. Roberts
Sales Prom. Mgr.: Bob Buis
Program Director: Chester Kosak
Chief Engineer: Hal Carlson

KCLO
LIBERAL—1948
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: Seward County Bcstg. Co.
Business Address: P. O. Box 311
Phone Number: 3891
Air Time: Day Time
News Service: UP
Transcription Service: Lang-Worth
Representative: Hil F. Best
Membership: NARTB, BAB
President: Alf M. Landon
General Manager: Leon S. Salathiel
Commercial Manager: Roy Pearce
Program Director: Larry Fikkins
Chief Engineer: Wayne Pash
KMAN
MANHATTAN—1950
Frequency: 1350 Kc. Power: 500 Watts d.
Address ..............................................114 No. 4th St.
Phone Number .....................................4451
Transmission Library: The Thesaurus, SESAC
Newspaper Affil.: "Daily Mercury-Chronicle"
News Service ......................................AP
President ............................................Fred A. Seaton
Gen. Sta. Manager: Warren L. Mowder
Comm., Prom. Manager: Marvin W. Houtz
Program Director: Sam Blessing
Chief Engineer: Herbert P. Lavin

KOMA
PITTSBURG—1937—NBC
Frequency: 860 Kc. Power: 10,000 Watts d.,
5,000 n.
Business Address: P. O. Box 603
Phone Number ...................................2165
Air Time ..............................................5:45 a.m.-M.
News Service ......................................AP
Representative: John E. Pearson
Membership ........................................NARTB
President ..........................................E. V. Baxter
Gen. Sta., Comm. Mgr.: R. E. Wade
Chief Engineer: Leo Stafford

KNEX
McPHerson—1949—LBS
Address .............................................P. O. Box 186
Phone Number .....................................1540
News Service ......................................AP
Transmission Service: SESAC
President ............................................Evart Mills
General Manager: Henry Dais
Commercial Mgr.: Vance Archer
Chief Engineer: Claude Hughes
Consulting Engineer: Ted Heithecker

KOF0
OTTAWA—1949
Owned-Operated By: Ottawa Bcastg. Co.
Transmitter Address: P. O. Box 46
Phone Number .....................................1045
Air Time .............................................Daytime
News Service ......................................UP
Transmission Service: Capitol, Lang-Worth
Pres., Gen. Mgr.: J. N. Jobes
Sta. Mgr., Pub. Dir.: Herbert M. Jobes
Prom., Comm. Mgr.: Thomas F. Ruble
Prog. Dir., Chief Eng.: Daniel W. Coltrane

KSEK
PITTSBURG—1947
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: Box 610
Phone Number .....................................742
Air Time .............................................Full Time
News Service ......................................AP
Newspaper Affiliation: Headlight & Sun
Transmission Service: Thesaurus
Representative: Cooke
Membership ........................................BAB
President ..........................................O. S. Stauffer
General Manager: Thad M. Sandstrom
Commercial Manager: Dale S. Helmers
Chief Engineer: Paul A. Winders

KLC
PARSONS—1948
Business-Studio Address: 1904 Broadway
Phone Number .....................................4050
Air Time .............................................Sunrise-Sunset
Newspaper Affiliation: The Sun
News Service ......................................AP
Transmission Service: The Thesaurus
President ............................................Clyde M. Reed, Jr.
General Manager: Raeburn D. Drenner
Chief Engineer: Clomer Warford

KWSK
PRATT—1952
Owned-Operated By: Pratt Bcastg. Co.
Address .............................................P. O. Box 385

KSAI
SALINA—1937—MBS
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: KSAL, Inc.
Bus-Studio Address: 201 W. Iron Ave.
Phone Number .....................................3701
Air Time .............................................Unlimited
News Service ......................................AP
Transmission Service: Lang-Worth, Standard
Representative: John E. Pearson
Membership ........................................NARTB, BAB
President ..........................................R. J. Laubengayer
Station Mgr.: R. V. Jensen
Prom. Mgr., Publ. Dir.: C. R. Lamer
Program Director: Al Thompson
Chief Engineer: Donald Engelhardt
**KJAY**

**TOPEKA—1949**

FREQUENCY: 1440 KC. POWER: 5000 Watts D.
1000 Watts n.

Owned-Oper. By .......... S. H. Patterson
Address ................. 908 Kansas Ave.
Phone Number ........... 3-1336
Air Time ................ Full Time
News Service .......... INS
Representative .......... Forjoe
President ............... S. H. Patterson
Station Director ........ Norwood J. Patterson
General Manager ........ Wilber Upchurch
Program Director ........ Roy Vernon
Chief Engineer .......... Gale Totten

**KTOP**

**TOPEKA—1947—MBS**

FREQUENCY: 1490 KC. POWER: 250 Watts

Owned-Operated By ........ Charles B. Axton
Address ................. Topeka
Phone Number ........... 4-3444
Air Time ................ Full Time
News Service .......... AP
Transcription Service ... Associated Representative .. John E. Pearson Co.
Owner, Gen., Sta. Mgr. .. C. B. Axton
Commercial Manager ...... Allan Curnutt
Asth. Manager ........... Marie M. McKinney
Program Director ........ Jack Warren Ostrode
Chief Engineer .......... Willard H. Peterson

**WIBW**

**TOPEKA—1924—CBS**

FREQUENCY: 580 KC. POWER: 5000 Watts

Owned by .......... Capper Publications, Inc.
Operated By ............ Topeka Bcstg. Assn., Inc.
Business-Studio Address 1035 Topeka Blvd.
Phone Number ........ 3-2377
Air Time ................ Full Time
News Service .......... AP, UP
Transcription Service Lang-Worth, Standard
President .............. H. S. Blake
General-Station Manager Ben Ludy
Commercial Manager ...... Hilton Hodges
Program Director ........ Maude Carlson
Chief Engineer .......... Lewis Dickensheets

**WREN**

**TOPEKA—1926—ABC**

FREQUENCY: 1250 KC. POWER: 5000 Watts

Owned-Operated By ........ WREN, Bcstg. Co., Inc.
Business-Studio Address 411 W. 10th St.
Phone Number ........ 2-0505
Air Time ................ Full Time
News Service .......... UP
Transcription Service Lang-Worth, Standard
Representative .......... Weed

**KAKE**

**WICHITA—1947—MBS**

FREQUENCY: 1240 KC. POWER: 250 Watts

Owned-Operated By ........ KAKE Bcstg. Co., Inc.
Business-Studio Address 420 W. Douglas Ave.
Phone Number ........... 4-9369
Air Time ................ Full Time
News Service .......... AP
Transcription Service Lang-Worth, Standard
Representative .......... Jack Todd
V.P. General Manager .... N. B. Todd
Commercial Manager ...... Martin Bass
Program Director ........ Graeme Fletcher
Chief Engineer .......... Harold Newby

**KANS**

**WICHITA—1936—NBC**

FREQUENCY: 1480 KC. POWER: 5000 Watts D.
1000 Watts n.

Owned-Operated By ........ Taylor Radio & TV
Business-Studio Address 1015 N. Broadway
Phone Number ........... 4-2387
Air Time ................ Full Time
News Service .......... AP, UP
Transcription Service Lang-Worth, Standard
Representative .......... O. L. Taylor Co.
Membership .............. NARTB
President .............. O. L. Ted Taylor
General Manager .......... Archie J. Taylor
Commercial Manager ...... Dudley Tichenor
Sales Promotion Manager ... Russell L. Lowe
Program Director ........ Justin Bradshaw
Chief Engineer .......... Max Miller

**KFBi**

**WICHITA—1923—ABC**

FREQUENCY: 1070 KC. POWER: 10,000 Watts D.
1000 Watts n.

Owned-Operated By ........ KFBi, Inc.
Business-Studio Address 200 E. First St.
Phone Number ........... 2-1447
Air Time ................ 6 a.m.-M.
News Service .......... UP
Transcription Service Lang-Worth, Standard
Representative .......... Avery-Knodel
Membership .............. NARTB, BAB
President .............. Howard Lane
Promotion Manager ........ Clarence Sewell
Program Dir. ............ George Wells
Publicity Director ...... Marie MacDonald
Chief Engineer .......... K. W. Pyle
K F H
WICHITA—1922—CBS
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By. Radio Station KFH Co.
Business-Studio Address. KFH Bldg.
Phone Number 2-4491.
Air Time Full Time.
Newspaper Affiliation “Eagle”
News Service UP, AP.
Transcription Service Lang-Worth, Capitol
Representative Edward Petry
Membership NARTB, BAB
President John Rigby
V.P., Gen. Mgr. Frank V. Webb
Sales Promotion Manager Beulah Roth
Program Director Thomas Bashaw
Publicity Director Marjory Bassett
Chief Engineer Virgil Hinshaw

K W B B
WICHITA—1950
Frequency: 1410 Kc. Power: 1000 Watts
Address. 2829 Salina Ave.
Phone Number 7-1265
Air Time 6 a.m.-M.
Transcription Service. Capitol, Thesaurus
News Service AP
Representative Pearson
Membership NARTB, BAB
President Louis Levand
General Manager J. Milton Hall
Program Director Chick Martin
Chief Engineer Ralph McClellan

KENTUCKY
Pop. April 1, 1953 (Est.) 3,117,000 — Total Housing Units 825,000
Families April 1, 1953 (Est.) 765,000 — Stations in State 46

W C M I
ASHLAND—1935—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Ashland Bcstg. Co., Inc.
Address 120 20th Street
Phone Number 3010
Air Time 6 a.m.-12:05 a.m.
News Service UP.
Trans. Service World, Thesaurus, SESAC
Representative John E. Pearson
Membership NARTB, BAB
President Gilmore N. Nunn
Program Director George Marshall
Chief Engineer Clarence W. Weaver

W L B J
BOWLING GREEN—1938—MBS
Frequency: 1410 Kc. Power: 5000 Watts d.;
1000 Watts n.
Address Box 148
Phone Number 901 Lehman
Air Time 6 a.m.-12:05 a.m.
News Service Full Time.
Transcription Service World
Representative Burn-Smith
Membership NARTB
Commercial Manager Robert Proctor
Sales Prom. Mgr. Georgia Bates
Publicity Director William Kuznitsof
Program Director Helen Given
Chief Engineer Rondal L. Miller

W L C K
CAMPBELLSVILLE—1951
Frequency: 1450 Kc. Power: 250 Watts
Address P.O. Box 248
Phone Number 380
News Service UP
Transcription Service Lang-Worth, Cole
Pres., Gen. Mgr. Redman Turner
Commercial Manager Lindsey Harden
Program Director Dean Harden
Asst. Mgr., Chi. Engr. James B. Crawley
**WTCO**
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
Air Time: Daytime
News Service: UP
Transcription Service: World, SESAC
President: H. T. Parrott
Gen., Sta. Mgr., Prog. Dir.: James Shacklette
Sales Promotion Mgr.: Frank Hayden
Chief Engineer: Harvey Kingsbury

**WAIR**
COLUMBIA—1951—KBS
Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Tri-County Bcstg. Corp.
Address: Columbia
Phone Number: 4111
News Service: UP
Trans. Ser.: MacGregor, Thesaurus
Membership: NARTRB, BAB
Pres., Gen., Sta. Mgr.: S. C. Bybee
Comm. Prom. Mgr.: Lonier Burchett
Chief Engineer: Lewis Owens

**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: 123-4, 1071
Air Time: 6 a.m.-M.
News Service: AP
Transcription 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

**WZIP**
COVINGTON—1947—KBS
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: WZIP, Inc.
Bus.-Studio Address: Sixth & Madison Aves.
Phone Number: Juniper 5300
Air Time: Daytime
News Service: AP
Membership: NARTRB, BAB
Program Director: E. C. Toleman
Publicity Director: Walter Rehbach
Chief Engineers: H. DeArmord, E. C. Toleman

**WCPM**
CUMBERLAND—1951—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Blanford Radio Co.
Address: S. Main St.
President: R. B. Helms
Sta., Comm. Mgr.: Murray Worner
Program Director: Jean Estep
Chief Engineer: J. Francke Fox

**WHIR**
DANVILLE—1947—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Commonwealth Bcstg. Corp.
Address: P. O. Box 234
Phone Number: Danville 1230
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Hal Holman Co.
Membership: NARTRB, BAB
Pres., Comm. Mgr.: W. T. Isac
V.P., Pgm. Dir.: David B. Highbaugh
Chief Engineer: Henry C. Lovell

**WIEL**
ELIZABETHTOWN—1950
Frequency: 1400 Kc. Power: 250 Watts
Address: P. O. Box 347
Phone Number: 5151
Air Time: Full Time
Transcription Service: Associated
News Service: UP
Membership: NARTRB, BAB
President: J. W. Hodges
Gen., Sta. Mgr.: Walter T. Gaines
Chief Engineer: Thomas Moore Baldwin

**WFKY**
FRANKFORT—1946—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Frankfort Bcstg. Co., Inc.
Phone Number: 48281
Air Time: 5 a.m.-11 p.m.
News Service: UP
Representative: Burn-Smith
Pres., Gen. Mgr.: Ken Hart
Sales Prom. Mgr., Prog. Dir.: Robert Beasley
Publicity Director: Mary Flynn
Chief Engineer: Dick Goddard

**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
Transcription Service: Thesaurus
President: Dr. R. W. Bushart
Chief Engineer: Eugene Moore

435
WKAY
GLASGOW—1946
Frequency: 1490 Kc. Power: 250 Watts
Phone Number. 2141
News Service. UP
Transcription Service. SESAC
President. Gordon E. Brown
Gen., Sta. Mgr. C. H. Hulse
Commercial Manager. J. M. Barrick
Sales Prom. Mgr. Freeman Cherry
Program Director. Caroline Biggers
Chief Engineer. C. H. Hulse

WHNL
HARLAN—1941—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Blanford Radio Co., Inc.
Address. S. Main St.
Phone Number. 625
Air Time. Full Time
News Service. UP
Transcription Service. Thesaurus
Representative. Burn-Smith
Membership. NARTB, BAB
President. Gen. Mgr. R. B. Helms
Program Director. Nell Bradford
Comm., Sta. Mgr. J. T. Morgan
Chief Engineer. J. Francke Fox, Jr.

WKIC
HAZARD—1947—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. BMG Bstg. Corp.
Address. Peoples Bank Building
Phone Number. Main 720
Air Time. Full Time
News Service. AP
Newspaper Affiliation. Hazard Herald
Transcription Service. World
Representative. Hil F. Best
President. Fred B. Bullard
Gen., Sta. Manager. Richard H. Goodlette
Chief Engineer. Marvin E. Young
Program Director. Charles W. Metcalfe

WSRO
HENDERSON—1941—MBS-KBS
Bus.-Studio Address. Zion Rd.
Phone Number. 3923
News Service. UP
Transcription Service. World
Representative. Meeker
Membership. NARTB, BAB
Sales Prom. Mgr. Ewing Graham
Program Director. Martin E. Schaeffer
Chief Engineer. Bob Cleveland

WHOJ
HOPKINSVILLE—1940—CBS
Frequency: 1230 Kc. Power: 250 Watts
Phone Number. 1025
Studio-Transmitter Location. Cadiz Rd.
Air Time. 5 a.m.-11:05 p.m.
News Service. UP
Transcription Service. RCA
Representative. Meeker
Membership. NARTB,BAB
Pres., Gen., Sta. Mgr. F. E. Lackey
Commercial Manager. Katherine Peden
Sales Prom. Mgr. Prog. Dir. Margaret Wyatt
Chief Engineer. Leo Y. Wilson

WLAP
LEXINGTON—1922—ABC
Frequency: 630 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By. American Bstg. Corp. (Not ABC)
Business-Studio Address. Radio Bldg.
Phone Number. 3-2727
Air Time. Full Time
News Service. UP
Transcription Service. World
Representative. John E. Pearson
Membership. NARTB, BAB
President. Gilmore N. Nunn
V.P.-General Manager. J. E. Willks
Program Director. Henry Allin
Publicity Director. Joe DeLong
Chief Engineer. Henry C. Locklear

WLEX
LEXINGTON—1946—KBS
Frequency: 1300 Kc. Power: 1000 Watts
Business Address. Campbell House
Phone Number. 3-0433
Air Time. Unlimited
Trans. Service. Lang-Worth. MacGregor
Representative. Forroe
News Service. AP
President. J. D. Gay, Jr.
Secy-Treas. Guthrie Bell
Gen., Com. Mgr. J. L. Brownell, Sr.
Chief Engineer. William Yount

WVLK
LEXINGTON—1947—MBS
Frequency: 590 Kc. Power: 1000 Watts
Address. Phoenix Hotel
Phone Number. 2-7177
News Service. AP
Transcription Service. Thesaurus
Representative. Burn-Smith
President. Garvice D. Kincaid
V.P., Gen. Mgr. Donald J. Horton
**WAVE**

**LOUISVILLE—1933—NBC**

Frequency: 970 Ke. . . . Power: 5000 Watts
Owned-Operated By . . . . WAVE, Inc.
Business Address . . . . 334 E. Broadway
Phone Number . . . . Wabash 2201
Air Time . . . . Unlimited
Transcription Service . Thesaurus, Standard
Representative . Free & Peters
Membership . . . . NARTB, BAB
President . . . . . George W. Norton, Jr.
General-Station Manager . . . Nathan Lord
Commercial Manager . . . La Velle Waltman
Sales Prom. Mgr. . . . . Charles Hill
Program Director . . . . James Caldwell
Chief Engineer . . . . Wilbur Hudson

**WGRC**

**LOUISVILLE—1936—MBS**

Frequency: 790 Ke. . . . Power: 5000 d. 1000 n.
Owned-Operated By . . . . Northside Bcstg. Corp.
Phone Number . . . . Wabash 8871
Air Time . . . . Full Time
News Service . . . . UP
Transcription Service . Long-Worth
Representative . Walker
Membership . . . . NARTE
Gen. Mgr. . . . . Charles L. Harris
Pgm. Dir. . . . . . Ward Hatcher
Chief Engineer . . . . W. J. Morrison

**WHAS**

**LOUISVILLE—1922—CBS**

Frequency: 840 Ke. . . . Power: 50,000 Watts
Owned-Oper. By . . . . WHAS, Inc.
Address . . . . 525 W. Broadway
Phone Number . . . . WABash 2211
Air Time . . . . Full Time
News Service . . . . AP
Newspaper Affil. . . . Courier-Journal. "Times"
Transcription Service . . . Long-Worth
Representative . . . . Henry I. Christal Co.
President . . . . Barry Bingham
Director . . . . Victor A. Shollis
Asst. Director . . . Neil D. Cline
Sales Director . . . John M. Fouts
Sales Prom. Mgr. . . William Loader
Chief Engineer . . . . Orrin W. Towner
Program Director . . . . Sam Gilford

**WINN**

**LOUISVILLE—1940**

Frequency: 1240 Ke. . . . Power: 250 Watts

Bus.-Studio Address . . . . Earle Hotel
Phone Number . . . . WAbash 5148
Air Time . . . . 7 a.m.-M.
News Service . . . . UP
Trans. Service . . . . World, MacGregor
Representative . . . . The Taylor Co.
Membership . . . . NARTE
Pres., Gen., Sta. Mgr. . . Harry McTigue
Commercial Manager . . . Chas. A. Schacht, Jr.
Program Director . . . . George Partridge
Sales Prom. Mgr. . . . . H. Elen E. Roberts
Chief Engineer . . . . Melvin Scarsdale

**WLOU**

**LOUISVILLE—1948**

Frequency: 1350 Ke. . . . Power: 1000 Watts d.
Owned-Operated By . . . . Robert W. Rounsaville
Business-Studio Address . . . 2549 S. Third St.
Phone Number . . . . Calhoun 3680
Air Time . . . . Daytime
News Service . . . . AP
Representative . . . . Pearson
President, Gen. Mgr. . . R. W. Rounsaville
Station Mgr. . . . . William R. Wagner
Prom., Comm. Mgr. . . . . Lee Smith
Program Director . . . . Johnny Martin
Chief Engineer . . . . Steve Dawson

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**A $152 MILLION DOLLAR NEGRO MARKET**

**IS INEXPENSIVELY YOURS... WHEN YOU SELL THROUGH THESE TWO NEGRO-PROGRAMMED SOUTHERN STATIONS!**

**WLOU**

160,000 Negroes, with a buying power of $52 million plus, make up a powerful market you can’t afford to overlook! Buy it individually, or in combination with WMBM at special package rates!

**WMBM**

150,000 Negroes, plus a tremendous audience in the Bahamas and along the North Cuban coast constitute the rich $100 million market of Miami’s Negro Independent. Write for special package rates now!

**MIAMI BEACH, FLORIDA**

National Representative: FORJOE AND COMPANY
Southern Representative: DORA-CLAYTON AGENCY, INC.
WKLO
LOUISVILLE—1948—ABC
Frequency: 1080 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Mid-America Bestg. Corp.
Business-Studio Address: Henry Clay Hotel
Phone Number: Clay 4441
Air Time: Full Time
Representative: John Blair & Co.
News Service: UP
Transcription Service: Associated
President: Emanuel Levi
Sta. Gen. Mgr.: Joe Eaton
Commercial Manager: Russell J. Pirkey
Program Director: Mary Louise Moore
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
Air Time: Daytime
News Service: AP
Transcription Service: Standard, Capitol
Representative: Burn-Smith
President: F. Eugene Sandford
Gen. Sta. Manager: Edwin E. S. Weldon
Commercial Manager: H. Parker Smith
Program Director: Harry Lockhart
Chief Engineer: Clovis Sadler

WFMW
MADISONVILLE—1948—KBS
Address: Box 387
Phone Number: 1885
Air Time: Sunrise-Sunset
Newspaper Affiliation: Madison Publishing
News Service: UP
Trans. Service: Capitol, Thesaurus, Standard
Representative: Continental
President: Edgar Arnold, Sr.
Sta. Gen. Mgr.: H. W. Wells
Program Director: Richard T. Harris
Chief Engineer: Evers Mick

WKTM
MAYFIELD—1946
Frequency: 1050 Kc. Power: 1000 Watts d.
Phone Number: 46
Studio Address: Mayfield Hotel
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Thesaurus
Representative: Sears & Ayer
Membership: NARTB
President: Frank O. Evans
Program Director: Joe MacNelly
Publicity Director: Frances Finks
Chief Engineer: Joseph M. Hargrove

WNGO
MAYFIELD—1947
Frequency: 1320 Kc. Power: 1000 Watts d.
Phone Number: 1597
Air Time: Full Time
News Service: AP
Transcription Service: Capitol
Membership: NARTB, BAB
President: H. M. Suthard
General Mgr.: T. E. Brewer
Commercial Mgr.: Carl Leigh
Program Director: O. L. Davis
Promotion Mgr.: Bob Lee
Chief Engineer: Ben Dixon

WFTM
MAYSVILLE—1948—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Standard Tobacco Co., Inc.
Bus. Address: 628 Forest Ave.
Phone Number: 1400
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: Charles P. Clarke
General Mgr.: John W. Betts
Commercial Mgr.: Horace Simpson
Program Director: Gene Walters
Chief Engineer: Harvey Cross

WMIK
MIDDLEBORO—1948—KBS
Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By: Cumberland Gap Bstgt.
Phone Number: 980
Air Time: Day Time
Representative: Holman
Transcription Service: RCA
News Service: UP
Membership: BAB
President: Dr. U. G. Brummett
General Mgr.: 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 Bestg. Co.
Address .................. P. O. Box 548
Phone Number ............. 1340
News Service .............. AP
President .................. H. T. Waldrop
Manager ................... Edward Griffin
Comm. Mgr., Prog. Dir. .... Troy Glidwell
Chief Engineer ............ Otis Cohoon

**WNOP**

**NEWPORT—1948**

Owned-Operated By ........ Tri-City Bestg. Co.
Business-Studio Address ... 606 Moamouth St.
Phone Number .............. Juniper 7100-1
Air Time .................. Sunrise-sunset
News Service ............. UP
President. Comm. Mgr. ... James G. Lang
Station Manager .......... Ann Rolles Lang
Program Director .......... Doug Nunn
Chief Engineer ............ Joshua Burtz

**WOMI**

**OWENSBORO—1938—MBS-KBS**

Frequency: 1480 Kc. .......... Power: 250 Watts
Business Address .......... Livermore & Byers
Phone Number ............. 3-1558
Air Time .................. 6 a.m.-M.
News Service .............. AP
Newspaper Affiliations ... Messenger, Inquirer
Transcription Service .... Thesaurus
Representative .............. Burn-Smith
Membership ................ NARTB, BAB
President .................. Lawrence W. Hager
Gen.-Sta. Mgr. ...... Hugh O. Potter
Program Director .......... Mrs. Cliffordean Potter
Chief Engineer ............ Harold I. Peters

**WVJS**

**OWENSBORO—1946**

Frequency: 1420 Kc. .......... Power: 1000 Watts
Business-Studio Address ... 324 Allen St.
Phone Number ............. 3-3521
News Service .............. UP
Transcription Service .... World
Representative ............ William G. Rambeau
Membership ................ NARTB
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., 500 n.
Owned-Oper. By .......... WKYB, Inc.
Business-Studio Address ... 504 Kentucky Ave.
Phone Number ............. 2-1878
Air Time .................. Full Time
News Service ............. AP
Transcription Service .... World
Representative ............. Pearson
Membership ................ NARTB, BAB
Commercial Manager ...... S. Livingston
Program Dir. ............ Joe P. Knight
Chief Engineer ........... C. G. Sims

**WPAD**

**PADUCAH—1930—CBS**

Frequency: 1450 Kc. .......... Power: 250 Watts
Address .................. 4th & Bway—Taylor Bldg.
Phone Number ............. 2-8231
Air Time .................. 5 a.m.-12 M.
News Service ............. UP
Trans. Serv. .............. Lang-Worth
Representative ............. Meeker
Membership ................ NARTB, BAB
Pres., Gen., Sta. Mgr. ... Pierce E. Lockey
Prog., Pub. Dir. .......... Ray Mofield
Chief Engineer ........... U. C. Morris

**WSIP**

**PAINTSVILLE—1949—MBS**

Frequency: 1490 Kc. .......... Power: 250 Watts
E. Chandler.
Address .................. Meade Bldg.
Phone Number ............. 1196
News Service .............. UP
Transcription Service .... Thesaurus
Gen., Sta. Manager .......... Ted Arnold Silver
Chief Engineer ............ Eugene Baldridge

**WLSI**

**PIKEVILLE—1949**

Owned-Operated By .... Cumberland Pub. Co.
Address .................. Pikeville
Phone Number ............. 4456
Air Time .................. Day Time
Newspaper Affiliation ... Daily News
News Service ............. UP
Transcription Service .... Lang-Worth
Presidnet .................. W. J. Ward
Chief Engineer ........... Guy N. Ferrell
KENTUCKY-LOUISIANA

WPKE
PIKESVILLE—1949—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Phone Number: 1280
News Service: AP
Transcription Service: SESAC
Representative: Clyde Childers Jr.
President: Al Kahn
Comm. Gen. Mgr.: Edward Damron
Chief Engineer: Edwin Meek

WPRT
PRESTONBURG—1952
Frequency: 960 Kc. Power: 1000 Watts d.
News Service: UP
Transcription Service: MacGregor
President: D. C. Stephens
Gen. Prom. Mgr.: Rex Osborne
Chief Engineer: Edwin P. Healy

WPKY
PRINCETON—1950—MBS-KBS
Address: U. S. Highway 62
Phone: 2072
News Service: AP
Owner. Gen. Mgr.: Leslie Goodaker

WSFC
SOMERSET—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Southeastern Bcstg. Corp.
Address: P. O. Box 526
Phone Number: 1240.41
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Colton
Pres., Gen. Sta. Mgr.: Mike Layman
Commercial Manager: Donald Orwin
Program Director: John A. Hartnett
Chief Engineer: Ralph F. Denton

LOUISIANA
Pop. April 1, 1953 (Est.) 2,819,000 — Total Housing Units 784,000
Families April 1, 1953 (Est.) 715,000 — Stations in State 45

KROF
ABBEVILLE—1948
Frequency: 960 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 620
Phone Number: 3-2543
News Service: AP, UP
Trans. Serv.: World, McGregor
Representative: Weed & Co.
Membership: NARTB, BAB
President: Walter H. Allen
Gen. Mgr.: Willard L. Cobb
Commercial Manager: Walter D. Melson
Prom. Mgr., Publ. Dir.: Vivian Close
Prog. Dir.: Alex Marchand
Chief Engineer: Jesse R. Sexton

KALB
ALEXANDRIA—1935—ABC
Frequency: 580 Kc. Power: 5,000 Watts d., 1,000 Watts n.
Address: 6th and Johnston
Phone Number: 3-2543
News Service: AP, UP
Trans. Serv.: World, McGregor
Representative: Weed & Co.
Membership: NARTB, BAB
President: Walter H. Allen
Gen. Mgr.: Willard L. Cobb
Commercial Manager: Walter D. Melson
Prom. Mgr., Publ. Dir.: Vivian Close
Prog. Dir.: Alex Marchand
Chief Engineer: Jesse R. Sexton

KSYL
ALEXANDRIA—1947—NBC
Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By: KSYL, Inc.
KTRY
BASTROP—1948—KBS
Frequency: 730 Kc........ Power: 250 Watts d.
Bus.-Studio Address.... 217 S. Washington St.
Phone Number........... 1400
News Service............ UP
Transcription Service... World, Associated
General Manager........ Bill Davis
Commercial Manager..... G. L. Johnson
Chief Engineer.......... S. E. Eckhardt

WAFB
Baton Rouge—1948—MBS
Frequency: 1460 Kc........ Power: 5000 Watts d.
1000 Watts n.
Address.................. 929 Government St.
Phone Number........... 4-8571
Air Time................... Full Time
News Service............. AP
Transcription Service... Thesaurus
Representative.......... Adam Young
Membership.............. NARTB, BAB
President................. Louis J. Prejean
V.P., Gen. Mgr......... T. E. Gibbons
Commercial Manager..... Ron Litteral
Prog. Director.......... John Ferguson
Chief Engineer.......... Donald K. Allan

WIBR
Baton Rouge—1948
Frequency: 1300 Kc........ Power: 1000 Watts
Address...................... P. O. Box 1226
Phone Number............. 49493
News Service............. UP
Trans. Serv............... Lang-Worth & Standard
Representative........... Walker
Gen. Mgr.................. Robert Earle
Commercial Manager...... Roger Davison
Chief Engineer........... E. E. Case

WKCS
Baton Rouge—1946—ABC
Frequency: 910 Kc........ Power: 1000 Watts
Owned-Operated By...... Air Waves, Inc.
Business Address........ 204 North St.
Phone Number........... 24411
Air Time................... Full Time
News Service............. AP, INS
Transcription Service... Associated
Representative.......... Wm. G. Rambeau
Membership.............. NARTB, BAB
President................. R. F. Cangelosi
General Manager........ Earl Smith
Commercial Manager...... Lamar Simmons
Prog. Dir..................... Herman Nelson
Publ. Dir.................... Mark O'Brien
Chief Engineer........... Edward Van Valkenburg

WIKC
Bogalusa—1947—NBC
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Operated By........ Enterprise Publishing Co.
Business Address........ Rio Grande St.
Phone Number............ 36
News Service............. AP
Transcription Service... World
President................. William C. Moss
General Manager.......... Curt Stegelin
Commercial Manager....... John H. Knight
Prog. Dir..................... Bernie Behrendt
Chief Engineer............... Donald Quave

KSIG
Crowley—1947
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Operated By........ Acadia Bcstg. Co.
Bus.-Studio Address.... 101 N. Parkerson Ave.
Phone Number............ 1450-1
News Service............. "Daily Signal"
Membership.............. NARTB
President................... Max Thomas
Gen. Mgr., Chief Eng....... B. Hillman Bailey, Jr.
Station Mgr............... Mary Grace St. John
Commercial Manager....... Edmond M. Klein
Chief Engineer............... G. L. Newman, Jr.
KDLA
DeRidder—1950—KBS
Frequency: 1010 Kc......Power: 1000 Watts d.
Owned-Operated By....Sabine Bcast. Co.
Address..................Box 46
Phone Number............7600
Air Time................Daytime
News Service.............UP
Transcription Service...MacGregor
Co-Owners...............Cyril W. Reddoch.
John B. McCrary
Commercial Manager.....Ralph L. Hooks
Program Director........Ted Thompson
Publ. Dir................Ed Jones
Chief Engineer..........Kilen Evans
Owned-Oper. By........Jennings Bcast. Co., Inc.
Address................1521 Lake Arthur Ave.
Phone Number...........1155
News Service.............UP
Membership..............NARTB
President...............Maxwell J. Thomas
Gen. Mgr...............Clovis L. Bailey
Sta. Mgr...............Jacqueline Todd Bertrand
Comm. Mgr...............Gerald Dugas
Sales Prom. Mgr.......Mildred Rhodriquez
Prog. Dir...............Albert W. Viguier
Chief Engineer.........Edgar E. Barton, Jr.

KEUN
Eunice—1952
Frequency: 1490 Kc......Power: 250 Watts d.
Owned-Operated By.....Tri-Parish Bcast. Co.
Address................Box 789
Phone Number............9041
News Service.............AP
Transcription Service...World
President.................Vincent Riehl
General Manager.........John A. Chauvin
Commercial Manager......Chris Duplechain
Program Director........Roger Duhon
Chief Engineer..........Billy Bland

WIHL
Hammond—1947
Frequency: 730 Kc......Power: 250 Watts d.
Owned-Oper. By........Cefalu Radio Station
Bus.-Studio Add........205 E. Thomas St.
Phone Number............960
News Service.............AP
Owners..................Nicholas Cefalu, A. V. Cefalu
Program Director..........George Bonnell
Chief Engineer..........J. R. Webb

KCIL
Houma—1946
Frequency: 1490 Kc......Power: 250 Watts d.
Owned-Operated By.......Charles W. Lamar, Jr.
Business Address.........Baton Rouge, La.
News Service.............AP
Transcription Service...World, SESAC
Membership...............NARTB, BAB
Owner....................Charles W. Lamar Jr.
General Manager..........Frank E. King, Jr.
Comm., Sls., Prom. Mgr...Raymond A. Saadi
Prog. Dir................Sam Eaton
Chief Engineer..........Lee E. Emmons

KJEF
Jennings—1950
Frequency: 1290 Kc......Power: 500 Watts d.
Owned-Oper. By........Camellia Bcast. Co., Inc.
Address................P. O. Box 367
Phone Number............8-9494-5
Transcription Service...World, Capitol
News Service.............UP
Membership...............NARTB, BAB
President...............Paul H. De Clonet
General Manager.........William A. Patton
Program Director..........John H. Selleck
Prom. Pub. Dir..........Sid Crocker
Chief Engineer..........William H. Bland, Jr.

KLFB
Lafayette—1950—MBS
Frequency: 1420 Kc......Power: 250 Watts d.
Address................P. O. Box 1070
Phone Number............5-6426-7
Newspaper Affiliation..."Daily Advertiser"
Air Time................6 a.m.-M.
News Service.............AP
Transcription Service...Lang-Worth
Representative..........Meeker
Membership...............NARTB, BAB
General Manager.........George H. Thomas
Sta. Mgr...............Evan H. Hughes
Commercial Manager......Thomas G. Pears
Prog. Dir................Don Metz
Chief Engineer..........Louis Pilcher

KVOL
Lake Charles—1947—MBS
Frequency: 1400 Kc......Power: 250 Watts d.
Owned-Operated By......KVOL, Inc.
Address................P. O. Box 1399
Phone Number............6-7541
News Service.............UP
Transcription Service...Associated
Representative..........Forjoe
President...............Jules J. Poglin
Co-Mgr., Prom. Mgr.......Tom Gresham
Co-Mgr., Prog. Dir.........Roy Rhodes
Station Director.........Stanley W. Ray, Jr.
Chief Engineer.........Le Vance Carson
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Address</th>
<th>Owner/Operator</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLOU</td>
<td>1580 Kc.</td>
<td>1000 Watts</td>
<td>Calcasieu Bstg. Co., Inc.</td>
<td>Liner's Bstg. Station, Inc.</td>
<td>25</td>
<td>AP</td>
<td>Thesaurus</td>
<td>O. L. Taylor</td>
<td>Paul L. Watts</td>
</tr>
<tr>
<td>KNOE</td>
<td>1390 Kc.</td>
<td>5000 Watts</td>
<td>Bernhardt Bldg.</td>
<td>James A. Noe</td>
<td>8155</td>
<td>AP</td>
<td>Headley-Reed</td>
<td>NARTB, BAB</td>
<td>James A. Noe</td>
</tr>
<tr>
<td>KPLC</td>
<td>1470 Kc.</td>
<td>Power: 5000 Watts</td>
<td>Address</td>
<td>By James A. Noe</td>
<td>Frequency: 5:30 a.m.-M.</td>
<td>AP, UP</td>
<td>World</td>
<td>Weed</td>
<td>T. B. Lanford</td>
</tr>
<tr>
<td>KAPK</td>
<td>1240 Kc.</td>
<td>100 Watts</td>
<td>Lakeshore Dr.</td>
<td>David Wilson</td>
<td>1985</td>
<td>UP</td>
<td>A. B. Craft, Jr.</td>
<td>Margaret Kunzweller</td>
<td>A. B. Craft</td>
</tr>
<tr>
<td>KWCJ</td>
<td>1450 Kc.</td>
<td>250 Watts</td>
<td>Box 232</td>
<td>By Natchitoches Bstg. Co.</td>
<td>Frequency: 5:30 a.m.-M.</td>
<td>AP</td>
<td>Capitol</td>
<td>Jack Ratliff</td>
<td>Dr. William H. Pierson</td>
</tr>
<tr>
<td>KANE</td>
<td>1240 Kc.</td>
<td>250 Watts</td>
<td>Box 383</td>
<td>By New Iberia Bstg. Co.</td>
<td>Frequency: 5:00 a.m.-8:00 p.m.</td>
<td>AP</td>
<td>Membership</td>
<td>A. H. Hall Allen</td>
<td>A. H. Hall Allen</td>
</tr>
<tr>
<td>KVIM</td>
<td>1380 Kc.</td>
<td>1000 Watts</td>
<td>Address</td>
<td>Queen City Bstg. Co.</td>
<td>Frequency: 5:00 a.m.-11:00 p.m.</td>
<td>Associated</td>
<td>Membership</td>
<td>Donald Bonin</td>
<td>John H. Coco</td>
</tr>
</tbody>
</table>
LOUISIANA

Program Director..............................Alice Lee
Sales Prom. Mgr..............................Jay Burnett
Chief Engineer...............................William H. Bland

WBOK
NEW ORLEANS—1950
Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Operated By.........................WBOK, Inc.
Address..............................505 Baronne St.
Phone Number.........................Tulane 5383
News Service.................................UP
Representative..............................Forliss
President.................................Jules J. Paglin
Comm. Mgr.................................Fred Schwarz
Program Director..........................Earl Davis
Chief Engineer..............................John Rhodes

WDSU
NEW ORLEANS—1923—NBC
Frequency: 1280 Kc....Power: 5000 Watts
Owned-Operated By...............WDSU Bcast. Corp.
Business-Studio Address..........520 Royal St.
Phone Number.........................Tulane 4371
Air Time........................................6 a.m.-12:30 a.m.
News Service.................................AP, UP
Transcription Service.................Capitol, World
Representative..............................John Blair
Membership.................................NARTB, BAB
President.................................Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr.................Robert Sweeney
V.P. & Comm. Mgr.........................Louis Read
Program Dir.................................William Ellwell
Prom. Dir.................................Marion Annenberg
Chief Engineer..............................Lindsey Riddle

WJBW
NEW ORLEANS—1926
Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By........Louise C. Carlson
Business-Studio Address..........Cigali Bldg.
Phone Number.........................Ma. 3488
Air Time..........................................Unlimited
News Service.................................AP
Representative..............................W. G. Rambeau
Membership.................................NARTB
Pres., Gen. Mgr..............................Louise C. Carlson
Sta., Comm. Manager......................Ed. Carlson
Prom. Mgr.................................George Stimmel
Program Dir.................................Jim Landry
Chief Engineer..............................Frank J. Recely
Publicity Dir...............................Jesse Lee Cave

WJMR
NEW ORLEANS—1945
Frequency: 990 Kc....Power: 250 Watts d.
Owned-Operated By........Supreme Bcast. Co. Inc.
Address..............................Jung Hotel, 1500 Canal Street
Phone Number.........................Canal 0356-0357
Air Time..............................Sunrise-Sunset
News Service.................................UP
Representative..............................Bolling
<table>
<thead>
<tr>
<th>WMRY</th>
<th>NEW ORLEANS—1930</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 600 Kc.</td>
<td>Power: 500 Watts d.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>2107 Dryades St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>504-2473</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Representative:</td>
<td>Gill-Keefe-Perna</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>President:</td>
<td>L. Ester Kamin</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Mort Silverman</td>
</tr>
<tr>
<td>Program Dir.:</td>
<td>Larry McKinley</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Samuel Perkins</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WNOE</th>
<th>NEW ORLEANS—1925—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1060 Kc.</td>
<td>Power: 50,000 d.; 5000 n.</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>James A. Noe</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>St. Charles Hotel</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Express 2173</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>SESAC</td>
</tr>
<tr>
<td>Representative:</td>
<td>H. R. Perkins</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>Owner:</td>
<td>James A. Noe</td>
</tr>
<tr>
<td>Gen., Sta. Mgr., Prom. Dir.:</td>
<td>Benton Paschal</td>
</tr>
<tr>
<td>Comm. Mgr.:</td>
<td>Paul Berille</td>
</tr>
<tr>
<td>Prog. Dir.:</td>
<td>Eldon Durand</td>
</tr>
<tr>
<td>Publicity Dir.:</td>
<td>Bill Elliott</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Ray Boyd</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WSMB</th>
<th>NEW ORLEANS—1925</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1350 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>WSMB, Inc.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Maison Blanche Bldg.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Magnolia 5921</td>
</tr>
<tr>
<td>President:</td>
<td>N. L. Carter</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Jack O'Meallie</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WTIX</th>
<th>NEW ORLEANS—1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1450 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Royal Bestg. Corp.</td>
</tr>
<tr>
<td>Address:</td>
<td>624 Canal St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>CA 7250</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Full Time</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>President:</td>
<td>General Huff</td>
</tr>
<tr>
<td>Gen., Sta. Mgr.:</td>
<td>William Ellwell</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WTPS</th>
<th>NEW ORLEANS—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 940 Kc.</td>
<td>Power: 1000 d.; 500 n.</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
<td>The Times Picayune</td>
</tr>
<tr>
<td>Business Address:</td>
<td>615 Howard Ave.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Canal 5561</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Associated</td>
</tr>
<tr>
<td>Representative:</td>
<td>John F. Tims</td>
</tr>
<tr>
<td>General Mgr.:</td>
<td>H. F. Wehrmann</td>
</tr>
<tr>
<td>Prog. Dir.:</td>
<td>Robert Smith</td>
</tr>
<tr>
<td>Prom. Mgr.:</td>
<td>Martin Burke</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>George DeBlieux</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WZEZ</th>
<th>NEW ORLEANS—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 690 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>WZEZ Radio Inc.</td>
</tr>
<tr>
<td>Bus.-Studio Address:</td>
<td>Hotel New Orleans</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Canal 3521</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Representative:</td>
<td>Hollingbery</td>
</tr>
<tr>
<td>President:</td>
<td>A. J. Chilton</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Joe A. Oswald</td>
</tr>
<tr>
<td>Program Dir.:</td>
<td>Ken Oswald</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Harrison Mondy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WWL</th>
<th>NEW ORLEANS—1922—CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 870 Kc.</td>
<td>Power: 50,000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Loyola University</td>
</tr>
<tr>
<td>Address:</td>
<td>Roosevelt Hotel</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Raymond 2194</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP, AP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Standard, Thesaurus</td>
</tr>
<tr>
<td>Representative:</td>
<td>Katz</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>President:</td>
<td>Rev. Patrick Donnelly</td>
</tr>
<tr>
<td>General Manager:</td>
<td>W. H. Summerville</td>
</tr>
<tr>
<td>Comm. Manager:</td>
<td>Larry Baltry</td>
</tr>
<tr>
<td>Publicity Manager:</td>
<td>Ray Luezza</td>
</tr>
<tr>
<td>Program Director:</td>
<td>E. M. Hoerner</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>J. D. Bloom, Jr.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KSLO</th>
<th>OPELOUSAS—1947—ABC-KBS</th>
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</thead>
<tbody>
<tr>
<td>Frequency: 1230 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>KSLO Bestg. Co.</td>
</tr>
<tr>
<td>Studio Address:</td>
<td>KSLO Blvd.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>2633</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Full Time</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>Sears &amp; Ayer</td>
</tr>
</tbody>
</table>

KRUS
RUSTON—1947—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address: 105 E. N. Railroad Ave.
Phone Number: 1490
Air Time: Full Time
News Service: UP
Newspaper Affiliation: "Daily Leader"
Owner, Gen. Mgr.: C. E. Faulk, Jr.
Station Manager: Kenneth L. Whitaker
Program Director: Bill Carter
Chief Engineer: James L. Span

KCIJ
SHREVEPORT—1950
Frequency: 980 Kc. Power: 5000 Watts d.
Address: 205 Milam St.
Representative: Young
President: Lester Kamin
Chief Engineer: N. L. Keys

KENT
SHREVEPORT—1947—MBS
Owned-Operated By: Frank H. Ford
Business-Studio Address: 311 Milam Bldg.
Phone Number: 3-3681
Air Time: 6 a.m.-m.
News Service: AP
Transcription Service: Standard
Representative: Walker
Membership: NARTB
Pres., Gen. Mgr.: Frank H. Ford
Commercial Manager: Frank H. Ford, Jr.
Prom. Pub. Dir.: Bill Monroe

KRMD
SHREVEPORT—1928—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Station KRMD
Bus.-Studio Address: New Jefferson Hotel
Representative: Weed
Manager: G. V. Wilson
Station Director: W. L. Switzer
Program Director: Elizabeth V. Allford
Chief Engineer: Carl W. Goulden

KTBS
SHREVEPORT—1922—NBC
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
Air Time: 5 a.m.-12 M.
News Service: AP, UP
Representative: Petry
Transcription Service: Associated Membership
Pres., Gen. Mgr.: E. Newton Wray
Comm. Mgr.: Alex Chesley
Pub., Sales Prom. Mgr.: Carol Vinson
Prog. Dir.: Cecil E. Bland, Jr.
Chief Engineer: C. H. Maddox

KWKH
SHREVEPORT—1925—CBS
Frequency: 1130 Kc. Power: 50,000 Watts
Owned-Operated By: International Bostg. Corp.
Business-Studio Address: Commercial Bldg.
Phone Number: 2-8711
Newspaper Affiliation: Shreveport Times
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Branham
Membership: NARTB, BAB
President: William H. Bronson
Exec. V.P., Gen. Mgr.: Henry B. Clay
Commercial Manager: Fred Watkins, Jr.
Program Director: Horace Logan
Chief Engineer: W. E. Antony

MAINE
Pop. April 1, 1953 (Est.) 963,000 — Total Housing Units 314,000 Families April 1, 1953 (Est.) 285,000 — Stations in State 15

WFAU
AUGUSTA—1946—MBS-YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bostg. Co., Inc.
Address: 160 Bangor St.
Phone Number: 3-3838
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard, World
Representative: Forjoe

446
**WRDO**

**AUGUSTA—1932—NBC-MAINE NERN**

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ............. WRDO, Inc.
Address ................. 175 Water Street
Phone Number ............ 3-4735
Air Time ................. 6 a.m.-12 M.
News Service .............. UP
Transcription Service .... Thesaurus
Representative .......... Weed, Bertha Banan
Membership .......... NARTB, BAB
President ........ Adeline B. Rines
Gen., Sta., Prom. Mgr. .... Jack S. Atwood
Commercial Manager ...... Donald K. Powers
Publ. Pgm. Dir. ........ Leslie R. Hubley
Chief Engineer .......... Harold T. Dinsmore

**WABI**

**BANGOR—1924—ABC-MBS**

Frequency: 910 Kc.  Power: 5000 Watts
Owned-Oper. By .......... Community Bcastg. Service
Business-Studio Address .. 57 State St.
Phone Number ............ 8446
Air Time ................. Full Time
News Service .............. AP
Representative .......... Everett-McKinney, Kettell-Carter
Co-O. President .......... Horace E. Hildreth
Comm. Mgr. .............. Lee Gorman
Program Dir. ............ Richard Bronson
Chief Engineer .......... Walter Dickson

**WGUY**

**BANGOR—1947—CBS**

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By ............ Guy Gannett Bcastg. System
Address ................. P. O. Box 732
Phone Number ............ 7354
Air Time ................ 6:30 a.m.-12 M.
News Service .............. UP
Representative .......... Avery-Knodel
President .............. Guy P. Gannett
General Manager .......... Creighton E. Gatchell
Station Manager .......... Samuel G. Henderson, Jr.
Program Director .......... Clifton E. Reynolds
Chief Engineer .......... Roger W. Hodgkins

**WLBJ**

**BANGOR—1926—NBC-NERN**

Frequency: 620 Kc.  Power: 5000 Watts
Business-Studio Address .. 100 Main St.
Phone Number ............ Bangor 6023
Air Time .................. Unlimited
News Service .............. UP
Transcription Service .... Thesaurus
Representative .......... Weed, Bertha Banan
Membership .......... NARTB, BAB
President ........ Adeline Rines
General Manager .......... Edward E. Guernsey
Program Director .......... Irving E. Hunter
Promotion Manager ........ George Chapman
Chief Engineer .......... John Wibby

**WIDE**

**BIDDEFORD—1948—MBS-YANKEE**

Frequency: 1400 Kc.  Power: 250 Watts
Address ................. 234 Main St.
Phone Number ............ 4-4566
Air Time ................ Full Time
News Service .............. UP
Transcription Service .... World
Membership .......... NARTB
Station Manager .......... Chris Drivas
Chief Engineer .......... Arthur Deters

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE’s proven daytime service area covers a population of 201,781. During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine’s richest resort area—Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
President and Gen. Mgr.
**MAINE**

---

**WABM**

HOLTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
Phone Number. 2257
Air Time. Full Time
News Service. AP
Transcription Service. Thesauris
President. Harry E. Umphrey
General Manager. Harold D. Glidden
Sta., Comm. Mgr. Ted Coffin
Chief Engineer. Robert W. MacIntosh

---

**WCOU**

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Twin City Bdcstg., Co., Inc.
Business-Studio Address. 223 Lisbon St.
Phone Number. 4-6829
Air Time. 6 a.m.-M.
News Service. AP
President. Faust Couture
General-Station Mgr. John C. Libby
Pgm., Pub. Dir. Herb Fontaine
Chief Engineer. Herbert Wiles

---

**WLAM**

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
Business-Studio Address. 129 Lisbon St.
Phone Number. 4-5401
Air Time. 6 a.m.-12 M.
News Service. AP
Transcription Service. Thesauris
Representative. Everett-McKinney
President. Station Mgr. Elden H. Shute, Jr.
General Mgr.-Treas. Frank S. Hoy
Prog., Pub. Dir. F. Parker Hoy
Chief Engineer. Leslie R. Hall

---

**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
Air Time. Unlimited
News Service. AP, UP
Transcription Service. Thesauris
Representative. Weed, Bertha Bannan
Membership. NARTB, BAB
President. Adeline B. Rines

---

**If you want sales in Maine**

Buy LEWISTON-AUBURN

1st IN SHARE OF AUDIENCE

Represented Nationally by Everett-McKinney, Inc.

---

**BUY 5000 WATT**

WLAM

ABC NETWORK "MAINE’S VOICE OF PROGRESS"

**1st IN SHARE OF AUDIENCE**

MORNINGS
8:00 a.m. to 12 Noon 43.1%

AFTERNOONS
12 Noon to 6:00 p.m. 43.0%

EVENINGS
6:00 p.m. to 8:00 p.m. 40.9%

C. E. HOOPER, INC. Survey
LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented in New England by Kettell-Carter
General Manager .......... William H. Rines
Station Manager ........... Linwood T. Pitman
Commercial Manager .......... Albert W. Smith
Prog. Dir. .................... Arthur Owens
Chief Engineer .............. Daniel E. Smith

W G A N
PORTLAND—1938—CBS
Frequency: 560 Kc.............. Power: 5000 Watts
Owned-Oper. By .......... Guy Gannett Bcstg. Services
Business-Studio Address .... 390 Congress St.
Phone Number ................. 2-7423
Air Time ............. 6 a.m.-12:05 a.m.
News Service .................. AP, UP
Representative .............. Avery-Knodel
Membership .................. NARTB
President .................. Guy P. Gannett
General Manager ............. Creighton E. Gatchell
Commercial Manager .......... Richard E. Bates
Chief Engineer ............., Roger W. Hodgkins

W P O R
PORTLAND—1946—ABC-YANKEE
MBS
Frequency: 1490 Kc.............. Power: 250 Watts
Owned-Operated By .......... Oliver Bcstg. Corp.
Business-Studio Address ...... Chapman Bldg.
Phone Number ................ 3-8111
Air Time ..................... Full Time
News Service .................. AP
Transcription Service ......... Standard Representative
Everett-McKinney
President ..................... Harold H. Meyer
Commercial Manager .......... William J. Mullen
Sales Mgr. .................... I. McAdoo
Program Director ............. Raymond Mercier
Chief Engineer ............ Roger S. Perry

W A G M
PRESQUE ISLE—1931—MBS
YANKEE—M.E.B.S.
Frequency: 1450 Kc.............. Power: 250 Watts
Owned-Operated By .......... Aroostook Bcstg. Corp.
Business-Studio Address ...... 180 State St.
Phone Number ................ 8821
Air Time ..................... Unlimited
News Service .................. AP
Transcription Service ......... Thesaurus
President ..................... Harry Umphrey

American Broadcasting Company  Yankee Network  Mutual Broadcasting System

Portland’s favorite station . . .

ask anyone!

Boston—L. J. Borgatti

Hal Meyer, President
General Manager...........Harold D. Glidden
Commercial Manager........Forrest Craig
Pgm. Dir..................Richard B. Marshall
Chief Engineer.............Lester E. Hughes

WRKD
ROCKLAND—1952—ABC
Frequency: 1460 Kc................Power: 250 Watts
Address.....................496 Main St.
Phone Number..................74 K
Air Time......................Full Time
News Service..................UP
Transcription Service........Standard
Reps....................Everett-McKinney, Kettell-Carter
President........Carleton D. Brown
Station Manager........Paul R. Huber
Commercial Mgr........A. Sherman Butter

WRKD
ROCKLAND—1952—ABC
Frequency: 1460 Kc................Power: 250 Watts
Address.....................496 Main St.
Phone Number..................74 K
Air Time......................Full Time
News Service..................UP
Transcription Service........Standard
Reps....................Everett-McKinney, Kettell-Carter
President........Carleton D. Brown
Station Manager........Paul R. Huber
Commercial Mgr........A. Sherman Butter

WANN
ANAPOLIS—1946
Frequency: 1190 Kc................Power: 1000 Watts d.
Owned-Oper. By..............Chesapeake Radio Corp.
Business Address..............P. O. Box 1551
Phone Number..................9211
News Service..................AP
Transcription Service........World
Membership..................BAB
Pres., Gen. Mgr........Robert L. Blaiock
Comm., Prom. Manager........Patrick W. Larkin
Program Director........M. E. Blaiock
Publicity Director........John Drew
Chief Engineer........Joseph H. Griscom. Jr.

WASL
ANAPOLIS—1946
Frequency: 810 Kc................Power: 250 Watts d.
Owned-Oper. By..............Chesapeake Radio Corp.
Business Address..............P. O. Box 1551
Phone Number..................9211
News Service..................AP
Transcription Service........Standard
Membership..................BAB
Pres., Gen. Mgr........Robert L. Blaiock
Comm., Prom. Manager........Patrick W. Larkin
Program Director........M. E. Blaiock
Publicity Director........John Drew
Chief Engineer........Joseph H. Griscom. Jr.

WNAV
ANAPOLIS—1949—KBS
Frequency: 1430 Kc................Power: 1000 Watts
Address......................P. O. Box 923, Admiral Hts.
Phone Number..................2639
Air Time......................6 a.m.-12 M.
News Service..................AP

WTVL
WATERVILLE—1946—ABC
Frequency: 1490 Kc................Power: 250 Watts
Business-Studio Address........36 Silver St.
Phone Number..................2700-1
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
Program Dir................Alvo Martin
Chief Engineer........Don Sutherland

MARYLAND
Pop. April 1, 1953 (Est.) 2,466,000—Total Housing Units 694,000
Families April 1, 1953 (Est.) 639,000—Stations in State 23

WANN
ANAPOLIS—1946
Frequency: 1190 Kc................Power: 1000 Watts d.
Owned-Oper. By..............Chesapeake Radio Corp.
Business Address..............P. O. Box 1551
Phone Number..................9211
News Service..................AP
Transcription Service........Standard
Membership..................BAB
Pres., Gen. Mgr........Robert L. Blaiock
Comm., Prom. Manager........Patrick W. Larkin
Program Director........M. E. Blaiock
Publicity Director........John Drew
Chief Engineer........Joseph H. Griscom. Jr.

WANN
ANAPOLIS—1946
Frequency: 1190 Kc................Power: 1000 Watts d.
Owned-Oper. By..............Chesapeake Radio Corp.
Business Address..............P. O. Box 1551
Phone Number..................9211
News Service..................AP
Transcription Service........Standard
Membership..................BAB
Pres., Gen. Mgr........Robert L. Blaiock
Comm., Prom. Manager........Patrick W. Larkin
Program Director........M. E. Blaiock
Publicity Director........John Drew
Chief Engineer........Joseph H. Griscom. Jr.

WNAV
ANAPOLIS—1949—KBS
Frequency: 1430 Kc................Power: 1000 Watts
Address......................P. O. Box 923, Admiral Hts.
Phone Number..................2639
Air Time......................6 a.m.-12 M.
News Service..................AP

WNAV
ANAPOLIS—1949—KBS
Frequency: 1430 Kc................Power: 1000 Watts
Address......................P. O. Box 923, Admiral Hts.
Phone Number..................2639
Air Time......................6 a.m.-12 M.
News Service..................AP

WBAL
BALTIMORE—1925—NBC
Frequency: 1090 Kc................Power: 50,000 Watts
Owned-Oper. By..............Hearst Corp. (Radio & TV Div.)
Address.....................2610 North Charles St.
Phone Number..................Hopkins 3000
Air Time......................Unlimited
News Service..................AP, INS, UP
Transcription Service........Thesaurus
Representative .............Edward Petry & Co., Inc.
V.P. and Exec. Dir.............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
Pub. Mgr................Thomas J. White, Jr.
Chief Engineer........William C. Bareham

WBAL
BALTIMORE—1925—NBC
Frequency: 1090 Kc................Power: 50,000 Watts
Owned-Oper. By..............Hearst Corp. (Radio & TV Div.)
Address.....................2610 North Charles St.
Phone Number..................Hopkins 3000
Air Time......................Unlimited
News Service..................AP, INS, UP
Transcription Service........Thesaurus
Representative .............Edward Petry & Co., Inc.
V.P. and Exec. Dir.............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
Pub. Mgr................Thomas J. White, Jr.
Chief Engineer........William C. Bareham

WBMD
BALTIMORE—1947
Frequency: 750 Kc................Power: 1000 Watts d.
YOU GET MORE

COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY

RADIO BALTIMORE

WBAL

50,000 Watts - NBC in Maryland

Nationally Represented by EDWARD PETRY & CO.
MARYLAND

Owned-Operated By .......... Key Bcstg. Corp.
Business-Studio Address .... 879 Park Ave.
Phone Number ............... Mulberry 7035
News Service ................ AP
Representative ............. Joseph Hershey McGilvra
President .................... George E. Hull
General Mgr. ................ H. Shelton Earp, Jr.
Program Director .......... Tom O'Connor
Chief Engineer .......... Russell H. Morgan

WCAO
BALTIMORE—1922—CBS
Frequency: 600 Kc. ......... Power: 5000 Watts
Business-Studio Address .. 1102 N. Charles St.
Phone Number .......... Mulberry 0600-1-2-3-4
Air Time ..................... Unlimited
News Service ................. AP
Transcription Service ......... Paul H. Raymer
Representative .............. L. W. Milbourne
Membership ................ NARTB
Pres., Sta., Gen. Mgr. ....... L. W. Milbourne
Comm., Prom. Mgr. ........ Robert M. Richmond
Program Dir. ............... George L. Filling
Chief Engineer .......... Martin L. Jones

WCBM
BALTIMORE—1924—MBS
Frequency: 680 Kc. ......... Power: 10,000 d.; 5000 n.
Bus.-Studio Address ....... Harford & North Aves.
Phone Number .......... Belmont 8400
Air Time ..................... Full Time
News Service ................. AP, INS
Transcription Service ...... Lang-Worth
Representative .............. Taylor
Membership ................ NARTB
President, Comm. Manager .. John Elmer
Gen., Sta., Comm. Mgr. ...... 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
Air Time ..................... 6 a.m.-12 M.
News Service ................. AP
Transcription Service ...... World
Representative .............. John Blair & Co.
Membership ................. NARTB
President .................... Robert S. Maslin
V.P., Gen. Mgr. ............. John E. Surrick
V.P., & Treasurer ........... J. H. L. Trautleiter
V.P. Charge of Adv. ......... Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr. ... Wm. S. Pirie, Jr.
Program Dir. ............... Bert Hansauer
Chief Engineer .......... William Q. Ranft

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
Air Time ..................... 24 Hrs.
News Service ................ AP
Transcription Service ...... Standard
Representative .............. Forje
Membership ................ BAB
Comm., Sales Prom. Mgr. ... Robert C. Embry
Program Dir. ............... Nedra Jeanne Berryman
Publicity Director .......... Mae Hughes
Chief Engineer .......... James S. Duff

WSID
BALTIMORE—1947
Frequency: 1010 Kc. ......... Power: 1000 Watts, d.
Business-Studio Address .... 912 N. Charles St.
Phone Number .......... Saratoga 8250
News Service ............... UP
President .................... Richard Eaton
Gen., Sta., Comm. .......... Albert L. Lamphear
Prom. Mgr. ................. Helen Wherley
Chief Engineer .......... Leroy Reckling

WWIN
BALTIMORE—1951
Frequency: 1400 Kc. ......... Power: 250 Watts
Address ....................... 3740 Reisterstown Rd.
Phone Number .......... Mohawk 4400
Air Time ..................... Full Time
News Service ................. AP
Transcription Service ...... Associated
Representative .............. Indie Sales
President .................... Thomas F. McNulty
Gen. Mgr. .................... Lenore Feldman
Program Director .......... Chester Kiser
Chief Engineer .......... Joseph Sporney

WUST
BETHESDA—1951—MET. NET
Frequency: 1120 Kc. ......... Power: 250 Watts, d.
Address ....................... 1348 You St., Wash., D. C.
Phone Number .......... HO 0011
News Service ................. UP
Transcription Service ...... Quality
P’es., Gen. Mgr. ............ Harold F. Shetters
Comm., Prom., Pub. Mgr. ... Leslie W. Smith
Chief Engineer .......... Richard Reagan
...no if-and-or-but about it, the big Bargain in Baltimore is WITH ask your Forjoe man to prove it!
MARYLAND

WCEM
CAMBRIDGE—1947—MBS
Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By.... The Shore Bstng Co.
Phone Number .......... 1580
News Service ............. AP
Transmission Service ..... World
President ............. John W. Downing
Gen. Mgr. ............. Charles J. Truitt
Comm., Prom. Mgr. ... Anna Flowers
Prog. Dir. .......... Bette B. Robbins
Chief Engineer .......... Jerold P. Merritt

WCUM
CUMBERLAND—1948—CBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.... The Tower Realty Co.
Address ........... P. O. Box 360
Phone Number .......... 5400-1
Air Time ............. 6:30 a.m.-11:30 p.m.
News Service ............. AP
Transmission Service ... Thesaurus
Representative ....... For Joe
President .......... Karl F. Steinmann
Station Manager .... M. Campbell, Jr.
Commercial Manager ... Eldred Knotts
Sales Prom. Mgr. .... Paul E. Custer
Chief Engineer .......... Paul E. Custer

WDYK
CUMBERLAND—1949—ABC—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Western Md. Bstng.
Address ........... 450 Byrd Avenue
Phone Number .......... 5001
Air Time ............. Daytime
News Service ............. UP
Transmission Service ... Standard
Representative ............. Radio Representatives, Inc.
President .......... Richard A. Raese
Sta. Mgr., Prog. Dir. ... James M. Martinson
Commercial Manager ... Floyd V. Cozad
Prom. Mgr., Publ. Dir. ... Robert Calvert
Chief Engineer .......... George Sokol, Jr.

WTBO
CUMBERLAND—1928—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Maryland Radio Corp.
Address ........... Commercial Bank Bldg.
Phone Number .......... 299
Air Time ............. 6 a.m.-M.
News Service ............. UP
Transmission Service ... World
Representative ......... Branham

WFMD
FREDERICK—1936—CBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By... Monocacy Bstng. Co.
Business-Studio Address ... Winchester Hall
Phone Number .......... 3-6104, 5
Air Time ............. 5 a.m.-M.
News Service ............. AP
President .......... Laurence Leonard
General Manager ...... Alan W. Long
Program Director ... Evelyn Leonard
Sales Prom. Pub. Mgr. ... Amelia Weinberg
Chief Engineer .......... Howard Fisher

WARK
HAGERSTOWN—1947—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.... United Bstng. Co., Inc.
Business-Studio Address ... 128 S. Prospect St.
Phone Number .......... 4500
Air Time ............. 6 a.m.-M.
News Service ............. UP
Membership ............. NARTB
President .......... Richard Eaton
Managing Director ... Albert R. Lamphere
General Manager ... Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor ... Hunter Reams
Publicity Director .......... Betty Bupp
Chief Engineer .......... G. Harold Brewer

WJEJ
HAGERSTOWN—1932—MBS-ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Hagerstown Bstng. Co., Inc.
Business-Studio Address ... Franklin Court
Phone Number .......... 2323
Air Time ............. 6 a.m.-12:05 a.m.
News Service ............. AP
Transmission Service ... Thesaurus
Representative ......... Walker
Membership ............. NARTB
Sta., Prom. Mgr. ...... William H. Paulsgrove
Commercial Mgr. .......... Clarence Myers
Pgm. Dir. .......... Robert Leslie
Publicity Director .......... Marie Hobson
Chief Engineer .......... George McIntire
MARYLAND

WASA
HAVRE DE GRACE—1948
Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Chesapeake Bcstg. Corp.
Address: P. O. Box 97
Phone Number: 800
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
President, General-Station Mgr.: Jason T. Pate
Comm.-Sales Prom. Mgr.: Charles W. Irwin
Chief Engineer: Charles E. Veazie

WBOC
SALISBURY—1940—MBS
Frequency: 960 Kc. Power: 1000 Watts d.
Bus.-Studio Address: Radio Park
Phone Number: 6131
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Transcription Service: World
Representative: Burn-Smith
President: John W. Downing
Gen., Sta., Comm. Mgr.: Charles J. Truitt
Program Director: John W. Downing, Jr.
Chief Engineer: Jack W. Ward

WINX
ROCKVILLE—1947
Frequency: 1600 Kc. Power: 1000 Watts d.
Address: Route 240, Rockville
Phone Number: 4357
Air Time: Sunrise-Sunset
News Service: UP
President: Bruce Collier
Gen. Sta. Mgr.: Phyllis Johnson
Promotion Manager: Bob Cossman
Prog. Dir.: Bob Cossman
Chief Engineer: Arthur A. Snowberger

WGAY
SILVER SPRING—1946—MET. NET
Frequency: 1050 Kc. Power: 1000 Watts d.
Business Address: 11306 Kemp Mill Rd.
Phone Number: 1050
Air Time: Daytime
News Service: AP
Representative: Forjoe, Indie Sales
Membership: NARTB, BAB
President: John W. Kluge
Gen.-Sta. Mgr.: Joseph L. Brechner
Comm., Sls., Prom. Mgr.: James E. Crismond
Pub., Pgm. Dir.: Ernest Tannen
Chief Engineer: Arthur McDougall

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

At RADIO PARK, SALISBURY, MD.
OUT-OF-TOWN STUDIOS: SEAFOAD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
(Mon. thru Fri. Average)
Source: J. A. Ward, Inc.
9 AM - 12 Noon 69.5%
12 Noon - 6 PM 71.6%
6 PM - 10 PM 72.0%

MARKET DATA
Source: Sales Management
Population: 301,700
Radio Homes: 82,500
Retail Sales: $333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
WBMS
BOSTON—1946
Frequency: 1090 Kc. . Power: 1000 Watts
Owned-Oper. By: WBMS, Inc.
Business-Studio Address: Hotel Shelton
Phone Number: Copley 7-3005
Air Time: Sunrise-sunset
News Service: AP
Representative: Forjoe & Co.
President: John Laux
General Manager: Norman Furman
Commercial Mgr.: Zangwil Lasker
Sales Prom. Mgr.: Irving Wermont
Program Director: John Malden
Publicity Director: Gerald McCarthy
Chief Engineer: Donald Snider

WBZ - WBZA
(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN
Frequency: 1030 Kc. . Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned-Oper. By: Westinghouse Radio Sta-
tions, Inc. (Synchronous Operation)
Business-Studio Add: 1170 Soldiers Field Rd.
Phone Number: Algonquin 4-5670
News Service: AP, UP, INS
Transcription Service: Thesaurus
Membership: BAB
Representative: Free & Peters
President: E. V. Huggins
V.P., Gen. Mgr.: J. E. Baudino
Station Manager: W. C. Swartley
Sales Manager: C. M. Meehan
Promotion Manager: John Stili
Program Manager: Avner Rakov
Chief Engineer: W. H. Hauser
Publicity Director: Joseph Cullinane

WCOF
BOSTON—1935
Frequency: 1150 Kc. . Power: 5000 Watts
Business-Studio Address: 485 Boylston St.
Phone Number: Copley 7-0123
Air Time: Full Time
News Service: AP, INS
Gen. Sta. Mgr.: Roy V. Whisnand
Natl. Sales Mgr.: A. N. Armstrong
Program Director: Irvin E. Dieroff, Jr.
Chief Engineer: Roland C. Hale

WEEI
BOSTON—1924—CBS-RADIO
Frequency: 590 Kc. . Power: 5000 Watts
Owned-Oper. By: CBS Radio Division
Business-Studio Address: 182 Tremont St.
Phone Number: HUBbard 2-2323
Air Time: Full Time
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: CBS Radio Spot Sales
Membership: BAB
General Manager: Harvey J. Struthers
Commercial Mgr.: Emmett J. Heerd, Jr.
Sales Promotion Mgr.: Charles B. H. Vaill
Program Director: Raymond G. Girardin
Publicity Director: Marie H. Howland
Chief Engineer: Harold A. Dorschug

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: Hancoek 6-5500
Newspaper Affiliation: Herald-Traveler Corp.
Air Time: Full Time
News Service: AP
Representative: John Blair
Membership: NARTB, BAB
President: Robert B. Chaote
Managing Director: William B. McGrath
Commercial Manager: Arthur T. Brush
Program Director: George M. Perkins
Chief Engineer: Philip K. Baldwin

WMEX
BOSTON—1934
Frequency: 1510 Kc. . Power: 5000 Watts
Owned-Oper. By: The Northern Corp.
Business-Studio Address: 70 Brookline Ave.
Phone Number: Commonwealth 6-3900
MASSACHUSETTS

WNAC
BOSTON—1922—MBS-YANKEE
Frequency: 1260 Kc. Power: 5000 Watts
Bus-Studio Address: 21 Brookline Ave.
News Service: Reuters, INS, UP
Representative: H. R. Reps.
President: Tom O’Neill
Exec. V.P., Gen. Mgr.: Linus Travers
Vice President: George Steffy
Commercial Manager: Tom Bateson
Sales Prom. Mgr.: George Nallberg
Program Director: Dave Cox
Publicity Director: Phyllis Doherty
Chief Engineer: I. B. Robinson

WORL
BOSTON—1950
Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By: The Pilgrim Broadcasting Corp.
Address: 29 State St.
Phone Number: Lafayette 3-4000
Air Time: Sunrise-Sunset
News Service: AP
Representative: Bolling Co.
President: Joseph A. Dunn
Program Director: A. Norm Prescott
Publicity Director: Polly Haddad
Chief Engineer: John Parker

WVOM
BOSTON-BROOKLINE—1948
Frequency: 1600 Kc. Power: 5000 Watts
Address: 1 Harvard Street
Phone Number: Beacon 2-5850
Air Time: Full Time
Representative: McGillvra
News Service: UP
General Manager: Benjamin Bartzoff
Commercial Manager: Ken Strong
Chief Engineer: Jerome Bartzoff

WBET
BROCKTON—1946
Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By: Enterprise Publishing Co.
Business-Studio Address: 60 Main St.
Phone Number: Brockton 7062
News Service: INS
Representative: Bananan, Colton
Membership: NARTB, BAB
Gen. Sta. Mgr.: Charles A. Fuller
Commercial Mgr.: Earle G. Clement
Program Director: Kenneth A. Wheeler
Technical Dir.: Mark L. MacAdam

WTAO
CAMBRIDGE—1948
Owned-Oper. By: Middlesex Bcstg. Corp.
Address: 439 Concord Ave.
Phone Number: Elliot 4-0500
Air Time: Day Time
News Service: AP
Representative: Indie Sales
President: Frank J. Lyman, Jr.
General Manager: F. C. Bailey
Program Dir.: Edward Penney
Chief Engineer: Norman J. Graham

WACE
CHICOPEE-SPRINGFIELD—1946
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: Regional Bcstg. Co.
Business Address: Hotel Bridgeway
Phone Number: Springfield 6-1323
Air Time: Sunrise-sunset
News Service: AP
Representative: Indie Sales
Membership: NARTE, BAB
President: David Hayes
Sta., Comm., Gen. Mgr.: Ralph J. Robinson
Program Dir.: Charles J. O’Malley
Chief Engineer: H. R. 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, Kettell-Carter
Chief Engineer: Roland Berube

WSAR
FALL RIVER—1921—ABC
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: Fall River Bcstg. Co., Inc.
Business-Studio Address: Academy Bldg.
Phone Number: 7-9477
Newspaper Affiliation: Herald News, Inc.
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
MASSACHUSETTS

Representative . Headley-Reed, Bertha Bannan
Membership ........................................ NARTB
President .......................... Frank W. Miller
Treas., Gen. Mgr. ..... Melvin Lahr
Commercial Manager .... Nell Sullivan
Publicity Director .. John Crowley
Program Dir. .......... Angie Bailey
Chief Engineer .......... John Pavao

WEIM
FITCHBURG—1941—MBS-YANKEE
Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By ... WEIM, Fitchburg, Inc.
 Business-Studio Address ...... 717 Main St.
 Phone Number .............. 3-3766
 Air Time .......... Unlimited
 News Service ............... AP
 Representative ........ Walker
 Membership ............... NARTB, BAB
 Commercial Mgr. ........ James W. Chalmers
 Program Dir. ............ David Rodman
 Chief Engineer .......... Ted Kalin

WFGM
FITCHBURG—1950
Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Wachusett Bstg. Co.
 Address .......... 455 Main St.
 Phone Number .......... 3-4897
 Representative ........ Devney, Bannan
 News Service ............... INS
 Membership ............... NARTB, BAB
 Pres., Gen. Mgr. ... Ansel E. Gridley
 Program Director ....... Tal Hood
 Chief Engineer .......... Donald L. Coleman

WKOX
FRAMINGHAM—1947
Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Oper. By . WKOX, Inc.
 Bus.-Studio Address .... Mt. Wayte Ave.
 Phone Number .......... Framingham 7409
 News Service .......... UP
 Transcription Service ....... World
 Representative .......... Kettell-Carter
 General Manager ...... Richard E. Adams
 Commercial Manager ... Lewis F. Sargent
 Program Director ....... William B. Sherman
 Chief Engineer .......... Francis Bartol

WHOB
GARDNER—1946—ABC
Frequency: 1490 Kc. Power: 250 Watts
 Business Number .......... Green St., Gardner
 Phone Number ........... 1490
 Air Time .......... Full Time
 News Service .......... AP
 Representative .......... Borgatti, Inc.

WHAI
GREENFIELD—1938—MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... John W. Haigis
 Business-Studio Address .... 354 Main St.
 Phone Number .......... 4301-2
 Air Time ............... Full Time
 News Service ............... AP
 Transcription Service ....... 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 Prom. Mgr., Pub. Dir. ... Thomas J. Kelly
 Program Director ........ Ira I. Hewey
 Chief Engineer .......... Leland F. Wheeler

WHAV
HAVERHILL—1947
Frequency: 1490 Kc. Power: 250 Watts
 Business-Studio Address .... 30 How St.
 Phone Number .......... 4-4733
 Air Time ............... Full Time
 Newspaper Affiliation .... Haverhill Gazette Co.
 News Service .......... UP
 Representative .......... Kettell-Carter
 Membership ............... BAB
 Pres., Gen. Mgr. ... John T. Russ
 Station Manager .......... Robert L. Kimel
 Commercial Mgr. ....... John J. Kirby
 Program Director .......... Kenneth Ash
 Chief Engineer .......... David Cate

WHYN
HOLYOKE—1941—MBS-YANKEE
Frequency: 560 Kc. Power: 1000 Watts
 Owned-Oper. By . Hampden—Hamshire Corp.
 Address .......... 180 High St.
 Phone Number .......... Holoyke 8238
 Newspaper Affiliation .... Transcript-Telegram
 News Service .......... UP
 Transcription Service ....... Lang-Worth
 Representative .......... Branham
 Membership ............... NARTB, BAB
 Sta., Gen. Mgr. ... Charles N. DeRose
 Commercial Manager ... Patrick J. Montague
 Chief Engineer .......... Alexander Paley

WREB
HOLYOKE—1950—KBS
Frequency: 930 Kc. Power: 500 Watts d.
 Address .......... 323 High St.
 Phone Number .......... 2-3296
MASSACHUSETTS

Transcription Service ........ Associated, SESAC
News Service ........................ AP
Membership .......................... BAB
President ......................... Sigward Holmes
Pgm. Dir., Prom. Mgr. ...... Gerald Loughman
Publicity Director .......... Larry Therrien
Chief Engineer ................. Arthur P. Beaton

WCCM
LAWRENCE—1947
Frequency: 800 Kc. ... Power: 1000 Watts d.
Address ................... 278 Essex Street
Phone Number .......... Lawrence 3-7171-2
Air Time ................ Sunrise-Sunset
News Service ........................ AP
Representative ............. Bannan, Indie Sales
Pres., Gen., Sta. Mgr. .... Geo. H. Jaspert
Prog. Dir. ................... Ernest La Branche
Chief Engineer ............. John David Bodel

WLAW
LAWRENCE—1937—ABC
Frequency: 680 Kc. ... Power: 50,000 Watts
Owned-Oper. By ...... Hildreth & Rogers Co.
Business-Studio Address ....... Essex St.
Phone Number .......... Lawrence 4171
Newspaper Affiliation ...... Eagle-Tribune
Air Time .................. 6 a.m.-12:05 a.m.
News Service ........................ UP, INS
Transcription Service ......... Thesaurus
Representative .............. O. L. Taylor Co.
Membership ............... NARTB
President ...................... Irving E. Rogers
Gen., Sta. Mgr. ............ Lambert B. Beeuwkes
Commercial Manager ....... Nona Kirby
Program Dir. ............... Frederick P. Laffey
Sales Prom. Mgr. ........... Kerby Cushing
Publicity Director .......... Fred A. Sullivan
Chief Engineer ............. George A. Hinckley

WCAP
LOWELL—1951
Frequency: 980 Kc. ... Power: 1000 Watts d.
Owned-Operated By ...... Northeast Radio Inc.
Address ................... 243 Central St.
Phone Number .......... 4-0404
News Service ....................... UP
President ...................... Israel Cohen
Gen., Sta. Mgr. ............ William J. Warren
Program Director .......... Ugo San Antonio
Chief Engineer ............. Theodore Cohen
Phone Number .......... 8715, Lawrence 2-2146
Air Time ............. 6:00 a.m.-11:30 p.m.
News Service ......... Associated
Transcription Service .... Associated
President .................... Gerald Harrison
V. P. ....................... Carl S. Wheeler
Sta. Mgr. ............... Dana W. Wheeler
Program Director ....... Tom Clayton
Commercial Manager .... Haskell Bloom berg
Chief Engineer ........ Anthony G. Michaels

WLHN
LYNN—1947
Frequency: 1360 Kc. ... Power: 1000 Watts d.
Business-Studio Address ...... 7 Willow St.
Phone Number .......... LY, 5-6200
Air Time .................. 6:00 a.m.-Sunset
News Service ............... UP
Sta., Comm. Mgr., Prog. Dir. ... Hank Forbes
Chief Engineer ............ Russell Bassett

WHIL
MEDFORD—1952
Frequency: 1430 Kc. ... Power: 500 Watts d.
Owned-Operated By ...... Conant Bstg. Co.
Address ................... 99 Revere Beach Pkwy.
Phone Number .......... Mystic 8-2250
News Service ........................ UP
Transcription Service ......... Thesaurus
Commercial Mgr. .......... Joseph Kruger
Program Director .......... Dave Maynard
Chief Engineer ........... Sal Fulchino

WBSM
NEW BEDFORD—1949
Frequency: 1230 Kc. ... Power: 100 Watts
Owned-Oper. By ...... Bay State Bstg. Co.
Address ................... Pope's Island
Phone Number .......... 3-1767
Representative ............ The Bolling Co.
Membership ............... NARTB
News Service ....................... UP
President ...................... Joseph P. Duchaine
General Manager .......... Otto F. A. Arnold
Commercial Manager ....... Richard C. Evans
Program Director .......... Chris Clark
Chief Engineer ............. Brownell Brightman

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
Air Time .................. Full Time
News Service ............... AP
Newspaper affiliation .... Standard-Times
Representative ............ Walker Co., Bertha Bannan

459
Station Manager .................. J Thomas Matthers
Commercial Manager ............ Arnold Briden
Program Director ................. James Gleason
Chief Engineer .................. David Dodd

W M N B
NORTH ADAMS—1947
Frequency: 1230 Kc. .......... Power: 250 Watts
Bus.-Studio-Transmitter Address 466 Curran
Phone Number ................ 1230
Air Time ....................... Full Time
News Service ...................... AP
Transcription Service .......... World
Representative ............... McGillvra
Membership ...................... NARTB
Program Manager .......... Larry Truesdale
Chief Engineer .............. J. Gordon Keyworth

W N A W
NORTH ADAMS—1949
Owned-Operated By ............... Cecil F. Clifton
Address ....................... 20 State Street
Phone Number ................ 860
News Service ..................... UP
Transcription Service .......... Associated, Colte
Owner ....................... Mrs. Cecil F. Clifton
Program Director .......... Carman S. Tubby
Chief Engineer .......... Calvin Curtis

W H M P
NORTHAMPTON—1950
Frequency: 1400 Kc. .......... Power: 250 Watts
Address ....................... 78 Main St.
Air Time ....................... Full Time
News Service ...................... AP
Representative ............... Louis Borgatti
President ................. John H. Williams
Gen., Sta., Comm... Prom. Mgr. .......... Alexander W. Milne
Program Director .......... Joseph T. Fennessey
Chief Engineer .......... Harold Schumacher

W B E C
PITTSFIELD—1947—ABC-Ubs
Frequency: 1490 Kc. .......... Power: 250 Watts
Business-Studio Address .......... 30 Eagle St.
Phone Number ................ 8292
Air Time ....................... Full Time
News Service ...................... AP
Transcription Service .......... Capitol
Representative .............. Everett McKinney, Kettell-Carter
Newspaper Affil. .............. Berkshire Evening Eagle
Membership ...................... NARTB
President ...................... L. K. Miller
Gen., Sta., Comm... Prom. Mgr. .......... W. Wendell Budrow
Pgm., Publ., Dir..... Robert Henabery
Chief Engineer .......... Walton Ayer

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
Air Time ....................... Full Time
News Service ...................... UP
Transcription Service .......... Associated
Representative .............. Walker, Morgatti
Membership ...................... NARTB, BAB
President ...................... Leon Podolsky
Sta., Gen. Mgr. .......... John T. Parsons
Commercial Manager .......... Norman T. Simpson
Sales Promotion Manager .... Robert H. Burbank
Pub., Pgm. Dir. .......... Richard Bolender
Chief Engineer .......... Leonard Lavendol

W J D A
QUINCY—1947
Frequency: 1300 Kc. .......... Power: 1000 Watts d.
Business-Studio Address .......... Box 373
Phone Number ................ Mayflower 9-1300
News Service ...................... AP
Transcription Service .......... World
Chf. Engr. .......... Charles Glass
Program Director .......... Carl Glass

W E S X
SALEM—1939
Frequency: 1230 Kc. .......... Power: 250 Watts
Business-Studio Address .......... Salem
Phone Number ................ 5670
Transcription Service .......... World
President ................. Joseph H. Tobin
Gen., Sta., Mgr. .......... William C. Asher
Comm., Sales Prom. Mgr. .......... Tom Lester
Prog., Pub. Dir. .......... Duane Hatch
Chief Engineer .......... Philip Campbell

W B Z A—WBZ
(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN
(See Boston Listing)

460
WJKO
SPRINGFIELD—1948
Frequency: 1600 Kc. Power: 5 KW d.
Phone Number: 2-7487
Air Time: Day Time
News Service: Associated
Representative: Gil Keefe & Peria
Membership: Gerson Askins
Gen. Mgr., Pgm. Dir.: C. M. Manistas
Sales Manager: E. G. Hewinson, Sr.

WMAS
SPRINGFIELD—1932—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WMAS, Inc. Business-Studio Address: 101 West St.
Phone Number: Springfield 7-1414
News Service: UP
Transcription Service: Associated
Representative: Edward Petry
Membership: NARTB
President: Gerald Harrison
Station Manager: Robert Donahue
Commercial Manager: Robert Feldman
Sales Prom. Mgr.: Paul Pelletier
Chief Engineer: John Michnowez

WSPR
SPRINGFIELD—1936—ABC
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: WSPR, Inc. Business-Studio Address: 63 Chestnut St.
Phone Number: 6-2757
Air Time: Full Time
News Service: AP
Representative: George P. Hollingbery
Membership: NARTB
Pres., Gen. Mgr.: Alan C. Tindal
Commercial Manager: J. H. Ferguson, Jr.
Program Director: Wayne H. Latham
Chief Engineer: George Townsend

WTXL
SPRINGFIELD—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Telecolor Corp. Phone Number: 5-4768
Air Time: 6:40 a.m.-12 M.
News Service: INS
Transcription Service: World
Representative: Walker
Membership: NARTB, BAB
Pres., Gen. Mgr., Chief Engr.: L. A. Reilly
Commercial Manager: Holland D. Cameron
Oper., Mgr.: J. L. Spates

WPEP
TAUNTON—1949
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By: WPPB, Inc. Business-Studio Address: 74 Broadway
Phone Number: 4-7528
Air Time: Day Time
Transcription Service: Long-Worth
News Service: UP
President: J. Marshall McGregor
General Manager: James Milton Hammond
Sta. Mgr., Prog. Dir.: Joseph G. Quill
Commercial Manager: Edwin Stawniak
Chief Engineer: Lawrence Prado

WCRB
WALTHAM—1948
Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Charles River Bscq. Co. Business-Studio Address: 834 Main St.
Phone Number: W 5-7080
Air Time: Daytime
News Service: UP
Representative: Banman
Program Director: David B. Tucker
Chief Engineer: J. H. Bonney

WARE
WARE—1948
Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By: Central Bscq. Co. Business-Studio Address: Ware
Phone Number: 1250
Air Time: Daytime
News Service: AP
Transcription Service: Long-Worth
Representative: Borgatti, Radio Reps.
Gen., Sta. Mgr.: T. M. Colson
Commercial Mgr.: Howard L. Chase
Chief Engineer: Joseph Bigda

WOCB
WEST YARMOUTH—1940
MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: E. Anthony & Sons Phone Number: Hyannis 502
Address: South Sea Ave.
Air Time: 7 a.m.-11:30 p.m.
Representative: Walker, Bertha Banman
President: Basil Brewer
General Manager: Dan B. Gaylord
Station Manager: Paul Stiles
Program Director: Joyce Johnson
Chief Engineer: Frank L. Lynch
The busiest stations in America's automotive center

Today there are 1 1/2-million radio homes and 1/2-million auto radios in the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiter's have looked to for the best in programs, and advertisers for the best in results. At lowest cost, too! WWJ costs less than the average cost-per-thousand for radio time in Detroit...14.5% less according to Pulse ratings! To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station...WWJ.

Shortest distance between your visual sales message and the 800,000 TV sets in Detroit is through WWJ-TV, first TV station in Michigan. Proof? Whenever Detroit's 3 TV stations telecast the same event...conventions, elections, speeches, sports...ratings give WWJ-TV a greater audience than both other stations combined! More proof? Throughout the year, WWJ-TV carries most of the top-rated weekly shows! Still more proof? WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ...AM...FM...TV

Basic NBC Affiliate
AM—560 KC 5000 WATTS
FM—87.1 MC CHANNEL 4
MASSACHUSETTS-MICHIGAN

Waab
Worcester—1931—ABC
Frequency: 1440 Kc. Power: 5000 Watts
Owned by WAAB, Inc.
Business-Studio Address: 34 Mechanic St.
Phone Number: 2-5611
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Everett-McKinney, Bannan
Membership: NARTB
President: George F. Wilson
Commercial Mgr.: George J. Kapel
Program Dir.: Don Stevens
Chief Engineer: Felix Bonvoila

Wneb
Worcester—1946
Frequency: 1230 Kc. Power: 250 Watts
Address: 405 Main St.
Phone Number: 6-4672
Air Time: 6 a.m.-12 M.
News Service: UP
Representative: Bolling
President: Paul C. Lytle
Gen. Mgr.: John J. Hurley
Commercial Mgr.: Edward T. McCann, Jr.
Chief Engineer: Vernon P. Wilson

Worc
Worcester—1927—MBS-YANKEE
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: Radio Worcester
Business-Studio Address: 4 Walnut St.
Phone Number: 5-3101
Air Time: 6 a.m.-12 M.
News Service: AP
Representative: Headley-Read
President: C. George Taylor
Gen., Sta. Mgr.: Kenneth M. Cooper
Comm. Mgr.: Thomas M. Donlin
Chief Engineer: Carroll Philbrook

Wtag
Worcester—1924—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: WTAG, Inc.
Business-Studio Address: 18 Franklin St.
Phone Number: 5-4321
Air Time: 6 a.m.-12:05 a.m.
Newspaper Affiliation: Telegram & Evening Gazette
News Service: World
Transcription Service: Capitol
Membership: NARTB, BAB
President: O. Wm. Myers
General Manager: M. H. Wirth
Program Director: Lewis Shroyer
Chief Engineer: Clare Brown

Wabj
Adrian—1946
Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Oper. By: James Gerity, Jr.
Address: Treat Bd.
Phone Number: 9000
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Capitol
Membership: NARTB, BAB
Owner: James Gerity, Jr.
General Manager: O. Wm. Myers
Commercial Manager: David L. Norton
News, Pgm. Dir.: Larry Payne
Chief Engineer: Elwood Brown

Walm
Albion—1952
Address: Hawes Bldg.
Phone Number: 6120
President: J. C. Bedient
General Manager: M. H. Wirth
Program Director: Lewis Shroyer
Chief Engineer: Clare Brown

Wfyc
Alma—1948
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: WFyc, Inc.
Address: 408½ Gratiot Ave.
Phone Number: 95
News Service: UP
Trans. Service: Lang-Worth, World
President: L. R. Kamperman
V.P., Gen. Mgr.: Robert W. Cessna
Chief Engineer: Harold Frisbee

Michigan
Pop. April 1, 1953 (Est.) 1,669,000—Total Housing Units 1,990,000
Families April 1, 1953 (Est.) 1,834,000—Stations in State 68
WATZ
ALPENA—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Business Address: Alpena
Phone Number: 1049
Air Time: 7 a.m.-11 p.m.
News Service: AP
Representative: Hal Holmcm
President: Drew McClay
Chief Engineer: William Kiker

WBCK
BATTLE CREEK—1948—MBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Michigan Bcstg. Co.
Phone Number: 3-5555
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: F. K. Doyle
P. e., General Manager: Robert H. Holmes
Commercial Manager: E. F. Cahill
Program Director: ...E. F. Cahill
Chief Engineer: ...Robert Willbur

WHRV
ANN ARBOR—1947—ABC
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By: Huron Valley Bcstrs., Inc.
Business Address: 4230 Packard Rd.
Phone Number: 2-4573
News Service: AP
Transcription Service: World
Representative: Walker
Membership: NARTB, BAB
President: J. F. Hopkins
General Manager: Steve Fillplak
Com. Mgr.: James H. Hopkins
Chief Engineer: James Allen

WPAG
ANN ARBOR—1945
Frequency: 1050 Kc. Power: 1000 Watts d.
Bus.-Studio-Transmitter Address: 3rd Floor, Hutzel Bldg.
Phone Number: 2-5517
News Service: AP
Transcription Service: Standard
Representative: McGillvra
Membership: NARTB
President: Arthur E. Greene
Gen. Sta. Manager: Edward F. Baughn
Commercial Manager: Kenneth MacDonald
Program Director: Roger A. Shepard
Chief Engineer: ...D. N. Bowdish

WLEW
BAD AXE—1950
Owned-Operated By: Port Huron Bcstg. Co.
Address: 932 Military St., Port Huron
Phone Number: 2-8536
Representative: Gill-Keefe-Penna
Transcription Service: Standard
News Service: UP
Membership: NARTB
Gen. Mgr.: John Wamer
Sta. Com. Mgr.: Jim Muehlenbeck
Prog. Dir.: Dick Estell
Chief Engineer: Don Clotter

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: 7173
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: McGillvra
Membership: NARTB, BAB

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 JOS. HERSHEY McGILLVRA

250W • 1400 WELL
the GREAT VOICE of the GREAT LAKES
MICHIGAN

General Manager.........................Dan E. Jayne
Commercial Manager....................E. P. Mills, Jr.
Program Director.......................Forrest F. Owen
Chief Engineer.........................Earl J. Stone

W B C M
BAY CITY—1928—ABC
Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By........................Bay Bcstrs. Co., Inc.
Business-Studio Address.................Wenonah Hotel
Phone Number..............................7551-2
Air Time..................................6 a.m.-M.
News Service................................UP
Transcription Service.....................Thesaurus
Representative............................George P. Hollingsbny
Membership..................................BAB
President.................................Harley D. Peet
Gen.-Station-Comm. Mgr........................................Hugh A. Giesel
Program Director.........................Charles E. Anthony
Chief Engineer............................Ralph H. Carpenter

W G R O
BAY CITY—1949—KBS
Phone Number..............................3-1260
Air Time..................................Daytime
News Service...............................AP
Transcription Service.....................Thesaurus
Representative............................Sears & Ayer
Membership..................................BAB
President.................................James Gerly, Jr.
Vice-Pres....................................O. William Myers
Station Manager..........................Harley West
Program Director.........................Phil Sanford
Chief Engineer............................Edward Dillon

W H F B
BENTON HARBOR—1947
Frequency: 1060 Kc. Power: 1000 Watts d.
Address................................Fairplain Ave.
Phone Number..............................5-2113
Air Time..................................Sunrise-Sunset
News Service...............................AP
Transcription Service.....................RCA, World
Representative............................Hal Holman
Membership..................................NARTB, BAB
President.................................Stanley R. Banyon
Vice-Pres....................................W. J. Banyon
Gen., Sta. Mgr..............................J. P. Scherer
Commercial Manager.....................Ted Vernasco
Sales Prom. Mgr...........................Dwight Edmunds
Program Director.........................John Pershing Chase
Chief Engineer.............................Munson Robinson

W A T T
CADILLAC—1945—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.........................Midwestern Bcstrs. Co.
Business-Studio Address.................P.O. Box 219, Cadillac
Phone Number..............................1270
News Service................................AP
Transcription Service.....................SESAC, KBS
Representative............................Hal Holman
Pres., Gen. Mgr..............................Les Biederman
Station Manager..........................Art Nyhus
Commercial Manager.....................M. L. Chandler
Chief Engineer.............................Bill Kikel

W T V B
COLDWATER—1949
Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By..........................Twin Valley Bcstrs, Inc.
Address................................Box 32
Phone Number..............................1230
Air Time..................................Full Time
News Service...............................AP
Trans. Service..............................World, Associated, Cole
Representative.............................McGillivrav
Membership..................................BAB
President.................................George Hosek
Program Director.........................James C. Macklem

W K M H
DEARBORN—1946
Frequency: 1310 Kc Power 5000 Watts d.
1000 n.
Owned-Operated By........................WKMH, Inc.
Address................................15001 Michigan Ave.
Phone Number..............................Tiffany 6-8500
Transmitter...............................Willow Run Express Hwy.
News Service...............................INS, UP
Transcription Service.....................Lang-Worth
Representative.............................Headley-Reed
Membership..................................NARTB, BAB
Pres., Sta. Gen. Mgr........................Fred A. Knorr
Comm., Prom. Mgr..........................George M. Miller
Program Director.........................Verna Borsodi
Production Director......................Clare Linn
Chief Engineer.............................Jerold Martin

C K L W
DETOUR-WINDSOR—1932
MBS-CBC
Frequency: 800 Kc. Power: 50,000 Watts
Business Address........................3300 Guardian Bldg., Det.
Phone Number..............................Woodward 1-7200
Air Time..................................24 Hrs.
News Service...............................INS, UP
Transcription Service.....................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...........................S. C. Ritchie
Publicity Director........................Art Gloster

466
COMPARE the Coverage
with the Cost and you'll discover why
this greater "dollar distance" buy
is ringing more cash registers
than ever before for advertisers.

CKLW covers a
17,000,000 population
area in five important
states!

50,000 WATTS
800 KC.

Adam J. Young Jr., Inc.
National Representative
Guardian Building

J. E. Campeau, Pres.

Detroit 26, Mich.
WJKB
DETROIT—1926
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By .. Storer Bcstg. Co.
Business-Studio Address .. 500 Temple 4ve.
Phone Number .. Temple 3-7900
Air Time .. 24 Hours
News Service .. INS
Representative .. Katz Agency
Membership .. NARTB, BAB
President .. George B. Storer
Vice-Pres., Managing Dir. .. Gayle V. Grubb
Commercial Manager .. Harry Lipson
Sales Promotion Manager .. Peter Storer
Program Director .. Richard Fischer
Publicity Director .. Beverly Holden
Chief Engineer .. Paul O. Frincke

WJLB
DETROIT—1926
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Oper. By .. Booth Radio & TV Sta.
Business Address .. Buhl Bldg.
Phone Number .. Woodward 5-2000
News Service .. AP
Membership .. BAB
Representative .. Forjoe
Pres., Gen. Mgr. .. John L. Booth
Station Manager .. Eric V. Hay
Sales Prom. Mgr. .. Edwin E. Nyy
Chief Engineer .. Edward H. Clark

WJR
DETROIT—1927—CBS
Frequency: 760 Kc. . Power: 50,000 Watts
Owned-Oper. By .. WIR, The Goodwill Sta., Inc.
Address .. Fisher Bldg.
Phone Number .. Trinity 5-4440
Air Time .. 24 Hours
News Service .. AP, INS, UP
Trans. Service .. Thesaurus, World
Membership .. NARTB, BAB
President .. John F. Patt
V.P., & Gen. Mgr. .. Worth Kramer
Sec'y-Treas. .. William G. Siebert
Adv. & Pub. Rel. Dir. .. James Quello
Sales Manager .. Elmer O. Wayne
Program Director .. Franklin Mitchell
Production Director .. Norman White
V.P. in charge of News .. George Cushing
V.P. in chge of Engr. .. George Leydorf

(See Pages 264, 465)

WWJ
DETROIT—1920—NBC
Frequency: 950 Kc. . Power: 5000 Watts
Owned-Oper. By .. The Evening News Assn.
Address .. 615 W. Lafayette
Phone Number .. Woodward 2-2000
Newspaper Affiliation .. "Detroit News"
Air Time .. 24 Hours
News Service .. AP, UP
Trans. Serv. .. Lang-Worth & Thesaurus
Representative .. George P. Hollingberry Co.
Membership .. NARTB
General Manager .. Edwin K. 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 Pennman
Chief Engineer .. Carl Wesser
Promotion Manager .. Jack Albert

(See Page 462)

WXYZ
DETROIT—1925—ABC
Frequency: 1270 Kc. . Power: 5000 Watts
Owned-Operated By .. WVYZ, Inc.
Business Address .. 1700 Mutual Bldg.
Phone Number .. Woodward 3-8321
Air Time .. 6:30 a.m.-1 a.m.
News Service .. AP, INS
Representative .. John Blair
President .. James G. Riddell
Commercial Manager .. Harold Christian
Sales Prom. Mgr. .. William Morgan
Chief Engineer .. Charles Kocher

WDBC
ESCANABA—1941—MBS
Frequency: 660 Kc. . Power: 1000 Watts
Owned-Operated By .. Delta Bcstg. Co.
Business-Studio Address .. P. O. Box 419
Phone Number .. 3180-1
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

WBBF
FLINT—1947—MBS
Frequency: 1330 Kc. . Power: 1000 Watts
Owned-Oper. By .. Booth Radio & TV Stations,
Bus.-Studio Address .. 3076 E. Bristol Rd.
Phone Number .. Woodward 2-0220;
Flint, 8-8686
Air Time .. 6 a.m.-12 M.
News Service .. AP
Transcription Service .. UP
Representative .. World
Weed
Membership .. BAB
President .. John Lord Booth
General Manager .. W. Gerald Schroeder
Chief Engineer .. G. Elwood Ryan

468
WCLC
FLINT—1952
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By: Adelaide L. Carrell
Address: 1623 Utica Ave.
Phone Number: 43381
News Service: AP
Transcription Service: World
Manager, Dir. Comm. Mgr.: Adelaide L. Carrell

WATC
GAYLORD—1950—BUNYAN
Frequency: 800 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

WGHN
GRAND HAVEN—1951
Frequency: 1490 Kc. Power: 250 Watts
Address: Grand Haven

WFUR
GRAND RAPIDS—1947
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. By: Furniture City Bcstg. Corp.
Address: 430 Federal Square Bldg.
Phone Number: GL 6-9541
Trans. Loca.: 501 Garfield Ave., N.W.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Associated
Representative: Hil F. Best
Pres., Gen., Sta. Mgr.: William Kulper
Commercial Manager: H. J. Swierenga
Program Director: Henry Bosch
Chief Engineer: Jack Timmer

WMRP
FLINT—1946—KBS
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Oper. By: Methodist Radio Parish, Inc.
Address: 3217 Lapeer St.
Phone Number: 3-5112
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative: Best
President: Victor Longfield
Gen., Sta. Mgr.: William H. Morford
Commercial Manager: Richard Carter
Chief Engineer: Homer Blumerich

WGARD
GRAND RAPIDS—1947
Frequency: 1410 Kc. Power: 1000 Watts
Business-Studio Add.: 33 Lafayette Ave., N.E.
Phone Number: 9-4111
Air Time: 6 a.m.-local sunset
News Service: AP
Representative: Gill Keefe-Perna
Pres., Gen., Sta. Mgr.: Paul F. Eichhorn
Program Director: John Speer
Publicity Dir.: Frederick Stone
Chief Engineer: Richard Groenevelt

WTAC
FLINT—1946—ABC
Frequency: 600 Kc. Power: 1000 Watts d.
500 Watts n.
Business-Studio Address: 740 S. Saginaw St.
Phone Number: Flint 2-1136
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Paul H. Rayner
President: George W. Trendle
General Mgr.: H. Allen Campbell
Sta. Comm. Mgr.: J. R. McKinley
Program Dir.: Laurence Arnold
Chief Engineer: Frank Folsom

WJEF
GRAND RAPIDS—1945—CBS
Frequency: 1230 Kc. Power: 250 Watts
Address: Panlund Hotel
Phone Number: Glendale 6-8512
Air Time: 6:30 a.m.-12:05 M.
News Service: AP
**WHDF**

**Houghton—1929—MBS**

Frequency: 1400 Kc.  Power: 250 Watts


Address .................................. Douglass Hotel

Phone Number .................................. 7 a.m.-11:15 p.m.

News Service .................................. AP

Transcription Service .......................... World

Representative .............................. Walker

Membership .................................. NARTB

Chief Owner .................................. G. L. Burgan

General Manager .............................. Albert W. Payne

Program Director .............................. Earl Norden

Chief Engineer .............................. George L. Burgan

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**WMIQ**

**Iron Mountain—1947**

**ABC-NORTHERN**

Frequency: 1450 Kc.  Power: 250 Watts

Owned-Oper. By: Iron Mountain-Kingsford

Bestg. Co.

Business-Studio Address: 211 E. Ludington St.

Phone Number .................................. 2031

News Service .................................. UP

Transcription Service .......................... Thesaurus

President .................................. Frank J. Russell

General Manager .............................. Russel J. Staffeld

Commercial Manager .......................... William C. Johnson

Chief Engineer .................................. Paul F. Anick

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**WIKB**

**Iron River—1949—MBS-KBS**

Frequency: 1230 Kc.  Power: 250 Watts

Owned By: .................................. WIKB, Inc.


Phone Number .................................. 102-3

Air Time .................................. 6:55 a.m.-1:55 p.m.

Transcription Service .......................... Thesaurus

Representative .............................. Walker

President .................................. H. H. Frailing

General Manager .............................. James F. Kauper

Prod., Pgm. Dir. .............................. Bob Serenson

Chief Engineer .............................. Eugene Kaari

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**WJMS**

**Ironwood—1931—MBS**

Frequency: 630 Kc.  Power: 1000 Watts

Owned-Oper. By: Upper Michigan-Wisconsin

Bestg. Co. Inc.

Business-Studio Address: 124 E. McLeod Ave.

Phone Number .................................. 20

Air Time .................................. 7 a.m.-M.

News Service .................................. UP

Transcription Service .......................... Thesaurus

Representative .............................. Walker

President .................................. William L. Johnson

Station Manager .............................. Donald R. Hoover

Program Director .............................. Laura Johnson

Chief Engineer .............................. Ame Dahlbecka
**WJPD**

**ISHPeming—1947—PBN-GOEBEL**

- Frequency: 1240 Kc., Power: 250 Watts
- Business-Studio Address: Jenks Block
- Phone Number: 1892
- Air Time: 7 a.m.-11:00 p.m.
- News Service: AP
- Transcription Service: Worl
- Pres. Gen., Sta. Mgr.: J. P. Deegan
- Publicity Director: Carl B. Tupala
- Program Director: Paul C. Crowley
- Chief Engineer: Bernard R. Maloney

**WIBM**

**Jackson—1927—ABC**

- Frequency: 1450 Kc., Power: 250 Watts
- Owned By: WIBM, Inc.
- Address: 2511 Kirby Road
- Phone Number: 6121
- Air Time: 6:30 a.m.-M.
- News Service: AP
- Representative: Forjoe
- Transcription Service: Thesaurus, Lang-Worth
- President: Roy Radner
- Station Manager: William Cizek
- Prog. Dir., Chief Announcer: Jack Underwood
- Chief Engineer: Charles Wirtanen

**WKHO**

**Jackson—1951—MBS**

- Frequency: 970 Kc., Power: 1000 Watts
- Owned-Operated By: Jackson Bostg. & Tele. Corp.
- Address: 441 Wildwood
- Phone: 47181
- Air Time: 6 a.m.-1 a.m.
- News Service: UP
- Transcription Service: World
- Representative: Headley-Reed
- Pres., Gen. Mgr.: Fred A. Knorr
- Managing Director: Walter Patterson
- Sales Prom. Mgr.: Marcus Sharpe
- Program Director: Robert Thaw
- Chief Engineer: Paul Wright

**WGFG**

**Kalamazoo—1947—ABC-NBC**

- Frequency: 1360 Kc., Power: 1000 Watts
- Owned-Oper. By: Radio Station WGFG
- Business-Studio Address: State Theatre Bldg.
- Phone Number: 40111
- News Service: UP
- Representative: H.R. Reps., Inc.
- Gen., Comm. Manager: Howard D. Steere
- Chief Engineer: Carl Stephens

**WKZO**

**Kalamazoo—1923—CBS**

- Frequency: 590 Kc., Power: 5000 Watts
- Business Address: 124 W. Michigan Ave.
- Phone Number: 2-1223
- Air Time: 6 a.m.-12:05 a.m.
- News Service: AP
- Transcription Service: Thesaurus
- Representative: Averry-Knodel
- Membership: NARTB, BAB
- President, Gen. Mgr.: John E. Fetzer
- Sales Service Director: John W. O'Harrow
- Program Director: Harry E. Travis
- Director Public Affairs: Dr. Willis F. Dunbar
- Chief Engineer: Francis L. Morse

**WLS**

**Lansing—1946**

- Owned-Operated By: Lansing Bostg. Co.
- Bus. Studio Address: 407 N. Washington
- Phone Number: 2-1655
- Air Time: 6 a.m.-1 a.m.
- News Service: AP
- Transcription Service: Lang-Worth, Capitol
- Representative: O. L. Taylor
- Pres., Gen. Mgr.: W. A. Pomerooy
- Asst. Mgr., Chief Eng.: John C. Pomerooy
- Commercial Manager: Walter L. Dennis
- Sales Prom. Mgr., Publ. Dir.: Walter Braeger
- 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: Full Time
- News Service: UP
- Transcription Service: World, Standard
- Representative: H.R. Reps., Inc.
- Membership: NARTB
- Pres., Gen. Mgr.: Harold F. Gross
- Station Manager: Howard K. Finch
- Commercial Manager: Roger S. Underbill
- Program Director: Irene Ginther
- Chief Engineer: C. E. Wallace

**WKLA**

**Ludington—1944—ABC**

- Frequency: 1450 Kc., Power: 250 Watts
- Owned-Oper. By: Raymond A. Plank
- Address: 204 East Ludington Ave.
- Phone Number: 1450
MICHIGAN

Air Time ........................................... Unlimited
Transcription Service .............................. AP
Representative ................................. Burn-Smith
Membership ........................................ NARTB, BAB
Pres., Gen., Sta. Mgr. ......................... Raymond A. Plank
Comm., Sta. Prom. Mgr. ...................... Jerry Breen
Program Director .............................. Tom Matthews
Publicity Director ............................... Don Hack
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 ............................ Long-Worth
Representative ..................................... Best
V.P., Gen. Mgr. ..................................... E. J. Powell
Commercial Manager ............................ Edward Owens
Program Director ............................... John Sullivan
Chief Engineer ..................................... Tony Carroll

WSDC
MARINE CITY—1950
Owned-Operated By ............................... Radio St. Clair, Inc.
Address ............................................. 5300 Marine City Hwy.
Phone Number ..................................... 3471
News Service ..................................... INS
President .......................................... Jere Coughlin
General Manager ............................... John S. Bell
Commercial Manager ............................ Harry Coughlin
Chief Engineer ..................................... Robert Burr

WDMJ
MARQUETTE—1931—MBS
KBS—NORTHERN
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Oper. By ................................. Lake Superior Bcstrs., Co., Inc.
Business-Studio Address ...................... 4th & Wash. St.
Phone Number ..................................... 616
News Service ..................................... UP
Transcription Service ............................ Thesaurus
Membership ......................................... NARTB
General Manager ............................... Leo G. Brott
Station Manager ................................. E. W. Wallace
Commercial Manager ............................ Robert Lake
Chief Engineer ..................................... Gordon Brozek

WMDN
MIDLAND—1948
Frequency: 1490 Kc.  Power: 250 Watts
Transmitter Address ............................. 298 S. Sweede Rd.
Phone Number ..................................... 4000
Newspaper Affiliation .......................... Midland Daily News
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
Program Director ............................... Louis Sexton
Chief Engineer ..................................... Peter A. Wolfe

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. Serv. ....................................... SESAC, Standard
Program Director ............................... Bob Clayton
Chief Engineer ..................................... Jim Balley

WKBJ
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
Air Time .......................................... 5 a.m.-M.
News Service ..................................... AP
Trans. Serv. ....................................... Thesaurus
Representative ..................................... Meke
Membership ......................................... NARTB
Pres., Gen. Mgr. ................................. Arch Shawd
Program Director ............................... Robert Johnson
Publicity Director ............................... B. L. Bennett
Chief Engineer ..................................... George Krivitsky

WKKN
MUSKEGON—1949—MBS
Frequency: 1600 Kc.  Power: 5000 Watts
Owned-Oper. By ................................. Nicholas W. Kuris
Address ............................................. Federal Square
Phone Number ..................................... 32126
News Service ..................................... UP
Representative ..................................... Best
Pres., Gen. Mgr. .................................... Nicholas W. Kuris
Program Director ............................... Evelyn Johnson
Chief Engineer ..................................... P. L. Reynolds

WMUS
MUSKEGON—1947
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address ..................... 517 W. Giles Rd.
Phone Number ..................................... 4-1672
Air Time .......................................... Daytime
News Service ..................................... UP
Representative ..................................... Hal Holman
President .......................................... R. Bunker Rogoski
**MICHIGAN**

**WOAP**  
**OWOSSO—1948**
Frequency: 1080 Kc.  
Power: 250 Watts d.  
Owned-Operated By:  
Owosso Bcastg. Co.  
Phone Number: 980  
Air Time: Daytime  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Joseph Hershey McGilivra  
President: J. E. Campbell  
General Manager: M. H. Winth  
Sta., Comm. Prog. Mgr.: Merrill Walker  
Chief Engineer: M. Carson  

**WMBN**  
**PETOSKEY—1946**  
MBS-KBS-BUNYAN  
Frequency: 1340 Kc.  
Power: 250 Watts  
Business-Studio Address: 2146 S. Telegraph Rd.  
Phone Number: 3-7141  
Air Time: Local sunrise-250 local sunset  
News Service: AP, INS  
Transcription Service: Associated  
Representative: John E. Pearson  
Pres., Gen. Mgr.: H. Y. Levinson  
Commercial Manager: William G. Lenhard  
Program Director: Frank E. Finschild  
Chief Engineer: Wayne N. Cook  

**WCAR**  
**PONTIAC—1939**
Frequency: 1130 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: WCAR, Inc.  
Address: 2146 S. Telegraph Rd.  
Phone Number: 28536  
Air Time: 6 a.m.-1 a.m.  
News Service: UP  
Transcription Service: World, Standard  
Representative: Gill-Perna  
Membership: NARTB, BAB  
Gen., Sta., Comm. Mgr.: John F. Wismer  
Program Director: Ernest O. Ferriby  
Chief Engineer: George Carroll  

**WHLS**  
**PORT HURON—1938—MBS**
Frequency: 1450 Kc.  
Power: 250 Watts  
Address: 932 Military St.  
Phone Number: 28536  
Air Time: 6 a.m.-1 a.m.  
News Service: UP  
Transcription Service: World, Standard  
Representative: Gill-Perna  
Membership: NARTB, BAB  
Gen., Sta., Comm. Mgr.: John F. Wismer  
Program Director: Ernest O. Ferriby  
Chief Engineer: George Carroll  

**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  
Newspaper Affiliation: “Times-Herald”  
Air Time: 6 a.m.-M.  
News Service: AP  
Trans. Serv.: Standard, Thesaurus  
Representative: Weed & Company  
Membership: NARTB, BAB  
President: Louis A. Weil  
General Manager: F. Granger Weil  
Commercial Manager: Gaylord H. Forbes  
Assistant Manager: Alice Anderson  
Program Director: Dick Sommerville  
Chief Engineers: Walter Parry, Kenneth Kunze  

**WHAK**  
**ROGERS CITY—1949**
Frequency: 960 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: Rogers City Bcastg. Co.  
Address: Mollkro Dr.  
Phone Number: 7751  
Air Time: Daytime  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Best  
Pres., Gen. Mgr., Chief Engr.: Harvey A. Klann  
Prom., Comm. Mgr.: Albert Klann  
Program Director: H. E. Breg  

**WEXL**  
**ROYAL OAK—1926**
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Oper. By: Royal Oak Bcastg. Co.  
Business Address: 212 W. Sixth St.  
Phone Number: 42200  
Air Time: 6 a.m.-2 a.m.  
News Service: AP, INS  
Membership: NARTB  
Pres., Gen. Mgr.: Jacob B. Sparks  
Sta., Comm. Mgr.: Gordon A. Sparks  
Sales Manager: Ernest Holder  
Chief Engineer: Garnet G. Sparks  

**WKNX**  
**SAGINAW—1947**
Frequency: 1210 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: Lake Huron Bcastg. Corp.  
Address: 221 So. Wash. Ave.  
Phone Number: 3-4471  
Air Time: Sunrise-Sunset  
News Service: UP  
Representative: Gill-Perna  
Membership: NARTB, BAB  
Pres., Gen. Mgr.: William J. Edwards
Vice-President: Alvin M. Bentley  
Sec'y-Treas.: St. Mgr: Howard H. Wolle  
Sales. Prom., Pub. Director: Henry Scott  
Program Director: Robert Dyer  
Chief Engineer: Max W. Thomas

WSAM  
SAGINAW—1935—NBC  
Frequency: 1400 Kc.  
Power: 250 Watts  
Address: Radio Building  
Phone Number: 2-8161  
Air Time: 6:30 a.m.-1 a.m.  
News Service: AP  
Transcription Service: Headley-Reed Co.  
Membership: NARTB, BAB  
Pres., Gen. Mgr.: Milan L. Greenebaum  
Asst. to Mgr.: Raymond G. Ulbrich  
Production Director: Richard Hallwood  
Publicity Director: James Rockwell  
Chief Engineer: Harold McCullen

WSGW  
SAGINAW—1950—MBS  
Frequency: 790 Kc.  
Power: 1000 Watts

IN ANSWER TO THE QUESTION:  
"WHAT RADIO STATION DO YOU LISTEN TO MOST AT YOUR HOUSE"?*

MORE PEOPLE IN SAGINAW - BAY CITY  
"WSAM" THAN ANY OTHER STATION!

FOR THE BEST PROGRAMS  
WITH THE MOST LISTENERS  
AT THE LEAST COST  
CHOOSE  
WSAM  
A.M. F.M.  
RADlO BLDG.  
SAGINAW—MICHIGAN

Details of this survey, by a Detroit agency, available upon request

Owned-Oper. By: Booth Radio & TV Stations  
Address: Mason Bldg.  
Phone Number: 3-4456  
Representative: Pearson  
Transcription Service: NBC Thesaurus  
News Service: AP  
Pres., Mng. Dir.: John L. Booth  
Vice-Pres. & Gen. Mgr.: Robert W. Phillips  
Prog., Pub. Director: Fred Krell  

W S O O  
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: 208 Ashmun St.  
Phone Number: 3000  
News Service: AP  
Transcription Service: Thesaurus, SESAC  
President, General Manager: Stanley R. Pratt  
Sta., Comm. Mgr.: Richard Y. Burnett  
Program Director: Ed Krieger  
Publicity Director: Bruce Martyn  
Chief Engineer: William F. Morris

W STR  
STURGIS—1951—KBS  
Frequency: 1460 Kc.  
Power: 500 Watts d.  
Owned-Operated By: WSTR, Inc.  
Address: P. O. Box 87  
Phone Number: 1199  
News Service: AP  
Transcription Service: Thesaurus, World  
Representative: McGillivra  
President: Dr. Clarence H. Snyder  
General Manager: Charles R. Palmer Jr.  
Program Director: Charles L. Jones  
Chief Engineer: Paul M. Winchester

W T C M  
TRAVERSE CITY—1941  
MBS—BUNYAN—KBS  
Frequency: 1400 Kc.  
Power: 250 Watts  
Address: Paul Bunyan Bldg.  
Phone Number: 2700-1  
Representative: Hal Holman Co.  
General Manager: Les Biederman  
Commercial Manager: R. E. Detwiler  
Program Director: Ken Haven  
Chief Engineer: W. H. Kiker
MINNESOTA

Transcription Service.....Thesaurus, World
Representatives ...Donald Cook, Gene Grant
Lawson & Assoc.
President: ...D. A. McKenzie
Gen. Mgr., Chl. Engr......William J. Kiewel

KDLM
DETROIT LAKES—1951
Frequency: 1360 Kc. Power: 1000 Watts d.
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: ...Pat Banta
Chief Engineer: ...Sumner Rasmussen

KDAL
DULUTH—1936—CBS
Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By. ...Red River Bcstg. Co., Inc.
Business-Studio Address: ...218 Bradley Bldg.
Phone Number: ...Melrose 2-2628
Air Time: ...24 Hours
News Service: ...AP
Transcription Service: ...Long-Worth
Representative: ...Avery-Knodel
Membership: ...NARTB, BAB
Pres., Gen. Mgr......Dalton Le Masurier
Sta., Comm. Manager: ...Odin S. Ramsland
Sales Prom. Mgr......Dale Cowle
Program Director: ...Jack Gordon
Chief Engineer: ...Robert A. Dettman

WEB C
DULUTH—1924
N BC-ARROWHEAD
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By. ...Red River Bcstg. Co.
Business-Studio Address: ...WEB C Bldg.
Phone Number: ...Melrose 2-2873
News Service: ...UP
Transcription Service: ...SESAC, World
Representative: ...Hollingbery
President: ...Morgan Murphy
General Manager: ...W. C. Bridges
Commercial Manager: ...Clifford J. Lue
Program Director: ...Earl Henton
Chief Engineer: ...Norman Gill

WREX
DULUTH—1948—MBS
Frequency: 1080 Kc. Power: 10,000 Watts d.
Owned-Oper. By. ...Lake Superior Bcstg. Co.
Business-Studio Address: ...213 E. Superior St.
Phone Number: ...7-2911
News Service: ...UP
Transcription Service: ...Capitol
Representative: ...Weed
Membership: ...NARTB
General Manager: ...Robert J. Rich
Program Director: ...Dennis Murphy
Chief Engineer: ...Cliff Erkilla

WEVE
EVELETH—1947—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. ...Carl Bloomquist
Address: ...WEVE Building
Phone Number: ...1340
Air Time: ...Unlimited
Transcription Service: ...Standard
Representative: ...Orville Lawson
Membership: ...NARTB
President: ...Carl Bloomquist
General Manager: ...Arthur F. Nelson
Program Director: ...Robert Daniels
Chief Engineer: ...Joe Cerar

KDHL
FARIBAULT—1948
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By. ...KDHL Bcstg. Co.
Business-Studio Address: ...213 Central Ave.
Phone Number: ...2312
Air Time: ...6 a.m.-M.
News Service: ...AP
Transcription Service: ...Capitol
Representative: ...Lawson
General Mgr......Herbert H. Lee
Commercial Mgr......Palmer Dragens
Women's Director: ...Mera Ballis Freydenuvld
Sta. Mgr., Chief Engineer: ...John E. Hyde, Jr.

KSUM
FAIRMONT—1949—MBS
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By. ...Fairmont Bcstg. Co.
Address: ...306 North Park St.
Phone Number: ...1370
Air Time: ...5:30 a.m.-12 M.
News Service: ...AP
Representative: ...Rambeau Lawson
Trans. Serv......Thesaurus
Membership: ...NARTB, BAB
President: ...Leo J. Seilert
General Manager: ...Frank Endersbe
Program Director: ...Robert Colburn
Chief Engineer: ...Lawrence Lawson

KGDE
FERGUS FALLS—1926
MBS-GREAT NORTHERN
Frequency: 1250 Kc. Power: 1000 Watts

476
**KBZY**

GRAND RAPIDS—1946—MBS

Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Number: 4673  
Air Time: 6 a.m.-11 p.m.  
News Service:  
Membership: NARTB  
Pres.: George F. Heller  
Chief Engineer:  
Ross A. Fessenmeyer

**WMFG**

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.  
Power: 250 Watts  
Business-Studio Address:  
Phone Number: 3-7531  
Air Time: 6 a.m.-11:05 p.m.  
News Service: UP  
Transcription Service: World, SESAC  
Representative: George P. Hollingbery  
Member: NARTB, BAB  
President: Morgan Murphy  
General Manager: W. C. Bridges  
Station Manager: Oscar H. Peterson  
Chief Engineer:  
Norman Gill

**KLTW**

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.  
Power: 500 Watts  
Address: 105½ Broadway E.  
Phone Number: 367  
News Service:  
Transcription Service: Long-Worth  
Sta. Prod. Manager: Wayne L. King  
Commercial Manager: Richard J. Rudeck  
Program Director:  
Sumner Sabean

**KTOE**

MANKATO—1950—abc

Frequency: 1420 Kc.  
Power: 5000 Watts  
Phone Number: 4537  
News Service:  
Representative:  
President:  
H. W. Linder

**KYSM**

MANKATO—1938  
NBC-NORTHWEST

Frequency: 1230 Kc.  
Power: 250 Watts  
Business-Studio Address:  
Phone Number: 4873  
Air Time: 5 a.m.-1 a.m.  
News Service:  
Transcription Service: Thesaurus  
Representative:  
Membership: NARTB, BAB  
Gen. Station-Comm. Mgr.: John F. Meagher  
Sales Promotion Manager:  
Prom. Pgm. Dir.:  
Publicity Director:  
Chief Engineer:  
Steve Wolf

**KMHL**

MARSHALL—1946—ABC

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Oper. By: Harry W. Linder  
Business-Studio Address: KMHL Bldg.  
Phone Number: 2282  
Air Time: 6 a.m.-11 p.m.  
News Service:  
Rep. Representative: John E. Pearson  
Owner: Harry W. Linder  
Gen. Manager: Gilmore F. Frayseth  
Program Director: Bill Farrell  
Chief Engineer:  
Russ Nelson

**KEYD**

MINNEAPOLIS—1948

Frequency: 1440 Kc.  
Power: 5000 Watts  
Business-Studio Address:  
Phone Number: 8451  
Air Time: 6 a.m.-Sundown  
News Service:  
Transcription Service: Standard  
Representative: Rambeau  
Membership: NARTB, BAB  
Pres.:  
Sta. Gen. Mgr.:  
Commercial Manager: Ray Tenpenny  
Production Director: Harry Zimmerman  
Chief Engineer:  
Harvey V. Headen

**WCCO**

MINNEAPOLIS—1924  
CBS Radio

Frequency: 830 Kc.  
Power: 50,000 Watts  
Owned-Oper. By: Midwest Radio-Television, Inc.
MINNESOTA

WDGY
MINNEAPOLIS—1923

Frequency: 1130 Kc. . . . . Power: 50,000 Watts d.;
25,000 Watts n.
Business-Studio Address . . . . Hotel Nicollet
Phone Number . . . . Bridgeport 2271
Air Time . . . . 5:30 a.m.-1 a.m.
News Service . . . . AP
Transcription Service . . . . Standard
Representative . . . . Avery-Knodel
Membership . . . . NARTB
Commercial Manager . . . . Samuel N. Nemer
Program Director . . . . Don O'Brien
Chief Engineers . . . . Kenneth Olson, Kenneth Larson
Kenneth Larson

WLOL
MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. . . . . Power: 5000 Watts
Business-Studio Address . . . . 7130 Hennepin Ave.
Phone Number . . . . Atlantic 4046, Midway 4043
Air Time . . . . Unlimited
News Service . . . . UP
Representative . . . . A. M. Radio Sales
President . . . . Ralph L. Atlass
Gen. Sta. Mgr. . . . . Marvin L. Rosene
Commercial Manager . . . . Wayne "Red" Williams
Prom., Pgm. Director . . . . Boyd W. Lawlor
Publicity Director . . . . Kay Runyon
Studio Engineer . . . . Gene Brautigam
Transmitter Engineer . . . . Merle Bjork

WPBC
MINNEAPOLIS—1949

Frequency: 980 Kc. . . . . Power: 500 Watts d.
Address . . . . 1133 Stinson Blvd
Phone Number . . . . Granville 4356, Prior 3181
Air Time . . . . Daytime
News Service . . . . UP
Transcription Service . . . . Lang-Worth
Representative . . . . Sears & Ayer, Inc.
Pres., Gen. Sta. Mgr. . . . . W. V. Stewart

Commercial Manager . . . . Merle Forland
Chief Engineer . . . . Leroy Myer

WTCN
MINNEAPOLIS-ST. PAUL—1934
ABC

Frequency: 1280 Kc. . . . . Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By . . . . Minnesota Television
Public Service Corp.
Business-Studio Address . . . . 50 S. Ninth St.
Phone Number . . . . 50 Lincoln 0552
News Service . . . . AP, UP
Transcription Service . . . . Associated
Representative . . . . Free & Peters
Membership . . . . NARTB
President . . . . Robert Butler
Gen., Sta. Manager . . . . Edward G. Smith
Commercial Manager . . . . Kendall M. Light
Program Director . . . . Judy Pryson
Publicity Director . . . . Nancy Siebel
Chief Engineer . . . . Myron N. Fleming

KDMA
MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. . . . . Power: 100 Watts
Owned-Operated By . . . . Midwest Bcstg. Corp.
Address . . . . West Hwy. 212
Phone . . . . 125
Air Time . . . . Unlimited
Representative . . . . Pearson
Pres., Gen. Mgr. . . . . H. Willard Linder
Chief Engineer . . . . Richard Berkman

KVOX
MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . KVOX Bcstg. Co.
Bus.-Studio Address . . . . 403 Center Ave.
Phone Number . . . . 3-1522
Air Time . . . . 6:30 a.m.-M.
News Service . . . . UP
Transcription Service . . . . World
Representative . . . . Walker, Lawson
Membership . . . . NARTB
President . . . . E. J. McKellar
General-Station Manager . . . M. M. Marquet
Program Director . . . . Dewey Bergquist
Chief Engineer . . . . Don Gelken

KNUI
NEW ULM—1949

Frequency: 860 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By . . . . KNUJ, Inc.
Address . . . . 304½ N. Minn. St.
Phone Number . . . . 905
Air Time . . . . Daytime
**MINNESOTA**

News Service ............................................. AP
Transcription Service ................................ Lang-Worth, World, Membership ................................ BAB
President .................................................. W. K. Mickelson
Gen. Mgr., Chief Engr. .................................. Jack H. Duncan

**KO BK**

OWATONNA—1950—KBS
Owned-Operated By .................................... Owatonna Bcstg. Co.
Address ..................................................... 307 Vesterby
Phone Number ........................................... 2359
News Service ............................................. UP
Transcription Service ................................ Lang-Worth
Membership .............................................. BAB
Chief Engineer .......................................... James Neill

**K A A A**

RED WING—1949
Frequency: 1250 Kc. Power: 1000 Watts d.
Address ..................................................... Red Wing
Phone Number ........................................... 3512
Air Time ................................................... 6 a.m.-Local Sunset
News Service ............................................. AP
Transcription Service ................................ World, Capitol
President ................................................ Fred C. Clarke
Gen., Sta. Mgr. .......................................... Maxine Jacobs
Comm. Mgr. .............................................. James Bailey
Freq., Pgm. Dir. .......................................... Peter Lyman
Publicity Director ...................................... John Williams
News Director .......................................... Donald Willie

**K R O C**

ROCHESTER—1935
NBC-NORTHWEST
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address ................................ 100 1st Ave. Bldg.
Phone Number ........................................... 3924
Air Time ................................................... 6 a.m-M.
News Service ............................................. AP
Transcription Service ................................ Thesaurus
Representative .......................................... Meeker
Membership .............................................. NARTB, BAB
President ................................................ Mrs. G. P. Gentling
General Manager ....................................... G. David Gentling
Sta. Mgr., Pgm. Dir. ..................................... Cal Smith
Commercial Manager .................................... Warren Miller
Sales Promotion Director .............................. Willard Lampman
Chief Engineer .......................................... Bob Cross

**K F A M**

ST. CLOUD—1937—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .................................... Times Publ. Co.
Address ..................................................... Weber Bldg.

**W J O N**

ST. CLOUD—1950—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By ......................................... Granite City Bcstg. Co.
Address ..................................................... St. Cloud Hotel
Phone Number ........................................... 1240
Representative .......................................... Rambeau
Transcription Service ................................ World
News Service ............................................. UP
President ................................................ Max H. Lavine
General, Station Manager ............................... W. C. Porsow
Commercial Manager .................................... Paul T. Zaborik
Program Director ....................................... Wallace MacBrirar
Prom., Pub. Director ..................................... Herm Schneider
Chief Engineer .......................................... Carl Willord

**W M I N**

ST. PAUL—1950
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ..................................... WMIN Bcstg. Co.
Business-Studio Address ................................ 538 Hamm Bldg.
Phone Number ........................................... Garfield 1381
Air Time ................................................... Unlimited
News Service ............................................. AP
Representative .......................................... Forjoe
Pres., Com. Mgr. ......................................... N. L. Bentson
General Manager ....................................... Frank M. Devaney
Program Director ....................................... Norman Page
Publicity Director ....................................... Harry Settergren
Chief Engineer .......................................... Warren B. Fritze

**K S T P**

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 ........................................... Prior 2717
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
Nat. Sales Mgr. .......................................... Karl A. Plain
Exec. V.P., treas. ......................................... K. M. Hance
Program Director ....................................... C. Brooks Henderson
Promotion-Publicity Director ......................... Joe Cook
Acting Chief Engineer ................................. Joseph Kahnke
**WCOW**

**SOUTH ST. PAUL—1951**

Frequency: 1590 Kc. . Power: 5000 Watts d.


Address: WCO Radio Bldg.

Phone Number: LaSalle 1371

News Service: AP, UP

Membership: NARTB

Transcription Service: SESAC

Exec. Director: Antonio Tedesco

General Manager: Albert S. Tedesco

Station Manager: John MacKnight

Commercial Manager: Victor Tedesco

Program Director: Donald S. Doty

Chief Engineer: Robert Muchlo

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**WSHB**

**STILLWATER—1949—KBS**

Frequency: 1220 Kc. . Power: 250 Watts

Owned-Operated By: St. Croix Bstg. Co.

Address: 126 S. Main St.

Phone Number: 46, 47

Air Time: Daytime

News Service: UP

Transcription Service: Lang-Worth

Representative: Donald Cook, Inc.

President: William F. Johns, Jr.

Gen., Sta. Mgr.: Richard Power

Commercial Manager: James McLaughlin

Publicity Director: Anita E. Albrecht

Chief Engineer: Elmer Christianson

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**KTRF**

**THIEF RIVER FALLS—1946**

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.

Transcription Service: World

Representative: Bulmer & Johnson, Inc.

Station Manager: Don Olson

Program Director: Alverda Noel

Sales Promotion Manager: Glenn Simpson

Chief Engineer: Henry J. Bothman

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**WHLB**

**VIRGINIA—1936—NBC**

**ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. . Power: 250 Watts

Owned-Oper. By: Head of the Lakes Bstg.

Address: Virginia 2000

Phone Number: 17th St. N.

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

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**KWAD**

**WADENA—1948—MBS**

Frequency: 920 Kc. . Power: 1000 Watts

Owned-Oper. By: Associated Bstgts., Inc.

Bus.-Studio Address: First Natl. Bank Bldg.

Phone Number: 920-1

Air Time: 6 a.m.-12 M.

Transcription Representatives: Bulmer & Johnson

President: C. V. Phillips

General Manager: Carl E. Holt

Program Director: Jim Buchan

Chief Engineer: Milton La Due

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**KWLM**

**WILLMAR—1940—ABC**

Frequency: 1340 Kc. . Power: 250 Watts


Business-Studio Address: 1340 N. 7th St.

Phone Number: 1340

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: Francois Peterson

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**KWNO**

**WINONA—1938—ABC**

Frequency: 1230 Kc. . Power: 250 Watts

Owned-Operated By: Winona Radio Service

Business Studio Address: 216 Center St.

Phone Number: 3314

Air Time: 6 a.m.-M.

News Service: AP

Transcription Service: Standard

Representative: John E. Pearson

Membership: NARTB

President: M. H. White

General Manager: Ken Marsh

Commercial Manager: H. Rod Hurd

Chief Engineer: Lewis Denes

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**KWOA**

**WORTHINGTON—1947**

Frequency: 730 Kc. . Power: 1000 Watts d.


Address: Hotel Thompson

Air Time: Sunrise-sunset

Representative: Bulmer & Johnson

Membership: NARTB

President: R. W. Olson

General Manager: R. E. Shepard

Commercial Manager: Arne Karhu
MISSISSIPPI
Pop. April 1, 1953 (Est.) 2,210,000—Total Housing Units 613,000
Families April 1, 1953 (Est.) 579,000—Stations in State 45

WM PA
ABERDEEN—1952
Frequency: 1240 Kc. Power: 250 Watts
Address: P. O. Box 402
Phone Number: 1050
News Service: Stars, Inc.
Transcription Service: Lang-Worth
President: T. A. Richardson
General Manager: Hal Benson
Program Director: J. M. Verges
Promotion Director: Matty Brescia

W LOX
BILOXI—GULFPORT—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Address: Buena Vista Hotal
Phone Number: 5581-2
Air Time: 24 hrs.
News Service: UP
Representative: William G. Rambeau
Membership: NARTB, BAB
President: James S. Love, Jr.
Gen.-Station Mgr.: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Hugh Smith
Chief Engineer: T. B. Majure

WVMI
BILOXI—1950
Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6961
Air Time: Daytime
Representatives: Nall. Time Sales, Dora Clayton
Transcription Service: Thesaurus, Lang-Worth
News Service: UP
Pres., Gen. Mgr.: Odes E. Robinson
Station Manager: Gene Tibbett
Commercial Manager: Albert J. Thompson
Prog., Pub. Director: Robert Campbell
Chief Engineer: Robert Ware

WBIP
BOONEVILLE—1950—KBS
Frequency: 1400 Kc. Power: 250 Watts
Address: Highway No. 45 S
Phone Number: 678
Air Time: 5:30 a.m.-10:00 p.m.
Newspaper Affiliation: The Independent
News Service: UP
Representative: Continenta Radio Sales
President, Gen. Mgr.: E. O. Roden
Sta. Comm., Sales Prom. Mgr.: V. K. Wroten
Program Director: Wynez Wroten
Publicity Director: Jack Gardner

WJMB
BROOKHAVEN—1948
Frequency: 1340 Kc. Power: 250 Watts
Address: W. Chicksaw St.
Phone Number: 1298
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: World
Membership: NARTB, BAB
Pres., Gen. Mgr.: Tullius Brady
Chief Engineer: Larry Young

WG LC
CENTREVILLE—1952—KBS
News Service: UP
Transcription Service: Capitol
Phone Number: 4001
Pres., Gen. Mgr.: A. Sanning
Comm. Mgr., Prog. Dir.: P. Simpkins
Chief Engineer: Aubrey Felder

W ROX
CLARKSDALE—1943—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Birney Imes, Jr.
Address: Columbus, Miss.
Air Time: Full Time
News Service: AP
Transcription Service: RCA Thesaurus
General Manager: Bob McRaney
Pgm. Dir., Chief Annr.: Jack Cristil
Station Manager: P. B. Hinnan
Chief Engineer: C. D. Graves

WC LD
CLEVELAND—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Cleveland Bcstg. Co., Inc.
Address Trans.: Highway 61
Phone Number: 990
News Service: AP
Station Representative: McGillvra
President: Lowry Tims
General Manager: Fred Rand
Program Director: Ray A. Curtis
Chief Engineer: Richard Bullock

481
WCJU
COLUMBIA—1946—KBS-MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Lester Williams, WCJU, Inc.
Address: P. O. Box 472
Phone Number: 755
Air Time: Full Time
Newspaper Affiliation: The Progress
News Service: AP
Transcription Service: World
Pres., Gen. Manager: Lester Williams
Station Manager: Charles E. Newman, Jr.
Program Director: Bill Barrett
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

WCBI
COLUMBUS—1940—KBS-MID SOUTH
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Birney Imes, Jr.
Business-Studio Address: Columbus
Phone Number: 1430
News Service: AP
Transcription Service: Thesaurus Representative: McGilivra
President: Birney Imes, Jr.
Gen., Sales Prom. Mgr.: Bob McRaney
Station Manager: James Eatherton
Program Director: Martha Puckett
Chief Engineer: Thomas McFerrin

WCMA
CORINTH—1945—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Corinth Bcstg. Co., Inc.
Business-Studio Address: Ray Bldg.
Phone Number: 5575
News Service: UP
Transcription Service: World
Representative: Burn-Smith
Membership: NARTB
President: Dr. Frank M. Davis
General Manager: Aaron B. Robinson
Sta., Pub. Manager: John E. Bell
Program Director: Tom Weaver
Commercial Manager: Joe P. Van Dyke
Chief Engineer: James D. Anderson

WGVM
GREENVILLE—1949
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Cotton Belt Bcasting Co.
Bus.-Studio Address: 118 So. B'way
Phone Number: 4559
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Lang-Worth
Representative: Devney, Melville
Pres., General Manager: David M. Segal
Comm. Sta. Mgr.: Edward M. Guss
Program Director: Wallace D. Hoy
Prod., Pub. Dir., Chief Anncr.: Jack Stull
Sales Prom. Mgr., Pub. Dir.: Jack Stull
Chief Engineer: Welton H. Jetton

WJPR
GREENVILLE—1939—MBS-KBS
Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Services Co.
Business-Studio Address: 107 So. Poplar St.
Phone Number: 9040-9049
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Gen. Sta. Mgr.: Emmett H. McMurtry
Commercial Manager: Frank W. Baldwin
Program Director: Thomas Baldwin
Chief Engineer: Percy L. Kuhn

WABG
GREENWOOD—1950
Frequency: 960 Kc. Power: 1000 Watts
Address: P. O. Box 414
Phone: 3010
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Cy Bahakel
Commercial Manager: Tom Beardon
Chief Engineer: Wayne A. Oliver

WGRM
GREENWOOD—1937
NBC-KBS-MBS
Frequency: 1240 Kc. Power: 250 Watts
Operated By: P. K. Ewing
Phone Number: 1900-1
Studio-Transmitter Location: Walnut St.
Air Time: 6 a.m.-12 M.
News Service: UP
President: P. K. Ewing
General Manager: F. C. Ewing
Commercial Manager: Don Neil
Chief Engineer: Louis Pierce
**W N A G**  
**GRANDA—1949—MBS-KBS**  
**MID-SOUTH**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Phone Number: 1400  
Air Time:  
Representative: Bob McMurry  
G.  
Highway 3-9681  
1400  
David Branham  
Barney Loebe

**W G C M**

**GULFPORT—1929—ABC**  
**AND KEYSTONE**

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: WGC M Bstg. Co.  
Address: Hewes-Martin Bldg.  
Phone Number: 6110  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: World  
Station Representative: Sears & Ayer, Inc.  
Owner & Gen. Mgr.: Hugh O. Jones  
Station Manager: C. Edwin Vann  
Commercial Manager: Mrs. O. L. Owens  
Publicity Director: Jack Starr  
Chief Engineer: Charles T. Hook

**W F O R**

**HATTIESBURG—1925**  
**NBC-KBS-REBEL**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Forrest Bstg. Co.  
Address: 302 Hemphill St.  
Phone Number: 1866  
Air Time: 5:30 a.m.-11:05 p.m.  
News Service: UP  
Transcription Service: World  
Station Representative: George P. Hollingbery Co.  
President: C. J. Wright, Sr.  
General, Station Manager: C. J. Wright, Jr.  
Program Director: David L. Waite  
Sales Prom. Mgr.: E. M. Jenkins  
Publicity Director: F. M. Smith  
Chief Engineer: B. B. McElmore

**W H S Y**

**HATTIESBURG—1948—ABC**

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Hub City Bstg. Co. Inc.  
Address: Highway 11 North  
Phone Number: 3180  
News Service: AP  
Station Representative: Wm. G. Rambeau  
Membership: NARTB, BAB  
President, Gen. Mgr.: Charles W. Holl  
Sales Promotion Manager: Bob Robinson  
Station Manager: Connie Holt  
Commercial Manager: William R. England  
Program Director: Bob Pattillo  
Publicity Director: Olga Hagler  
Chief Engineer: Charles Sharping

**W J D X**

**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  
Ownership: NANTB  
General Manager: Wiley P. Harris  
Commercial Manager: Frank Gentry  
Program Director: Howard Langfitt  
Chief Engineer: Percy G. Root

**W J Q S**

**JACKSON—1946—CBS-MISS.**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Oper. By: Mississippi Bstg. Co., Inc.  
Business-Studio Address: Edwards Hotel  
Phone Number: 3-9681  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Standard  
President, General Manager: Wilhers Gavin

**W J X N**

**JACKSON—1945**

Frequency: 1450 Kc.  
Power: 250 Watts  
Address: Radio Ranch. Box 786  
Phone Number: 2-5673  
News Service: AP  
Air Time: Full Time  
Representative: Forjoe, Clayton  
Pres., Gen. Mgr.: James T. Ownby

**W R B C**

**JACKSON—1946—MBS**

Frequency: 620 Kc.  
Power: 5000 Watts d.; 1000 Watts n.  
Owned-Operated By: Rebel Bstg. Co., Inc.  
Business-Studio Address: 125 So. Lamar  
Phone Number: 5-1562  
Air Time: Full Time  
News Service: AP  
Transcription Service: Associated  
Representative: Branham  
Membership: NARTB  
Gen., Comm. Mgr.: J. W. Carlier  
Program Director: Forrest Cox  
Chief Engineer: G. G. Benson
WSLI
JACKSON—1938—ABC
Frequency: 930 Kc. Power: 5000 Watts
Business Address: P. O. Box 1847
Phone Number: 3-2788
Air Time: 5:30 a.m.-12 M. News Service AP
Transcription Service: World Representative Weed
Membership: NARTB, BAB President W. R. Newman
General-Station Manager L. M. Sepaha Commercial Manager F. E. Wilkerson, Jr.
Program Director B. K. Smith Chief Engineer C. A. Perkins

WKOZ
KOSCIUSKO—1947—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Cy N. Bahakel
Business Address: P. O. Box 392
Phone Number: 782
Air Time: Full Time News Service AP
Transcription Service: World President, General Manager Cy N. Bahakel
Program Director Erlene Leach
Chief Engineer Wayne A. Oliver

WAML
LAUREL—1932—NBC-KBS-REBEL
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: New Laurel Radio Station
Business-Studio Address: P. O. Box 950
Phone Number: 5601
Air Time: Full Time News Service AP
Transcription Service: World Representative George P. Hollingsbery
Membership: NARTB, BAB President Harold Matison
Gen. Prom. Manager Granville Walters Commercial Manager M. M. Caver
Program Director Stanley Walters Chief Engineer Clyne Graves

WLAU
LAUREL—1946—ABC-MBS
Frequency: 1450 Kc. Power: 250 Watts
Phone Number: 7227-8
Air Time: Full Time News Service UP
Representative McGilivra Membership BAB
President C. T. McCumal
Sales Prom. Mgr. J. L. Collins Program Director David Kane
Chief Engineer Jimmy Hilburn

WMBC
MACON—1947—MISS.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Mississippi Bstg. Co., Inc.
Address: WMBC Bldg.
Phone Number: 310
Air Time: 6 a.m.-M. News Service UP
President, General Manager Wilhers Gavin

WAPF
McCOMB—1948—KBS
Frequency: 1010 Kc. Power: 250 Watts
Owned-Operated By: S. W. Bstg. Co. of Miss.
Address: Pike Hotel, Box 604
Phone Number: 1884
News Service UP
Transcription Service Lang-Worth
Pres., Gen. Mgr. Louis Altford 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.
500 Watts n. Owned-Operated By: Lester Williams
Address: P. O. Box 111
Phone Number: 2080
News Service AP
Transcription Service Capitol Representative Dora Clayton, Rambeau
General Manager Lester Williams Station Manager Jack Sanders
Commercial Manager Wayne Walker Program Director Herbert Taylor
Chief Engineer Robert L. Sanders

WCOC
MERIDIAN—1926—CBS-MISS.
Business-Studio Address: Threefoot Bldg.
Phone Number: 7714
Air Time: 5:50 a.m.-12:10 a.m. UP
Transcription Service Standard President, General Manager Wilhers Gavin

WMOX
MERIDIAN—1946
MBS-KBS-MIDSOUTH
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
**MISSISSIPPI**

<table>
<thead>
<tr>
<th>Phone Number</th>
<th>News Service</th>
<th>Representative</th>
<th>President</th>
<th>General Manager</th>
<th>Station Manager</th>
<th>Commercial Mgr.</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WTOK**

**MERIDIAN—1946—ABC-REBEL**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>Pres., Gen., Sta. Mgr.</th>
<th>Comm., Sales Prom. Mgr.</th>
<th>Program Director</th>
<th>Publicity Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WMIS**

**NATCHEZ—1941—NBC-KBS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Membership</th>
<th>President</th>
<th>Gen., Sta. Manager</th>
<th>Sales Prom., Comm. Mgr.</th>
<th>Program Director</th>
<th>Publicity Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WNAT**

**NATCHEZ—1949—ABC**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>President</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1450 Kc.</td>
<td>250 Watts</td>
<td>Old South Bcstg. Co.</td>
<td>Welo Bldg.</td>
<td>4621</td>
<td>Full Time</td>
<td>UP</td>
<td>Mrs. Laurie G. Ratcliffe</td>
<td>Paul Schilling</td>
<td>Bill Hess</td>
<td>Jack Thornhill</td>
</tr>
</tbody>
</table>

**WPMP**

**PASCAGOULA—1951—KBS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Pres., Gen., Mgr.</th>
<th>Sta., Comm. Mgr.</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WHO-C**

**PHILADELPHIA—1948—KBS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Gen., Comm. Mgr.</th>
<th>Program Director</th>
<th>Publicity Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td>William Howard Cole</td>
<td>P. O. Box 26</td>
<td>740</td>
<td>Full Time</td>
<td>UP</td>
<td>Capitol</td>
<td>William Howard Cole</td>
<td>Mrs. Wm. H. Cole</td>
<td>Mrs. Kate Hemphill</td>
<td>Henry C. Adams</td>
</tr>
</tbody>
</table>

**WRJW**

**PICAYUNE—1949—KBS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Pres., Gen., Comm. Mgr.</th>
<th>Program Director</th>
<th>General Manager</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WSSO**

**STARKVILLE—1948—KBS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Pres., Gen., Comm. Mgr.</th>
<th>Program Director</th>
<th>General Manager</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WELO**

**TUPELO—1944—MBS-MID SOUTH**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Station Manager</th>
<th>Commercial Manager</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>

**WQBC**

**VICKSBURG—1931—MBS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Chief Engineer</th>
</tr>
</thead>
</table>
MISSISSIPPI-MISSOURI

Phone Number ......................... 312
Newspaper Affiliation ....... Post, Herald
News Service ....................... AP
Transcription Service ......... Capitol
Representative ................. Sears & Ayer
Membership .................. NARTB
President .................... L. P. Cushman
General-Station Mgr. ........ Mary-Van Cashman
Commercial Manager ......... L. L. Miller
Program Director .......... Charlotte Kahn
Chief Engineer ............ Waverley Conway

WVIM
VICKSBERG—1948

Frequency: 1490 Kc. ......... Power: 250 Watts
Owned-Operated By ...... Radio Miss., Inc.
Business-Studio Address ..... Box 76
Phone Number ............ 1920
Air Time .................. Full Time
Transcription Service ...... Thesaurus
Representative .......... Indie Sales, Inc.
President ................ James T. Ownby
Sta., Gen. Mgr. ............ Frank Hollifield
Commercial Manager .......... Virginia Harrell

WROB
WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc. ......... Power: 250 Watts
Owned-Operated By ...... Bob McRaney, Sr.
Studio Address ........ WROB Bldg.
Transmitter Address ...... Forrest St.
Phone Number ............... 807

WAZF
YAZOO CITY—1946—KBS

Frequency: 1230 Kc. ......... Power: 250 Watts
Owned-Operated By ...... WAZF, Inc.
Phone Number ............. 1300-1
Air Time ......... 5:55 a.m.-10:15 p.m.
News Service .......... UP
Pres., Gen. Sta. Mgr. .... Guy Corley
Commercial Manager ...... Al Lyons
Prod. Program Director .... Fred Rand
Chief Engineer .......... D. A. Filnsbach

MISSOURI

Pop. April 1, 1953 (Est.) 4,184,000—Total Housing Units 1,276,000
Families April 1, 1953 (Est.) 1,109,000—Stations in State 54

KFVS
CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. ......... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By ...... Hirsch Bestg. Co.
Business-Studio Address ..... 324 Broadway
Phone Number ............ 5-5511
Air Time ................ Full Time
News Service .......... UP
Representative .......... John E. Pearson
President ............. Oscar C. Hirsch
Station Manager ......... Ralph L. Hirsch

KGMO
CAPE GIRARDEAU—1952

Frequency: 1220 Kc. ......... Power: 250 Watts d.
Owned-Oper. By ...... Cape County Bestg. Co.
Address ............. 46 N. Henderson
Phone Number ............ 3843
General Manager .......... Richard C. Brandt
Program Director .......... William C. Brandt
Commercial Manager ...... Robert L. Schults
Chief Engineer .......... William M. Bryan

KDMO
CARTHAGE—1947—KBS

Frequency: 1490 Kc. ......... Power: 250 Watts

Sales Prom. Mgr. ......... Frank Haines
Chief Engineer .......... Harold Townsend

KCRV
CARUTHERSVILLE—1950

Frequency: 1370 Kc. ......... Power: 1000 Watts d.
Address ............. 106 W. 3rd St.
Phone Number ............ 965
Transcription Service ...... Thesaurus, World
News Service ........ UP
President ................ J. E. Taylor
Commercial Manager ...... A. Simmons
Program Director .......... Harry A. Moreland
Chief Engineer .......... Earl Neal, Jr.
KCHI
CHILLICOTHE—1950—KBS
Owned-Oper. By: Cecil W. Roberts
Address: Farmington, Mo.
Phone Number: 710
News Service: UP
Representative: Hil F. Best
President: Cecil W. Roberts
General, Station Manager: Howard G. Rion
Commercial Mgr., Pgm. Dir.: R. Wayne Cox
Chief Engineer: Donald P. O'Brien

KDKD
CLINTON—1951
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. 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
Chief Engineer: Marvin Landon

KFRO
COLUMBIA—1925—ABC-MSN
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: KFRO, Inc.
Business Address: U. S. 40 at U. S. 63
Phone Number: 4141
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth, World
Membership: NARTB, BAB
President: H. J. Waters, Jr.
General Manager: Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.: F. J. LeGrand
Program Director: Shirley Bauderer
Chief Engineer: Robert Halgh

KREI
FARMINGTON—1947
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. By: Cecil W. Roberts
Phone Number: 710
Studio: Burks Rd. & Webster St.
Air Time: Sunrise-sunset
News Service: UP
President: Cecil W. Roberts
General Manager: F. P. (Ted) Graves
Chief Engineer: Bill Westbrook

KJCF
FESTUS—1951
Owned-Oper. By: Jefferson County Radio & TV Co.
News Service: UP
General Manager: Donald M. Donze
Chief Engineer: Russell Seals, Jr.

KFMO
FLAT RIVER—1947—MBS
GRIESEDIECK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Lead Belt Bstg. Corp.
Business-Studio Address: Flat River
Phone Number: 1000
Air Time: Full Time
News Service: UP
Representative: John E. Pearson
Membership: BAB
President, General Manager: Oscar C. Hirsch
Station-Comm. Mgr.: James F. Collins
Program, Publicity Director: Virginia Collins
Chief Engineer: Gilbert Collins

KFAL
FULTON—1950
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mo. Central Bstgs.
Address: 5th and Market
Phone Number: 1400
News Service: UP
Transcription Service: Standard
Membership: BAB
General Manager: Robert W. Nickles
Comm., Prom. Mgr.: L. Reed Holt
Program Director: Roger P. Fox
Chief Engineer: J. J. Patterson

KHMO
HANNIBAL—1941—MBS
Frequency: 1070 Kc. Power: 5000 Watts d.
Owned-Oper. By: Courier-Post Publishing Co.
Business-Studio Address: 102½ S. Main St.
Phone Number: 3450
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: RCA Thesaurus
Representative: John E. Pearson
Membership: BAB
Gen-Sta., Sales Prom. Mgr.: Wayne W. Cribb
Commercial Manager: P. H. Cunningham
Program, Pub. Dir.: Gene Hoenes
Chief Engineer: Ben Parrish

KIMO
INDEPENDENCE—1947
Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Blue Valley Co.
Business-Studio Address: 310 N. Osage
Phone Number: CL 9815
Air Time: Daytime
Newspaper Affiliation: Independence Daily News, Pictorial Shopper
MISSOURI

News Service ........................................... AP
Membership ............................................. NARTB
General Manager ................................. Craig Siegfried
Sta., Comm., Pgm. Mgr. ................. Harry L. Becker
Sales Prom. Mgr. ............................... Robert Dawson
Publicity Director .............................. Harold Ensley
Chief Engineer ................................. Eldon Ryan

KWOS
JEFFERSON CITY—1937—MBS-KBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ............... Capital Bstg. Co.
Business-Studio Address ........ 210-212 Monroe St.
Phone Number ..................... 6-3137
Air Time .............................................. Full Time
Newspaper Affiliation .......... News Tribune Co.
News Service ................................. AP
Transcription Service .......... Thesaurus
President .......................... R. C. Goshorn
Program Director ................. Ralph L. Rose
Chief Engineer .......................... Leroy S. Hackmann

KFSB
JOPLIN—1948
Frequency: 1310 Kc.  Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By ................. Four States Bstesrs, Inc.
Business-Studio Address .......... 1027 Main
Phone Number ..................... 1310
News Service ................................. UP
Transcription Service .......... World
Representative ..................... Meeker
Membership ................................. NARTB
President .......................... Harry Easley
V.P., Gen. Mgr. ...................... W. H. Clark
Program Director ................. Ed Johnson
Chief Engineer .......................... Ralph Meador

KSWM
JOPLIN—1946—CBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............... Air Time, Inc.
Address ....................... 1928 W. 13 St.
Phone Number ..................... 7260
News Service ................................. UP
Transcription Service .......... World
Representative ..................... William G. Corbeau
Membership ................................. NARTB
Sta. Mgr., Pgm. Dir. ............ Ronald Robson
Comm., Prom. Mgr. ............... John D. Whitt

WMBH
JOPLIN—1926—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............... Joplin Bstg. Co.
Business-Studio Address .......... Frisco Bldg.
Phone Number ..................... 330
Air Time .............................................. Full Time
News Service ........................................... AP
Transcription Service .......... Thesaurus
Representative ..................... Sears & Ayer
Membership ............................................. NARTB
Comm. Mgr. ...................... S. M. E. Dunn
Sales Prom. Mgr. ............... David Dunn
Program Director ................. Golda Shauncie
Chief Engineer ....................... Jack Langford

KCKN
KANSAS CITY—1925
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ............... KCKN Bstg. Inc.
Business-Studio Address .......... 300 Wallower Bldg.
Phone Number ..................... Victor 3864
News Service ................................. AP, UP
Transcription Service ....... Langworth, Standard
Representative ................................. Capper Publications, Inc.
President .......................... W. A. Bailey
General Manager ..................... Ben Ludy
Commercial Manager ............... Joe Story
Program Director ................. George Stump
Chief Engineer .......................... Lewis Dickensheets

KCMO
KANSAS CITY—1936—ABC
Frequency: 810 Kc.  Power: 50.000 Watts d.;
10,000 Watts n.
Owned-Operated By ............... KCMO Bstg. Co.
Address ....................... 125 E. 31st St.
Phone Number ..................... 6789
Air Time .............................................. Full Time
Newspaper Service ................ AP
Transcription Service .......... Thesaurus, Associated
Representative ..................... Katz
Membership ................................. NARTB, BAB
President .......................... Tom L. Evans
General Manager ................. E. K. Hartenbower
Asst. Manager ................................. C. E. Breaazal
Commercial Manager ............... R. W. Evans
Program Director ................. S. E. Tremble
Chief Engineer ....................... Karl Troegel

KFRM
KANSAS CITY—1947
Owned-Operated By ............... Midland Bstg. Co.
Business-Studio Address .......... 222 W. 11th St.
Phone Number ..................... 2650
Air Time .............................................. Daytime
News Service ................................. AP, UP
Transcription Service ....... World, Lang-Worth
Representative ................................. Free & Peters
Membership ................................. NARTB, BAB
President .......................... Arthur B. Church
V.P., Managing Dir. .......... George J. Higginson
Sales Promotion Manager ....... Harold W. Storm
Program Director ................. Rod B. Cupp
Chief Engineer .......................... Ray Moler
**KMB C**

KANSAS CITY—1921—CBS

Frequency: 980 Kc.  Power: 5000 Watts
Owned-Operated By:  Midland Bstg. Co.
Address:  222 W. 11th St.
Phone Number:  Harrison 2650
Air Time:  5:55 a.m.-12:05 a.m.
News Service:  Free & Peters
Transcription Service:  World
Representative:  Arthur B. Church
President:  George J. Higgins
V.P., Managing Director:  Harold W. Storm
Program Director:  Rod Cupp
Chief Engineer:  Roy Moler

**KBOA**

KENNETT—1947

Owned-Operated By:  Kennett Bstg. Corp.
Business-Studio Address:  Kennett
Phone Number:  8-4616
Air Time:  Daytime
News Service:  AP
Transcription Service:  Capitol
Membership:  NARTB
President, General Manager:  Paul C. Jones
Station Manager:  C. H. Harrison
Commercial Manager:  Joe Bankhead
Program Director:  John T. Reeder
Chief Engineer:  Robert H. Conner

**KPRS**

KANSAS CITY—1952

Owned-Oper. By:  Twin City Adv. Agency
Address:  2814 E. 23rd St.
Phone Number:  Humboldt 3100
Air Time:  Full Time
News Service:  AP
Transcription Service:  Standard, Thesaurus
Representative:  H. I. Christal
President:  Edward H. Pate
General Manager:  Richard Pitts
Commercial Manager:  Eugenia Pate
Program Director:  Andrew R. Carter

**KIRX**

KIRKSVILLE—1947—KBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  North Mo. Bstg. Co.
Business-Studio Address:  Kirksville
Phone Number:  3-5781
Air Time:  Full Time
News Service:  AP
Transcription Service:  Thesaurus
Gen., Sta., Comm. Prom. Mgr.:  Samuel A. Burk
Program Director:  Warren Hewitt
Chief Engineer:  Charles Porter

**WDADF**

KANSAS CITY—1922—NBC

Frequency: 610 Kc.  Power: 5000 Watts
Owned-Oper. By:  The Kansas City Star Co.
Business-Studio Address:  3030 Summit St.
Phone Number:  Harrison 1200
Air Time:  Full Time
News Service:  AP
Transcription Service:  Standard, Thesaurus
Representative:  H. I. Christal
President:  Roy A. Roberts
General Manager:  H. Dean Fitz
Station Manager: 顿 S. Batton
Commercial Manager:  Manne Russo
Prom., Pgm., Publ. Dir.:  Jack A. Kaufmann
Chief Engineer:  J. A. Flaherty

**KLB**

LEBANON—1948—MBS

Frequency 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Lebanon Bstg. Co.
Bus.-Studio Address:  221 E. Commercial St.
Phone Number:  1015
Air Time:  6a.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

**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
Air Time:  1161
News Service:  Associated
Transcription Service:  Associated
Representative:  John Blair & Co.
Pres., Comm. Mgr.:  Donald Dwight Davis
Gen., Sta. Mgr.:  John T. Schilling
Promotion Manager:  Richard Smith
Program Director:  Richard Smith
Chief Engineer:  Henry Goldenberg

**KMOM**

MARSHALL—1949

Frequency: 1300 Kc.  Power: 500 Watts d.
Owned-Operated By:  KMOMO, Inc.
Address:  Marshall
Phone Number:  40
Air Time:  Daytime
News Service:  UP
Transcription Service:  Thesaurus
General Manager:  J. M. Silvey
Sta., Comm., Prom. Mgr.:  Harold Douglas
Pgm., Publ. Dir.:  Fred Linder
Chief Engineer:  Bill Williams
KXEO
MEXICO—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Audrain Bstg. Corp.
Phone Number: 2340-1
Address: Box 260
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: Bob Sharon
Chief Engineer: Bob Bruner

KNCM
MOBERLY—1950
Frequency: 1230 Kc. Power: 250 Watts
Phone Number: 1800
Representative: Conwell
Transcription Service: Lang-Worth, Thesaurus
News Service: AP
Owner: Gen. Mgr.: Jerrall A. Shepherd
Commercial Manager: John Conwell
Program Director: James Lipsey
Chief Engineer: T. J. Carr

KRMO
MONETT—1950—KBS
Address: 1201 E. Chestnut
Phone Number: 990
Transcription Service: Capitol
News Service: AP
Representative: McGilivra
Sta. Mgr., Pgm. Dir.: Floyd Stewart
Comm., Prom. Mgr.: Marion Pilant
Chief Engineer: George Province

KNEM
NEVADA—1949—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Cecil W. Roberts
Address: Farmington, Mo.
Air Time: Full Time
News Service: UP
Transcription Service: SESAC
Representative: Hal Best
President: Cecil W. Roberts
Gen., Sta., Comm. Mgr.: Duane W. Hoisington
Chief Engineer: Bob McKune

KRMS
OSAGE BEACH—1952
Frequency: 1150 Kc. Power: 1000 Watts d.
Owner, President: Robert M. Smith
News Service: AP
Transcription Service: Lang-Worth
General Manager: Ed Gardiner
Program Director: M. T. Gardiner
Chief Engineer: Wally Clark

KWOC
POPLAR BLUFF—1938—KBS
Frequency: 930 Kc. Power: 1000 Watts
Transmitter Address: KWOC Bldg.
Phone Number: 3922
Air Time: 5:30 a.m.-10 p.m.
News Service: UP
Transcription Service: SESAC, World
Representative: John E. Pearson
President, General Manager: A. L. McCarthy
Gen. Mgr., Prod. Dir.: Jerry J. Higley
Chief Engineer: Donald M. Lidenton

KTTT
ROLLA—1947—KBS
Frequency: 1490 Kc. Power: 250 Watts
Address: P. O. Box 587
Phone Number: 350
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: World
Pres., Gen., Sta. Mgr.: Luther W. Martin
Pgm., Pub. Dir.: Wilson C. Burkhead
Sales Prom. Mgr.: Mel Lee
Chief Engineer: Martin M. Mitchum

KFEQ
ST. JOSEPH—1923—MBS
Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By: KFEQ, Inc.
Business-Studio Address: KFEQ Bldg.
Phone Number: 2-2528
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Headley- Reed
Pres., Gen. Sta. Mgr.: Barton Pitts
Commercial Manager: Glenn G. Griswold
Program Director: E. C. Schrimer
Chief Engineer: J. Wesley Koch

KRES
ST. JOSEPH—1946
Frequency: 1550 Kc. Power: 5000 Watts
Owned-Oper. By: Missouri Valley Bstg. Corp.
Business-Studio Address: 113 S. 7th St.
Phone Number: 4-8346
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: ForJoe
Membership: NARTB, BAB
President .......................Basil L. Kaufmann
Gen., Sta., Comm. Mgr........Robert S. Hix
Program Director .............William A. Vaughan
Publicity Director ............Frank Smith
Chief Engineer ................Harry L. Teegarden

K MOX
ST. LOUIS—1925—CBS-RADIO
Frequency: 1120 Kc. .........Power: 50,000 Watts
Owned By .....................Columbia Bcast. System, Inc.
Operated By ...................CBS Radio Division
Business-Studio Address ......401 So. 12th St.
Phone Number ..................Central 8240
Air Time ........................Full Time
News Service...................AP, UP
Transcription Service .........Associated, Lang-Worth, Muzak
Representative ................CBS Radio Spot Sales
Membership .....................BAB
President .......................Adrian Murphy
Gen. Sta. Mgr .................Gene Wilkey
Commercial Manager ..........Robert Hyland, Jr.
Sales Prom. Mgr ..............John T. Curry
Program Director .............Mark Russell
Publicity Director ............P. S. Anderson
Chief Engineer ...............Harry Harvey

K STL
ST. LOUIS—1948
Frequency: 690 Kc. ............Power: 1000 Watts d.
Owned-Operated By ..........Radio St. Louis, Inc.
Address .......................6 N. 7th St.
Phone Number .................Main 0600
Air Time ........................Daytime
News Service ...................UP
Representative .................Forjoe
Membership .....................NARTB, BAB Pres., Gen. Mgr .............William E. Ware
Asst. Manager ................Dick J. Kasten
Commercial Manager ..........William A. Knight
Program Director .............Tony Glenn
Sales Prom. Mgr ..............James D. Nelswander
Publicity Director ............Dolores J. Ryan
Chief Engineer ...............Edward B. Bench, Jr.

K WK
ST. LOUIS—1927—MBS
Frequency: 1380 Kc. ...........Power: 5000 Watts
Owned-Operated By ..........KWK, Inc.
Bus.-Studio Address ..........12th & Cole St.
Phone Number ..................Main 9100
Air Time ........................5:30 a.m.- M.
Newspaper Affiliation .........St. Louis Globe-Democrat
News Service ...................AP
Representative ................Kutz
President, General Mgr ......Robert T. Convey
Station Manager ..............Ray E. Dady
Commercial Manager ..........V. E. Carmichael
Program Director .............John W. Tinnea
Prom., Publ. Director ........Fred J. Mueller
Chief Engineer ...............N. J. Zehr

WHY IS AP THE BEST?
BECAUSE—AP is faster,
more complete,
more accurate
than any other
news service.
THE PRIZE* PACKAGE OF THE ST. LOUIS MARKET

1,713,946 RADIO HOMES

5,865,600 PEOPLE WITH MONEY TO SPEND

$5,398,986,000 WORTH OF ANNUAL RETAIL SALES

FROM: KSD ST. LOUIS

TO: ALL ADVERTISERS WITH PRODUCTS AND SERVICES TO SELL TO THE PROSPEROUS ST. LOUIS MARKET

*KSD has the LARGEST daytime half-millivolt coverage area of any radio station in ST. LOUIS!

KSD 5000 WATTS ON 550 KC DAY AND NIGHT

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV
KSD
ST. LOUIS—1922—NBC
Frequency: 550 Kc. Power: 5000 Watts
Business-Studio Address: 1111 Olive St.
Phone Number: Main 1111
News Service: AP
Transcription Service: World Thesaurus
Representative: Free & Peters
Membership: NARTB
President: Joseph Pulitzer
General Manager: 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

KXLW
ST. LOUIS—1947
Frequency: 1320 Kc. Power: 1000 Watts
Bus.-Studio Address: 8135 Forsythe Blvd.
Phone Number: Delmar 1320
News Service: UP
Transcription Service: Lang-Worth Representative: Bolling
Membership: NARTB, BAB
President: John W. Kluge
General Manager: Les Ware
Commercial Manager: Edward W. Pape
Program Director: George Wood
Chief Engineer: Wallace E. St. Vrain

KSIM
SIKESTON—1948
Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: Hwy. 80 W.
Phone Number: 5600
News Service: UP
Transcription Service: Lang-Worth
Representative: Gill-Keefe & Perna
President. (St. Louis U.)
Very Rev. Paul C. Reinert, S.J.
General Manager: Geo. A. Volz
Commercial Manager: Ray Korpowicz
Program Director: Lambert Kaimen
Chief Engineer: Joseph A. Volz

WIL
ST. LOUIS—1922
Frequency: 1430 Kc. Power: 5000 Watts
Business-Studio Address: Hotel Chase
Phone Number: Rosedale 6200
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth Representative: John E. Pearson
Pres., Gen. Mgr.: L. A. Benson
Station Manager: R. M. Hetherington
Commercial Manager: Nick Pagliara
Program Director: Edward M. Galloway
Publicity Director: Marilyn Rohan
Sales Prom. Mgr.: Le Chapman
Chief Engineer: L. A. Benson

KSGM
STE. GENEVIEVE—1947—KBS
Frequency: 980 Kc. Power: 500 Watts
Owned-Oper. By. Donze Enterprises, nc.
Bus.-Studio Address: 410 Merchant St.
Phone Number: 580
Air Time: 6 a.m.-10 p.m.
News Service: UP
President, General Manager: Elmer L. Donze
Chief Engineer: Murel L. Rose

KDSO
SEDALIA—1933—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Milton J. Hinlein
Bus.-Studio Address: 2100 W. Broadway
Phone Number: 4004
Representative: Forjeo
President: Milton J. Hinlein
General Manager: Herbert W. Brandes
Commercial Manager: James F. Glenn
Chief Engineer: Robert J. Smith

KDSO
SEDALIA—1933—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Milton J. Hinlein
Bus.-Studio Address: 2100 W. Broadway
Phone Number: 4004
Representative: Forjeo
President: Milton J. Hinlein
General Manager: Herbert W. Brandes
Commercial Manager: James F. Glenn
Chief Engineer: Robert J. Smith

KXOK
ST. LOUIS—1938—ABC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By. KXOX, Inc.
Business-Studio Address: 12th & Delmar
Phone Number: Chestnut 6000
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: John Blatz
Membership: NARTB
President: Elsie Roberts
General Manager: C. L. Thomas
Asst. to Gen. Mgr.: Bruce Barrington
Sales Manager: V. N. Springgate
Sales Promotion Manager: Foster H. Brown
Program Director: Elmer Muschany
Publicity Director: Mary Williamson
Chief Engineer: Arthur F. Rekert

WEEF
ST. LOUIS—1921
Frequency: 770 Kc. Power: 1000 Watts
Owned-Oper. By. The St. Louis University
Address: 3642 Lindell Blvd.
Phone Number: Franklin 5685
News Service: UP
Transcription Service: Lang-Worth

493
KGBX
SPRINGFIELD—1926—NBC
Frequency: 1260 Kc........ Power: 5000 Watts
Bus.-Studio Address ... 605 Boonville Ave.
Phone Number ........... 4-2822
Air Time .................. Full Time
News Service ................. AP
Transcription Service ...... Thesaurus
Representative ................. George P. Hollingbery
Membership ................. NARTB
President .................. T. W. Duvall
Gen. Sta. Mgr. ............... J. Gordon Wardell
Commercial Manager ......... Homer Tindle
Program Director ........... Carl Fox
Pub., Prom. Dir. ............... Dudley Morris
Chief Engineer .............. E. Dennis White

KICK
SPRINGFIELD—1949—MBS
Frequency: 1340 Kc........ Power: 250 Watts
Address .................. 610 College St.
Phone Number .............. 4-1581
Air Time .................. Full Time
News Service ................. UP
Transcription Service ...... Standard, SESAC
Representative ................. McGillvra
Membership ................ BAB
President .................. Floyd W. Jones
General Manager ............ L. C. McKenney
Commercial Manager ......... Richard Bradley
Asst. Mgr., Pgm. Dir. ....... Welcome Stanton
Sales Prom. Mgr. ............. Robert Vinyard
Publicity Director .......... Richard Hainline
Chief Engineer .............. Charles Groyston

KTTS
SPRINGFIELD—1941—CBS
Frequency: 1400 Kc........ Power: 250 Watts
Address .................. P. O. Box 1716 S. S. S.
Phone Number .............. 2-7474
Air Time .................. Full Time
News Service ................. AP
Transcription Service ...... World
Representative ................. Sears & Ayer
Membership ................. NARTB

KWTO
SPRINGFIELD—1933—ABC
Frequency: 580 Kc........ Power: 5000 Watts
Business-Studio Address ... 606 St. Louis St.
Phone Number ............. 2-4422
Air Time .................. 5 a.m.-M.
News Service ................. UP
Transcription Service ...... Lang-Worth
Representative ................. John E. Pearson
Membership ................. NARTB
Pres., Gen. Mgr. ............. Ralph D. Foster
Asst. Gen. Mgr. ............. Leslie L. Kennon
Commercial Manager ...... Raymond M. Keltner
Program Director ........... Lou Black
Publicity Director .......... Bill Bailey
Chief Engineer .............. Fritz Bauer

KWRE
WARRENTON—1949—KBS
Frequency: 730 Kc........ Power: 5000 Watts d.
Owned-Operated By . W. T. Zimmerman
Address .................. Warrenton
Phone Number .......... 398
News Service ................. UP
Transcription Service ...... RCA
Representative ................. Continental, Conwell Co.
Pres., Gen. Mgr. ............. W. T. Zimmerman
Commercial Manager ...... Leo Waters
Chief Engineer .............. Bob Roberts

KWPM
WEST PLAINS—1947—KBS
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Operated By . Robert F. Neathery
Address .................. E. Abe Taylor Blvd.
Phone Number .......... 700
News Service ................. AP
Transcription Service ...... Standard
General Manager ............. Robert F. Neathery
Commercial Manager ...... Fritz Williams Dixon
Program Director ........... John Billingsley
Consulting Engineer ......... Fred Grimwood

GIVE to the RED CROSS
KANA
ANACONDA—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Mosby’s, Inc.
Business Address: Box 1470, Missoula
Phone Number: Missoula 7888
News Service: UP
Transcription Service: Lang-Worth
Membership: BAB
President: A. J. Mosby
Program Director: Helen M. Ryan
Comm. Mgr., Ch. Engr.: E. G. Rinn

KB MY
BILLINGS—1946
MBS-INTERMOUNTAIN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Billings Bcstg. Co.
Business Address: Box 2124
Phone Number: 3-3838
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Associated, Lang-Worth
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Rockwood Brown
Gen., Sta. Mgr.: Ken Nybo
Comm., Sales, Prom. Mgr.: LeRoy Swocker
Pgm., Pub. Dir.: Chaos Du Bois
Chief Engineer: Theodore Hildebrand

KGHL
BILLINGS—1928—NBC
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By: Northwestern Auto Supply Co.
Business-Studio Address: 5th & N. W’way
Phone Number: 2-2222
News Service: UP
Trans. Serv.: World, Standard, SESAC
Representative: Katz
Membership: BAB
President: Col. Walter E. Schott
Gen., Comm. Mgr.: Edward Tocum
Station Manager: V. Braunberger
Sls. Prom. Mgr.: Ward Crowley
Program Director: Harry Turner
Publicity Director: Warren Marshall
Chief Engineer: Jeff A. Kichli

KOOK
BILLINGS—1951—CBS
Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: The Montana Network
Address: P. O. Box 1712
Phone Number: 9-5970
News Service: UP

KBMN
BOZEMAN—1950
Frequency: 1230 Kc. Power: 250 Watts
Address: Box 691
Phone Number: 2105
Transcription Service: Associated
News Service: UP
Membership: NARTB
President: Mrs. Lara B. Penwell
General Manager: G. Norman Penwell
Commercial Manager: Dan Snyder
Pub., News Dir.: Ralph Evans
Chief Engineer: Ed Kolman

KXLQ
BOZEMAN—1939—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KRBM Bcstg. Inc.
Business Address: Bozeman
Phone Number: 1420
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Elmer Walker
Pres., General Mgr.: Ernest A. Neath
Commercial Manager: T. H. Peterson
Program Director: Beverly Coulston
Publicity Director: James M. Gidley
Chief Engineer: James G. Rufus

KBOW
BUTTE—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Copper City Radio Co.
Address: 720 Yale Ave.
Phone Number: 7429
President: Frank Reardon

KOPR
BUTTE—1948—ABC-MBS
INTERMOUNTAIN
Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Copper City Bcstg. Co.
Business-Studio Address: Hotel Finlen
Phone Number: 6546
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodell
**MONTANA**

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
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<th>Representative</th>
<th>President</th>
<th>Gen., Prom. Mgr.</th>
<th>Commercial Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
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<tr>
<td>KXLF</td>
<td>1370 Kc.</td>
<td>5000 Watts</td>
<td>KGR, Inc.</td>
<td>Box 1956</td>
<td>2-2344</td>
<td>AP, UP</td>
<td>MacGregor</td>
<td>Walker; Pacific NW, West</td>
<td>Frank C. Carman</td>
<td>Ed Cooney</td>
<td>G. W. Chance</td>
<td>Jim Harrold</td>
<td>Frank Foster</td>
</tr>
<tr>
<td>KXLJ</td>
<td>1240 Kc.</td>
<td>250 Watts</td>
<td>Peoples Forum of the Air</td>
<td>P. O. Box 797</td>
<td>1240</td>
<td>UP</td>
<td>A. T. Hibbard</td>
<td>Barclay Craighead</td>
<td>Ed Cooney</td>
<td>G. W. Chance</td>
<td>Jim Harrold</td>
<td>Frank Foster</td>
<td></td>
</tr>
</tbody>
</table>

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**KXLF** BUTTE—1929—NBC

**KXLK** GREAT FALLS—1947—NBC-Z NET

**KXGN** GLENDIVE—1948

**KFBF** GREAT FALLS—1922—CBS

**KMON** GREAT FALLS—1948—MBS

**KOJM** HAVRE—1947—MBS

**KCAP** HELENA—1949—MBS-KBS

**KXLJ** HELENA—1937—NBC-Z BAR
NEBRASKA
Pop. April 1, 1953 (Est.) 1,412,000—Total Housing Units 419,000
Families April 1, 1953 (Est.) 381,000—Stations in State 24

KCOW
ALLIANCE—1949
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Sandhills Bcast. Corp.
Trans. Address: 1030 W. 3rd St.
Phone Number: 1300
Air Time: 6:00 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World
Representative: McGilvra
Membership: NARTB
President: Hansford Jaggers
General Manager: Gene Ackerley
Program Director: Erv Jensen

KWBE
BEATRICE—1949—MBS
Frequency: 1450 Kc. Power: 250 Watts
Address: 112½ North 6th St.
Phone Number: 1245
News Service: AP
Transcription Service: Cole
Thesaurus: Gill-Keefe-Perna
Membership: NARTB
Comm., Sales Prom. Mgr.: Bud Pents
Program Director: Larry Prybyl
Publicity Director: Marge McGavren
Chief Engineer: Wilbur R. Emerson

KCNI
BROKEN BOW—1949
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By: Custer County Bcast. Co.
Address: Box 581
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
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 Kincalid
Program Director: Florence L. Anderson
Chief Engineer: Max Reeves

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
Membership: NARTB, BAB
Pres. Gen. Mgr.: Lester A. Walker
Station Manager: James D. Milliken, Jr.

KMMJ
GRAND ISLAND—1925—ABC
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By: Town & Farm Co., Inc.
Business-Studio Address: Division at Cedar
Phone Number: 703-4
Air Time: Daytime
News Service: UP
Transcription Service: SESAC, Thesaurus
Representative: H-R
President: Don Searle
V.P. & General Manager: Bill Martin
V.P. & Regional Sales Mgr.: Rex Lathen
Program Director: Ed. Meyer
Sales Promotion Manager: Quintin McCredie
Chief Engineer: U. L. Lynch

KHAS
HASTINGS—1940—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Oper. By: Nebraska Bcast. Co.
Trans. Address: Tribune Bldg.
Phone Number: 2-5101
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: Thesaurus
Membership: NARTB
President: Fred A. Seaton
Gen. Sta. Mgr.: Duane L. Watts
Commercial Manager: Raymond Bartlett
Chief Engineer: Duane R. Allison

KGFW
KEARNEY—1930—MBS-KBS
Business-Studio Address: Federal Annex Bldg.
Phone Number: 2-3541
News Service: UP
Transcription Service: World
Representative: Hal Holman
Sales Prom. Mgr.: Lyle Richardson
Program Director: Ellen Seich
Chief Engineer: Jack Lewis
KRVN
LEXINGTON—1950
Frequency: 1010 Kc. Power: 25,000 Watts d.
Owned-Oper. By: Nebraska Rural Radio
Address: 104 W. 8th St.
Phone Number: 716
Transcription Service: Standard
News Service: AP
Membership: NARTB
President: Jay A. Person
General Manager: Max Brown
Commercial Manager: Dan Bellus
Program Director: Gary Schroeder
Chief Engineer: Robert Bitner

KLMS
LINCOLN—1949
Frequency: 1480 Kc. Power: 1000 Watts
Address: 130 N. 16th St.
Phone Number: 2-7579
President: Howard A. Shuman
General Manager: J. Russell Joynt

KFOR
LINCOLN—1924—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Cornbelt Bestg. Corp.
Business-Studio Address: Sixth Fl., Stuart Bldg.
Phone Number: 2-6965
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
Commercial Manager: Robert Methany
Prom., Pub. Dir.: Ken Greenwood

KOHN
LINCOLN—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Cornhusker Radio & Television Corp.
Business-Studio Address: 212 Federal Securities Bldg.
Phone Number: 2-7218
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Pearson
Representative: E. M. O'Shea
President: Harold E. Anderson
V.P., Gen. Mgr.: Otis H. Seegler
Comm., Sales Prom. Mgr.: William L. Lucas
Program Director: Twila Walker
Publicity Director: M. J. Korinek

A "pitch" that hits "home" everytime
Hits the Farm and City Home
in the Rich Blue Valley...

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1450 ON EVERYBODY'S DIAL...

NATIONAL REPRESENTATIVE—
GILL - KEFE AND PERN
654 MADISON AVE., NEW YORK, N. Y.
**KBRL**
McCOCK—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Bus-Transmitter Address: Hwy. 83 & "J" St.
Phone Number: 1450
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Standard
Representative: McGilvra
Membership: NARTB, BAB
Pres., Gen. Mgr. and Chief Engineer: Le Roy W. Lenwell
Program Director: Gilbert Mitchell

**KBON**
OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Inland Bcost. Co.
Business-Studio Address: 676 World Ins. Bldg.
Phone Number: Jackson 8282
Air Time: 6:30 a.m.-12 M
News Service: AP
Transcription Service: Thesaurus
Representative: Pearson
Membership: NARTB
Pres., Gen. Mgr.: Chief Eng.: Paul R. Fry
Station Manager: Richard E. Welna
Commercial Manager: Ernest S. Priesman

**KFAB**
OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
Owned-Operated By: KFAB Bcost. Co.
Business-Studio Address: 620 Farnam Bldg.
Phone Number: 13420
News Affiliation: "Journal & Star" (Lincoln)
Air Time: 24 Hrs.
News Service: AP
Transcription Service: SESAC
Representative: Free & Peters
Membership: NARTB
Chairman of Board: Joe W. Seacrest
President: Fred S. Sidles
Gen., Sta. Mgr.: Harry Burke
Commercial Mgr.: Harold Soderlund
Prom., Pub. Mgr.: Don Shoemaker
Program Director: Lyell Bremer
Chief Engineer: Art Stewart
News Director: Carl Uhlarik
Musical Director: Alene McKinney
Transmitter Engineer: Art Stewart
Farm Editor: W. E. Macdonald
Consulting Engineer: George Davis

**KODY**
NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: John Townsend
Address: 212 N. Jeffers St.
Phone Number: 174
News Service: AP
Transcription Service: Thesaurus, SESAC
Representative: Indie Sales
Owner: John Townsend
General Manager: Emil Odean

**KOIL**
OMAHA—1925—ABC

Frequency: 1290 Kc. Power: 5000 Watts
Business-Studio Address: 511 So. 17th St.
Phone Number: 7826
Air Time: Full Time
News Service: AP, INS
Transcription Service: Capitol, Standard
Representative: Edward Petry
Membership: NARTB, BAB
President: James Stuart
Gen., Sta., Comm. Mgr.: Arden E. Swisher
Sales Promotion Manager: Jack Keiner
Pgm., Pub. Dir.: Bill Talbot
Chief Engineer: Charles W. Winkler
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GEORGE X. SMITH,
Vice-President and Manager,
KFOR, Lincoln, Nebraska
NEBRASKA - NEVADA

KOWH
OMAHA—1922
Owned-Oper. By: Mid-Continent Bcastg. Co.
Business-Studio Address: 15th & Farnam
Phone Number: Atlantic 2228
News Service: AP
Transcription Service: Lang-Worth
Representative: Boling
Membership: NARTB
President: Robert H. Storz
Gen. Manager: Todd Storz
Program Director: Virgil Sharpe
Publicity Director: J. F. O'Neill
Chief Engineer: Dale Moudy
Owned-Oper. By: ...Platte Valley Bcastg. Corp.
Business-Studio Address: Golden Rule Bldg.
Phone Number: 1620
Air Time: 5:30 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Capitol, Lang-Worth
Representative: Hal Holman
Membership: NARTB
President: John R. Jirida
General-Station Mgr.: Russ M. Stewart
Prom., Prom. Manager: Byron Joachim
Program Director: Duke Whitfield
Publicity Director: Jim Kithcart
Chief Engineer: Leslie A. Proctor

WOW
OMAHA—1923—NBC
Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Meredith WOW, Inc.
Business-Studio Address: 280 Insurance Bldg.
Phone Number: Webster 3400
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, World, SESAC
Representative: John Blake
Membership: NARTB
Chairman of Board: Fred Mohren
President: E. T. Meredith, Jr.
General Manager: Frank P. Fogarty
Sales Manager: Bill Wiseman
Program Director: Ray Olson
Chief Engineer: William J. Kotera
Owned-Operated By: ... Crescent Broadcasting Co.
Business-Studio Address: 801 W. Broadway
Phone Number: 650
Air Time: 6 a.m.-12 M.
News Service: UP
Representative: Gill-Keefe-Penna
Membership: NARTB, BAB
Pres., Gen.-Sta. Mgr.: L. L. Hilliard
Commercial Manager: Tony Kehl
Program Director: Virl Davis
Chief Engineer: Harland A. Morrison

KNB
SCOTTSBLUFF—1948—MBS
INTERMOUNTAIN
Frequency: 970 Kc. Power: 1000 Watts d.,
500 Watts n.

NEVADA

Pop. April 1, 1953 (Est.) 173,000—Total Housing Units 58,000
Families April 1, 1953 (Est.) 51,000—Stations in State 10

KELK
ELKO—1948—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcastg. Co.
Address: P. O. Box 280
Phone Number: 280
Air Time: Full Time
News Service: UP
President: Chris Sheerin
Gen. Manager: John J. Gammick
Program Director: Bob Vizina
Chief Engineer: Roy Gallagher
Owned-Oper. By: ...The Associated B. Co.
Business-Studio Address: 173 E. 6th
Phone Number: 1240
Air Time: 5:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: AP
Representative: Hal Holman
Membership: NARTB
President: John R. Jirida
Gen.-Sta. Mgr.: Russ M. Stewart
Prom. Manager: Byron Joachim
Program Director: Duke Whitfield
Publicity Director: Jim Kithcart
Chief Engineer: Leslie A. Proctor

KELY
ELY—1950
Frequency: 1230 Kc. Power: 250 Watts
Address: Box 1088
Phone Number: 2077
News Service: INS
Co-Mgrs., Chief Engr.: D. I. Hansen
Co-Manager: D. V. Bradley

502
KENO
LAS VEGAS—1940—ABC
Frequency: 1460 Kc........... Power: 1000 Watts
Owned-Operated By............ Nevada Bcastg. Co.
Business Address............. Box 1310
Phone Number.................. 1400
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
Chief Engineer................. R. O. Dow

KATO
RENO—1946—MBS
Frequency: 1340 Kc........... Power: 250 Watts
Owned-Operated By............ Sierra Bcastg. Co.
Business-Studio Address...... Box 2231.
Maps Hotel
Phone Number.................. 2-4501
Air Time....................... Full Time
Representative................. John E. Pearson, Western
Transcription Service........ MacGregor
Membership.................... NARTB, BAB
Pres., Chief Engr.............. R. K. Wittenberg
Sta., Gen. Mgr................. Robert L. Stoddard
Commercial Manager............ Robert S. Hughes

KLAS
LAS VEGAS—1948—CBS
Frequency: 1230 Kc........... Power: 250 Watts
Owned-Oper. By.............. Las Vegas Bcastrs., Inc.
Address......................... Desert Inn, P. O. Box 1510
Phone Number.................. 4646
Air Time....................... Full Time
Representative................. Fred Stoye
Commercial Manager............ Carl Paige
Sales Promotion Manager...... Maxine Lunt
Program Director.............. John Ryken
Publicity Director............. Jewel Woods
Chief Engineer................. Gregg Gelhart

KOH
RENO—1928—NBC
Frequency: 630 Kc............ Power: 5000 Watts d.
1000 n.
Owner......................... McClatchy Bcastg. Co.
Business-Studio Address...... 143 Stevenson St.
Phone Number.................. 3-5106
Air Time....................... Day Time
News Service................... UP
Transcription Service........ McClatchy Papers
Representative................. Paul H. Raymeter
Membership.................... NARTB, BAB
President....................... Eleanor McClatchy
Station Manager................ Hewitt Kees
Program Director.............. Bruce Branson
Chief Engineer................ Wesley Craig

KORK
LAS VEGAS—1951—NBC
Frequency: 1340 Kc........... Power: 250 Watts
Address......................... Hotel Thunderbird
Phone Number.................. 6500
News Service................... UP
Representative................. Geo. P. Hollingerby
President....................... David McKay
Station Manager................. Roland B. Valle
Chief Engineer................ Bill Binford

KRAM
LAS VEGAS—1946—MBS-KBS INTERMOUNTAIN
Frequency: 920 Kc............ Power: 1000 Watts
Address......................... P. O. Box 1712
Phone Number.................. 920
Air Time....................... Full Time
News Service................... UP
Transcription Service........ World
Station Representative........ Avery-Knodel
President....................... Edward J. Jansen
Commercial Manager............ Lester Sullfer
Program Director.............. Martin Black
Publicity Director............. Patricia Healy
Chief Engineer................ Fred Young

KOLO
RENO—1946—CBS
Frequency: 920 Kc............ Power: 1000 Watts
Owned-Operated By............ Reno Bcastg. Co.
Business-Studio Address...... 33 Sierra St.
Phone Number.................. 2-4516
Air Time....................... 6 a.m.-M.
News Service................... UP
Representative................. George P. Hollingerby
Membership.................... NARTB, BAB
President....................... Dave McKay
General-Station Manager...... H. G. Wells
Commercial Manager............ Howard Doyle, Jr.
Sales Prom. Mgr................. Gene McKenna
Program Director.............. William Ruff
Publicity Director............. Marjorie Newton
Chief Engineer................ Merle Peterson

KWRN
RENO—1947—ABC
Frequency: 1450 Kc............ Power: 250 Watts
Owned-Operated By............ KWRN, Inc.
Business-Studio Address...... Box 76
Phone Number.................. 3-6156
Air Time....................... Full Time
News Service................... UP
Membership.................... BAB
Pres., Gen. Mgr................. Franz J. Robischon
Commercial Manager............ Frank McLaurin
Chief Engineer................ Walt Rees

503
### NEW HAMPSHIRE

**Pop. April 1, 1953 (Est.) 567,000—Total Housing Units 193,000**

**Families April 1, 1953 (Est.) 158,000—Stations in State 12**

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#### WMOU
**BERLIN—1946—KBS**

- **Frequency:** 1230 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Granite State Bcstg. Co.
- **Address:** 40 Main Street
- **Phone Number:** 1797-8
- **Air Time:** Unlimited
- **News Service:** AP
- **Transcription Service:** Kettell-Carter, Radio Repr.
- **Membership:** NARTB, BAB
- **President:** John W. Guider
- **General Manager:** Wendell C. MacKenzie
- **Chief Engineer:** Herschel M. Howe

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#### WTSV
**CLAREMONT—1948—ABC**

- **Granite**
- **Frequency:** 1230 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Granite State Bcstg. Co.
- **Address:** 155 Front St., Manchester
- **Phone Number:** 4-4075
- **News Service:** AP
- **Representative:** Borgotti
- **President:** William J. Barkley
- **General Manager:** Ralph Gottlieb
- **Comm. Sta. Mgr.:** F. Richard Hill
- **Program Director:** J. V. Shaw
- **Chief Engineer:** A. Davis

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#### WKXL
**CONCORD—1946—CBS**

- **Granite**
- **Frequency:** 1450 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** Capitol Bcstg. Co.
- **Business-Studio Address:** Eagle Hotel
- **Phone Number:** 4180
- **Air Time:** Full Time
- **News Service:** AP
- **Representative:** Kettell-Carter, Radio Repr.
- **President:** Henry R. Silver
- **Station Manager:** Tom Frank
- **Commercial Manager:** William C. Engel
- **Sales Prom. Mgr.:** Harold Learned
- **Chief Engineer:** Robert Wright

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#### WTSF
**HANOVER-LEBANON—1950**

- **Granite**
- **Frequency:** 1400 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Granite State Bcstg. Co., Inc.
- **Address:** 155 Front St.
- **Phone Number:** 1040
- **News Service:** Belling
- **President:** William J. Barkley
- **General Manager:** Henry Lewis
- **Chief Engineer:** William Helser

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#### WKNE
**KEENE—1926—CBS**

- **Granite**
- **Frequency:** 1290 Kc.
- **Power:** 5000 Watts
- **Owned-Oper. By:** WKNE Corp.
- **Address:** 17 Dunbar St.
- **Phone Number:** 2080
- **Air Time:** Full Time
- **News Service:** UP
- **Transcription Service:** Kettell-Carter
- **Membership:** NARTB, BAB
- **President:** Joseph K. Close
- **Gen., Sta., Comm. Mgr.:** Frank B. Estes
- **Sales Prom. Mgr., Pub. Dir.:** Ted B. Sawyer
- **Program Director:** Howard E. Wheelock
- **Chief Engineer:** Ernest Robarge

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#### WLNH
**LACONIA—1922—MBS-KBS**

- **Granite**
- **Frequency:** 1340 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Northern Bcstg. Corp.
- **Business-Studio Address:** 635 Main St.
- **Phone Number:** 2-300
- **Air Time:** Unlimited
- **News Service:** AP
- **Representative:** Kettell-Carter, Grant
- **President:** Genevieve Wingate
- **Gen., Sta. Mgr.:** Arthur Rothafel
- **Commercial Manager:** Sydney Clarke
- **Program Director:** Irving W. Kaiser
- **Chief Engineer:** Walter Avery

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#### WFEA
**MANCHESTER—1932—CBS**

- **Granite**
- **Frequency:** 1370 Kc.
- **Power:** 5000 Watts
- **Owned-Operated By:** N. H. Bcstg., Inc.
- **Business-Studio Address:** 286 Franklin St.
- **Phone Number:** 9-5491
- **Air Time:** Full Time
- **News Service:** AP
- **Transcription Service:** Kettell-Carter, Lang-Worth
- **Representative:** Adam J. Young, Jr.
- **President:** Morris Silver
- **Gen., Sta. Mgr.:** Warren H. Journey
- **Commercial Manager:** Skull Gross
- **Program Director:** Francis Finning
- **Chief Engineer:** Reginald Schow

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#### WKBR
**MANCHESTER—1946**

- **Granite State**
- **Frequency:** 1240 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Granite State Bcstg., Inc.
- **Address:** 155 Front St.
Phone Number..........................44075
Air Time..................................6 a.m.-11:30 p.m.
President.................................W. J. Barkley
Program Director.........................William Carlisle
Chief Engineer............................Royston Phillips

WMUR
MANCHESTER—1941—ABC
Frequency: 610 Kc. Power: 5000 Watts d.
Owned-Operated By...........The Radio Voice of
New Hampshire, Inc.
Business-Studio Address........1819 Elm St.
Phone Number........................5-5788
News Service...............................UP
Air Time..................................6 a.m.-M.
Transcription Service..............World
Representative.............................Weed
Membership...............................NARTB, BAB
President.................................Hon. Francis P. Murphy
Sta. Comm., Gen. Mgr.............Hervey Carter
Program Director.........................Bernie Mack
Chief Engineer............................Vincent Chandler

WOTW
NASHUA—1947
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By...........Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location....Lund Rd.
Phone Number............................5000
Air Time..................................Daytime
News Service...............................UP
Transcription Service..............World
Representative......................Bertha Bannan, Walker
Pres., Gen. Mgr......................Arthur A. Newcomb
Pres., Pgm. Dir.......................Paul Kefee

WHEB
PORTSMOUTH—1932—MBS
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By...........WHEB, Inc.
Phone Number............................4080
Air Time..................................Daytime
News Service...............................AP
Transcription 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 Bcstg. Corp.
Address.................................Rochester Hill Rd.
Phone Number............................1400-1
Air Time..................................Sunrise-Sunset
News Service...............................UP
Representative.............................Borgatti
Membership...............................NAB
Pres., Gen. Mgr......................A. J. K. Malin
Commercial Mgr......................M. C. Ball
Program Dir...............................George Michael
Station Manager.........................H. Martin
Commercial Manager......................M. Chester Ball
Program Director.........................Alan Jasper
Chief Engineer............................F. De Falco

NEW JERSEY

Pop. April 1, 1953 (Est.) 5,113,000—Total Housing Units 1,517,000
Families April 1, 1953 (Est.) 1,392,000—Stations in State 19

WJLK
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
Air Time..................................6:30 a.m.-11:30 p.m.
News Service...............................AP
Transcription Service..............Associated
Membership..............................NARTB, BAB
President...............................Wayne D. McMurray
General Manager....................Ernest W. Loss
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
Business-Studio Address.........Senator Hotel
Phone Number...........................4-1340
Air Time..................................7 a.m.-2 a.m.
News Service...............................AP
Transcription Service..............Associated
Representative.............................Faroe
President.................................Richard Endicott
Gen., Sta. Mgr.........................David H. Freedman
Program Director.......................Vincent Lindnes
Publicity Director.......................Louis Nelgut
Chief Engineer............................Earl Godfrey

505
WFPG
ATLANTIC CITY—1940—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Bstg. Corp.
Business Address............Steel Pier
Phone Number..................5-2188
News Service..................UP
Representative................John E. Pearson
President....................Fred Weber
General Manager...........Blair Thron
Commercial Mgr.............R. E. Truex
Sales Prom. Mgr.............Jessie Morris
Program Dir..................Ed Davis
Publicity Director...........Brad Sherman
Chief Engineer...............Earl Godfrey

WOND
(Full Listing on Page 510)

WSNJ
BRIDGETON—1937
Frequency: 1240 Kc. Power: 250 Watts
Address..................Carll's Corner
Phone Number..................2930
Transcription Service........Theasaurus
President..................Russell S. Henderson
Vice-Pres., Gen. Mgr........Paul Alger

WFPG
CHANNEL 46
NBC CBS ABC DU MONT
WFPG AM 1450 FM CBS
FIRST in program operation with
RCA's first factory-built UHF trans-
mitter. 38 national advertisers
placed their network and film
shows on WFPG-TV in the first two
months.

WFPG
Atlantic City

There's no
SHORT-CUT
to AMERICA'S
5th MARKET

North Jerseyans spend
4 Billion $$ yearly at home.
Sell them at
home on

WNJR
RADIO STATION OF NEWARK NEWS
5,000 WATTS FULL TIME
Märket 3-2700
91 Halsey St., Newark 2, N. J.
(Central) 7-8070
TOPS IN MUSIC, NEWS, SPORTS
**NEW JERSEY**

Business Address ................................ Radio Park
Phone Number ................................. EM 5-7200
Air Time .......................................... Daytime
Transmission Service ......................... Associated
Membership ........................................ NARTB
Pres., Gen. Mgr ................................ Ranull Compton
Station Manager ............................. Gordon Giffen
Program Director ............................ Jerry Williams
Publicity Director .......................... Jim Eadline
Chief Engineer ................................. Robert L. Easley

**WMTR**
MORRISTOWN—1948
Frequency: 1250 Kc. . Power: 1000 Watts d.
Owned-Operated By: Morristown Bcstg. Co.
Address ........................................ 10 Park Place
Phone Number ................................. MO 4-5700
Transmission 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

**WAAT**
NEWARK—1921
Owned-Operated By: Bremer Bcstg. Corp.
Business-Studio Address: Television Center
Phone. Mitchell 2-6400; BARclay 7-3260 (N.Y.)
Air Time ....................................... 7 a.m.-1 a.m.
News Service ................................... AP
Representative ................................... WEED
President, Gen. Mgr. .......... Irving H. Rosenhaus
V.P., National Sales .................. E. S. Lennon
Program Director .............................. George Green
Publicity Director .......................... Roland Trenchard
V.P., Engineering ...................... Frank V. Bremer

**WNJR**
NEWARK—1947
Frequency: 1430 Kc. . Power: 5000 Watts
Owned-Operated By: North Jersey Radio, Inc.
Business-Studio Address: 91 Halsey St.
Phone Number ................................ MArket 3-2700
Newspaper Affiliation .............. Newark News
Air Time ....................................... 7 a.m.-M.
News Service ................................... UP
Transmission Service ......................... Standard
President ........................................ Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr ............... Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr ....... Arnold Snyder
Program Director ............................ Steven Van Gluck
Chief Engineer ................................. Peter Testan

**WV NJ**
NEWARK—1948
Frequency: 620 Kc. . Power: 5000 Watts
Owned-Operated By: Newark Bcstg. Corp.
STRONG LOCAL NEWS
and good music keep local listeners tuned to

WCTC

WCTC SIGNAL COVERAGE AREA
Population — 371,000
Retail Sales — $359 Million
(1952-53 Consumer Markets)
SOMERVILLE
PLAINFIELD
BOUND BROOK
S. PLAINFIELD
PERTH AMBOY
METUCHEN

HIGHLAND PARK
NEW BRUNSWICK
SAYREVILLE
SOUTH RIVER
SOUTH AMBOY
PRINCETON

You'll miss most of this Central Jersey Population unless your message is on WCTC.
New Brunswick
‘Phone Charter 7-1450

AP SELLS
For Stations and Sponsors—

For instance... WJLK

“We feature AP news every hour. It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!”

THOMAS B. TIGHE,
Station Manager,
WJLK, Asbury Park, N. J.
increased

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
**WOND**
PLEASANTVILLE—1950  
Frequency: 1400 Kc.  
Power: 250 Watts  
Address: Old Turnpike  
Phone Number: 3971  
Transcription Service: Standard, Thesaurus  
News Service: AP  
President: Charles Rupp  
General Manager: John Struckell  
Chief Engineer: Milton Thurlow

**WTNJ**
TRENTON—1928  
Frequency: 1300 Kc.  
Power: 250 Watts d.  
Address: 416 Bellevue Ave.  
Phone Number: 8149  
President: Erling C. Olsen

**WBUD**
TRENTON—1947  
Frequency: 1260 Kc.  
Power: 1000 Watts  
Address: 108 N. Broad St.  
Phone Number: 4-7191  
News Service: AP  
Transcription Service: World  
Membership: BAB  
President: Verna S. Hardin  
General Manager: Richard M. Hardin  
Chief Engineer: William A. Brewer

**WTTM**
TRENTON—1942—NBC  
Frequency: 920 Kc.  
Power: 1000 Watts  
Address: 541 E. State St.  
Phone Number: 5-8515-6-7-8  
Air Time: 7 a.m.-12:05 a.m.  
News Service: AP  
Representative: Forjoe  
Membership: NARTB, BAB  
President: M. D. Lincoln  
General Manager: F. L. Bernstein  
Publicity Director: Fred Walker  
Chief Engineer: Theodore P. Kilmer

**WVBZ**
VINELAND—1946  
Frequency: 1630 Kc.  
Power: 1000 Watts  
Address: 633 Wood St.  
Phone Number: 7-1360  
Air Time: 6 a.m.-12 M.  
News Service: UP  
Transcription Service: World  
Representative: Kennedy, Gill-Keefe-Perna  
President: Joseph M. Bullock  
Gen., Sta., Prom. Mgr.: Fred M. Wood  
Commercial Manager: John Serra  
Program Director: Dorothy H. Carlson  
Chief Engineer: Charles Hughes

**WCME**
WILDWOOD—1951  
Frequency: 1230 Kc.  
Power: 100 Watts  
Owner: Francis J. Matrangola  
Phone Number: 2-7751  
Owner: Francis J. Matrangola

---

**In ATLANTIC CITY**

it's the
**WOND**erful music station
for sensational
**RESULTS**

9 out of 10 families* in Atlantic County
listen to
**WOND**

It's listener loyalty to top personalities on programs of music, news and sports geared to local tastes. That's why most Atlantic advertisers and more national sponsors are using

**WOND**

Studios—Pleasantville, N. J.  
John G. Struckell, Gen. Mgr.  
New York Sales Office  
1564 Broadway — Judson 6-5547  
Advertest Research
NEW MEXICO
Pop. April 1, 1953 (Est.) 726,000—Total Housing Units 201,000 Families April 1, 1953 (Est.) 182,000—Stations in State 27

KALG
ALAMOGORDO—1950
Frequency: 1230 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . . William Wayne Phelps
Address . . . . . . . . . . . . . Box 268
Phone Number . . . . . . . 211
Air Time . . . . . . . . . . . . . Full Time
News Service . . . . . . . . UP
Membership . . . . . . . . NARTB, BAB
Gen. Sta. Mgr. . . . . . . . Wayne Phelps
Chief Engineer . . . . . . . Harry Albers

KGGM
ALBUQUERQUE—1927—CBS
Frequency: 610 Kc. . . . . . . Power: 5000 Watts
Business Address . . . . . Kimo Bldg.
Phone Number . . . . . . . 3-4543
Air Time . . . . . . . . . . . . . 5:30 a.m.-12 M.
News Service . . . . . . . . UP, AP
Representative . . . . A. R. Hebenstreit
Program Director . . . . Robert Van Driel
Chief Engineer . . . . . . . Leonard F. Dodds

KOAT
ALBUQUERQUE—1946—ABC
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Business-Studio Address . 122 S. Tulane
Phone Number . . . . . . . 5-7501
Air Time . . . . . . . . . . . . . 19 1/2 hrs.
News Service . . . . . . . . Associated, Long-Worth
Trans. Service . . . . . . . Associated
Representative . . . . . . . Rambeau
President . . . . . . . . . . . . . Herbert W. Wimberly
General Manager . . . . A. M. Caldwell
Chief Engineer . . . . . . . Donald Delaney

KOB
ALBUQUERQUE—1920—NBC
Frequency: 770 Kc. . . . . . . Power: 50,000 Watts d.,
25,000 Watts n.
Bus-Studio Address . 234 Fifth S.W.
Phone Number . . . . . . . 3-4411
Air Time . . . . . . . . . . . . . Full Time
News Service . . . . . . . . AP, INS
Transcription Service . . SESAC
Representative . . . . . . . Banham
Membership . . . . . . . . BAB
Pres. Gen. Mgr. . . . . . . Wayne Coy
General Manager . . . . J. I. Myerson
Commercial Manager . . . . Rolf Nielson
Sales Prom. Mgr. . . . . . . A. E. Michel
Program Director . . . . Michael Dillon
Chief Engineer . . . . . . . George S. Johnson

KVER
ALBUQUERQUE—1947—MBS
INTERMOUNTAIN
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . . KVER Bestg. Co.
Address . . . . . . . . . . . . . 317 N. Broadway, Box 1388
Phone Number . . . . . . . 3-1744
Air Time . . . . . . . . . . . . . 5 a.m.-M.
Transcription Service . . Thesaurus
News Service . . . . . . . . AP
Representative . . . . Avery Knodel
Membership . . . . . . . . NARTB, BAB
President . . . . . . . . . . . . . Helen A. Price
V.P., Sta. Mgr. . . . . . . . . Bert Arnold
Commercial Manager . . . . Morton L. Payne
Program Director . . . . Lowell Christison
Publicity Director . . . . Sue Little
Chief Engineer . . . . . . . Wilfred Smith

KSVP
ARTESIA—1946—KBS-MBS
INTERMOUNTAIN
Frequency: 980 Kc. . . . . . . Power: 1000 Watts d.,
250 n.
Owned-Operated By . . . . Artesia Bestg. Corp.
Business-Studio Address . . Box 38
Phone Number . . . . . . . 650
Air Time . . . . . . . . . . . . . 6 a.m.-11 p.m.
News Service . . . . . . . . UP
Transcription Service . . Standard
Representative . . . . . . . Avery Knodel
Membership . . . . . . . . NARTB
President . . . . . . . . . . . . . Martin Yates III
Gen., Sta. Mgr. . . . . . . . David M. Button
Commercial Manager . . . . Bob Hess
Chief Engineer . . . . . . . Ronald Austin

KAVE
CARLSBAD—1936—CBS-SWN
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . Carlsbad Bestg. Corp.
Business-Studio Address . . 601 No. Canal St.
Phone Number . . . . . . . 5-4101
Air Time . . . . . . . . . . . . . 6 a.m.-M.
News Service . . . . . . . . AP
Representative . . . . . . . Taylor Co.
President . . . . . . . . . . . . . Val Lawrence
General-Station Mgr. . . . . Norman R. Loose
Commercial Manager . . . . Richard E. Doyle
Sales Prom. Mgr. . . . . . . . Richard Miner
Program Director . . . . Alexander Pitcaithley
Chief Engineer . . . . . . . Harland Nilong

511
KPBM
CARLSBAD—1950
Owned-Operated By: Coronado Bcstg. Co.
Address: 313 W. Mermod
Phone Number: 5-5373
Transcription Service: Lang-Worth
News Service: AP Representative
Pres., Gen. Mgr.: Maurice F. McEvoy
Commercial Manager: Darrell A. Swayze
Program Director: Tom Collins
Chief Engineer: Vic Daley

KLWX
CLAYTON—1949
Frequency: 1450 Kc. Power: 250 Watts
Address: Box 7, Fair Grounds
Phone Number: 618
Transcription Service: Thesaurus
News Service: UP
President: Arthur Jernigan
Gen., Sta. Mgr., Pgm. Dir.: Frank Vale
Commercial Manager: James Morris
Chief Engineer: Robert Waters

KCLV
CLOVIS—1952—ABC
Frequency: 1243 Kc. Power: 250 Watts
Owned-Oper. By: New-Tex Bcstg.
Address: 2112 Thornton St.
Phone Number: 4401
News Service: UP
Transcription Service: Capitol Representative
Pres., Gen. Mgr.: Wallace Simpson
Commercial Manager: Joe Collins
Chief Engineer: Clayton Fuchs

KICA
CLOVIS—1931—MBS
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis & R. B. McAllister
Address: 520 Pile St.
Phone Number: 5511
Air Time: Full Time
News Service: AP
Transcription Service: Associated World
Station Representative: Hal Holman
Membership: BAB
Gen., Sta. Mgr.: DeWitt Landis
Commercial Manager: C. O. Kendrick
Pgm. Pub. Dir.: Harold Cook
Chief Engineer: Vernon Hughes

KVBC
FARMINGTON—1951—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Valley Bcstg. Co.
Address: Box 1117
Phone Number: 788
News Service: UP
Transcription Service: Lang-Worth
Pres., Gen. Mgr., Chi. Engr.: Marvin E. Bowles
Commercial Manager: G. H. McKinnon
Chief Engineer: Harold Furstenberg

KGAK
GALLUP—1946
Frequency: 1230 Kc. Power: 250 Watts
Address: P. O. Box 1150
Phone Number: 1300
News Service: UP
Transcription Service: Lang-Worth
Station Representative: McGillvra
Chief Engineer: Robert Adamson

KW EW
HOBBS—1938
MBS—KBS—SOUTHWEST
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: KW EW, Inc.
Business-Studio Address: P. O. Box 787
Phone Number: Hobbs 3-3137
News Service: UP
Transcription Service: MacGregor, Lang-Worth Representative:
Taylor
President: Mrs. Theresa Whitmore
General Manager: Harry McAdams
Commercial Manager: Phil McGee
Chief Engineer: Roy Evans

KOBE
LAS CRUCES—1947—MBS
INTERMOUNTAIN
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio Address: 902 N. Main St.
Phone Number: 1121
News Service: UP
President: M. B. Thompson
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 Bcsterg. Inc.
KLEA
LOVINGTON—1952—KBS
Frequency: 1050 Kc. Power: 250 Watts
Address: P. O. Box 1286
Phone Number: 8911
Air Time: Day Time
News Service: UP
Transcription Service: Standard
Representative: Clyde Melville
President: David R. Worley
Commercial Manager: Gilbert Haugen
Publicity Director: Bobby Stone
Chief Engineer: John Fuselier

KLEN
PORTALES—1950
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Plains Bstg. Co.
Address: Box 1019, Roswell
Phone Number: 600
News Service: UP
Transcription Service: Lang-Worth MacGregor
President: Theresa Whitmore
General Manager: Ed Fitzpatrick
Commercial Manager: William McCreary
Chief Engineer: William McCreary

KRTN
RATON—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bstg. Inc.
Business Address: Box 767
Phone Number: 875
Air Time: 7 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
Representative: F. F. Best
Pres., Gen. Manager: Ernest N. Thwaites
Station Manager: Stanley K. Brown
Chief Engineer: E. J. Vanderwood

KGFL
ROSWELL—1927—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KGFL Inc.
Business-Studio Address: Box 1019
Phone Number: 2000
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
Sec'y-Treas.: W. E. Whitmore, Jr.
Commercial Manager: G. F. Roberts
Chief Engineer: E. C. Rader

KSWS
ROSWELL—1947—ABC
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: 401 N. Richardson
Phone Number: 2400
News Service: AP
Transcription Service: Associated
Representative: McGillvra
Pres., Gen. Mgr.: Paul B. McEvoy
Commercial Manager: Jack Schafer
Program Director: Mary L. Jones
Chief Engineer: Ray R. Summersgill

KTRC
SANTA FE—1946—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: KTRC
Address: 210 E. Marcy St.
Phone Number: 3-6335
News Service: UP
Transcription Service: Associated
Pres., Gen. Mgr.: J. Gibbs Sprague
Sta., Comm. Mgr.: Hugh M. Gray
Chief Engineer: Action Tillery

KVSF
SANTA FE—1935—CBS
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By: Sante Fe Bstg. Co.
Business-Studio Address: 759 Cerillos Rd.
Phone Number: 3-7319
Representative: Weed
President: A. R. Hebenstreit
Gen., Comm. Mgr.: Ivan R. Head
Chief Engineer: E. J. Vanderwood
KSIL
SILVER CITY—1946—CBS
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........S. W. N. Mex Bstng.
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
V.P., Sta., Prom. Mgr., Dir........James H. Duncan
Chief Engineer...............H. H. Smith

KCHS
TRUTH OR CONSEQUENCES—1946
KBS
Frequency: 1400 Kc.........Power: 250 Watts
Owned-Oper. By........O. L. and Gladyce P. Dennis

NEW YORK
Pop. April 1, 1953 (Est.) 15,725,000—Total Housing Units 4,675,000
Families April 1, 1953 (Est.) 4,354,000—Stations in State 98

WABY
ALBANY—1933
Frequency: 1400 Kc........Power: 250 Watts
Business-Studio........80 Braintree St.
Phone Number..............2-3353
Air Time..............7 a.m.-11:30 p.m.
News Service..............UP
Representative.............Rambeau
President...............David Kyle
Gen., Sta. Mgr..............Edward L. Trudeau
Comm., Sales Prom. Mgr........Alix Blake
Program Director...........Toni Brady
Chief Engineer...............Tom Stoopleton

WOKO
ALBANY—1925—UBS
Frequency: 1460 Kc........Power: 5000 Watts
Business-Studio Address........136 State St.
Phone Number..............3-6838
Air Time..............8 a.m.-1 a.m.
News Service.................AP
Representative.............McGillvra
President, General Mgr........James T. Healey
Commercial Manager........J. I. Walsh
Program Director...........Frank Panny
Chief Engineer...............Al Sardi

WPTR
ALBANY—1948
Frequency: 1540 Kc........Power: 50,000 Watts

KTNM
TUCUMCARI—1941—MBS
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By........Quay County Bstng. Co.
Business Address...............Box 668
Phone Number................100
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

WROW
ALBANY—1947—MBS
Frequency: 590 Kc........Power: 5,000 Watts d.; 1,000 Watts n.
Owned-Oper. By........Hudson Valley Br. Co., Inc.
Address...............248 State St.
Phone Number...............3-2225
Air Time..............6 a.m.-M.
News Service.................INS, UP
Transcription Service...........Thesaurus
Station Representative........The Bolling Co.
Membership..............NARTB, BAB
General Manager...............Harry L. Goldman
Comm., Sales Prom. Mgr........Harry Littler
Chief Engineer...............Charles Heisler
WXKW
ALBANY—1948—ABC
Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By: Champlain Valley Bcastg. Inc.
Business-Studio Address: 444 Broadway
Phone Number: 6-7676
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 W. Metwhat
Commercial Manager: Eugene Fitzpatrick
Sales Prom. Mgr.: Walter J. Maxwell
Program Director: Walter C. Neal
Chief Engineer: Paul Krutz

WCSS
AMSTERDAM—1948
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Community Service Bcast.
Bus-Studio-Transmitter Address: Upper Locust
Phone Number: 4000
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: McGivira
President: Ted Aber
General Manager: Alex Sherwood
Commercial Manager: Ray Mahoney
Program Director: Raymond J. Cheney
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
Newspaper Affiliation: "Advertiser"
Air Time: Unlimited
News Service: AP
Transcription Service: World, SESAC
Representative: Thomas F. Clark
Membership: NARTB, BAB
President: William O. Dapping
General Manager: Frederick L. Keesee
Program Director: 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
Air Time: 6:30 a.m.-M.
News Service: AP

WINR
BINGHAMTON—1946—NBC
Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By: Southern Tier Radio Service
Business-Studio Address: Court House Square
Phone Number: 4-4318
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
Commercial Manager: H. R. Nicholson
Pgm., Pub. Dir.: Charles Bishara
Chief Engineer: A. A. Kelley

WKOP
BINGHAMTON—1947—MBS
Frequency: 1360 Kc. Power: 100 Watts
Owned-Oper. By: The Binghamton Bcasters, Inc.
Business-Studio Address: 54 Chenango St.
Phone Number: 2-3437
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: Jay Hanshaw
Program Director: Wally Buman
Chief Engineer: Charles Hallinan

WNBF
BINGHAMTON—1927—CBS
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Clark Associates, Inc.
Business Address: F. O. Box 48
Phone Number: Binghamton 2-3461
News Service: UP
Transcription Service: Thesaurus
Representative: Bolling
Membership: NARTB, BAB
President: John C. Clark
General Manager: Cecil D. Mastin
Treasurer: L. L. Rogers
Commercial Manager: S. N. Heslop
Prog., Prod. Dir.: E. M. Scala
Chief Engineer: L. H. Stants
Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

BUT 26 TIMES A WEEK!

adjacent to newscasts

WKBW offers alert advertisers SATURATION!

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

WKBW offers you MORE THAN TWICE AS MANY LISTENERS FOR YOUR DOLLAR!

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.
WENE
BINGHAMTON—ENDICOTT—1947
ABC
Frequency: 1430 Kc.; Power 5000 Watts
Owned-Oper. By: Ottoway Stations, Inc.
Business-Studio Address: 309 E. Main
Phone Number: 5-3351
Air Time: 6 a.m.-12:05 a.m.
News Service: Associated UP
Transcription Service: Associated Representative
Membership: NARTB, BAB
President: James H. Ottoway
Managing Director: F. H. Brinkley
Station Manager: S. W. Ryder
Sales Prom., Comm. Mgr.: Norman F. Flynn
Pgm., Prom. Mgr.: Harold E. Graves
Chief Engineer: Sheldon W. Weyland

WBEN
BUFFALO—1930—NBC
Frequency: 930 Kc.; Power 5000 Watts
Owned-Operated By: WBEN, Inc.
Address: Hotel Statler
Phone Number: 50930
Newspaper Affiliation: "Evening News"
Air Time: 5:30 a.m.-1 a.m.
News Service: UP, INS, UP
Transcription Service: Thesaurus, Lang-Worth
Representative: Henry L. Christal
Membership: NARTB, BAB
President: Edward H. Butler
Vice-President: A. H. Kirchofer
General Manager: C. Robert Thompson
Station Manager: Frank W. Kelly
Sales Manager: E. C. Doly
Asst. Radio Sales Mgr.: Robert J. Conway
Program Director: William R. Rich
Publicity Director: Joseph A. Haeffner
Chief Engineer: Ralph J. Kingsley

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
News Service: AP, UP
President: Roy L. Albertson
General Manager: 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: 22 North St.
Phone Number: Lincoln 7133

WGR
BUFFALO—1922—CBS
Frequency: 550 Kc.; Power: 5000 Watts
Owned-Operated By: WGR Bstqg. Corp.
Business-Studio Address: Rand Bldg.
Phone Number: Washington 3100
Air Time: 5:50 a.m.-1:05 a.m.
News Service: UP
Representative: Free & Peters
Membership: NARTB, BAB
Chairman of Board: Leo J. Fitpatrick
Pres., Gen. Mgr.: I. R. Lounsberry
Commercial Manager (Local): Nat Cohen
Sales Promotion Manager: R. McPherson
Program Director: Robert Strigl
Chief Engineer: K. B. Hoffman

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
News Service: INS, UP
Representative: Forjoe
Owner: Leon Wyzyatkki
General Manager: Ted Wyzyatkki
Commercial Manager: Jack Greenfield
Program Director: Joe A. Rico
Chief Engineer: Frank Sal

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: Grant 5101
Air Time: 5:30 a.m.-2 a.m.
News Service: UP
Transcription Service: World Representative
Pres., Gen. Mgr.: Clinton H. Churchill
Sta. Comm. Mgr.: Roger M. Baker
Sales Promotion: Alfred E. Anscombe
Program Director: James McGrath
Chief Engineer: Leroy Fiedler
<table>
<thead>
<tr>
<th><strong>NEW YORK</strong></th>
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<table>
<thead>
<tr>
<th><strong>WXRA</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUFFALO-KENMORE—1948</strong></td>
</tr>
<tr>
<td>Frequency: 1080 Kc.</td>
</tr>
<tr>
<td>Address: 1515 Niagara Falls Blvd., Amherst</td>
</tr>
<tr>
<td>Phone Number:</td>
</tr>
<tr>
<td>News Service:</td>
</tr>
<tr>
<td>Transcription Service:</td>
</tr>
<tr>
<td>Station Representative: Wm. G. Rameau</td>
</tr>
<tr>
<td>Sales Prom., Pub. Dir.</td>
</tr>
<tr>
<td>Program Director: James J. Frieling</td>
</tr>
<tr>
<td>Chief Engineer:</td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>WCB</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>CORNING—1949</strong></td>
</tr>
<tr>
<td>Frequency: 1350 Kc.</td>
</tr>
<tr>
<td>Address: Pine St</td>
</tr>
<tr>
<td>Phone Number: 685451</td>
</tr>
<tr>
<td>News Service: UP, World</td>
</tr>
<tr>
<td>Representative: McGillvra, Inc.</td>
</tr>
<tr>
<td>Pres., Gen. Mgr.: Paul L. Carpenter</td>
</tr>
<tr>
<td>Program Director: Robert J. Vrzel</td>
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</tbody>
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<thead>
<tr>
<th><strong>WCLI</strong></th>
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<tbody>
<tr>
<td><strong>CORNING—1950—ABC</strong></td>
</tr>
<tr>
<td>Owned-Operated By: Elmira-Corning Bstg. Corp.</td>
</tr>
<tr>
<td>Address: 114 Walnut St</td>
</tr>
<tr>
<td>Phone Number: 64651</td>
</tr>
<tr>
<td>Transcription Service: Thesaurus</td>
</tr>
<tr>
<td>Representative: Meeker</td>
</tr>
<tr>
<td>News Service: AP</td>
</tr>
<tr>
<td>President: E. S. Underhill, Jr.</td>
</tr>
<tr>
<td>General Manager: Walter Valerius</td>
</tr>
<tr>
<td>Sta. Comm. Mgr.: Gordon Jenkins</td>
</tr>
<tr>
<td>Program Director: George P. Droelle, Jr.</td>
</tr>
<tr>
<td>Publicity Director: Robert Shaddock</td>
</tr>
<tr>
<td>Chief Engineer: Allen N. Bell</td>
</tr>
</tbody>
</table>

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<tr>
<th><strong>WKRT</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>CORTLAND—1947</strong></td>
</tr>
<tr>
<td>Frequency: 920 Kc.</td>
</tr>
<tr>
<td>Owned-Operated By: Radio Cortland, Inc.</td>
</tr>
<tr>
<td>Business Studio Address: 27 N. Main St.</td>
</tr>
<tr>
<td>Phone Number: 2990</td>
</tr>
<tr>
<td>Air Time: 6 a.m.-11:15 p.m.</td>
</tr>
<tr>
<td>News Service: UP</td>
</tr>
<tr>
<td>Transcription Service: Lang-Worth</td>
</tr>
<tr>
<td>Representative: Gill-Keefe-Penna</td>
</tr>
<tr>
<td>Membership: BAB</td>
</tr>
<tr>
<td>President: A. Hope</td>
</tr>
<tr>
<td>General Manager: William L. Thompson</td>
</tr>
<tr>
<td>Program Dir.: William J. Griffiths</td>
</tr>
<tr>
<td>Chief Engineer: William Barron</td>
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<tr>
<th><strong>WFCB</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>DUNKIRK—1949</strong></td>
</tr>
<tr>
<td>Frequency: 1410 Kc.</td>
</tr>
<tr>
<td>Owned-Operated By: Dunkirk Broad. Corp.</td>
</tr>
<tr>
<td>Address: 316 Main St.</td>
</tr>
<tr>
<td>Phone Number: 7756-7-8</td>
</tr>
<tr>
<td>Air Time: 6:00 a.m.-11:00 a.m.</td>
</tr>
<tr>
<td>News Service: UP</td>
</tr>
<tr>
<td>Transcription Service: Thesaurus, Lang-Worth World</td>
</tr>
<tr>
<td>Membership: NARTB, BAB</td>
</tr>
<tr>
<td>Commercial Manager: B. F. Goodrich</td>
</tr>
<tr>
<td>Program Director: Robert Gifford</td>
</tr>
<tr>
<td>Chief Engineer: J. T. Grace</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>WELM</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ELMIRA—1947—CBS</strong></td>
</tr>
<tr>
<td>Frequency: 1400 Kc.</td>
</tr>
<tr>
<td>Owner: Elmira Corning Bstg. Corp.</td>
</tr>
<tr>
<td>Business-Studio Address: 222 E. Market St.</td>
</tr>
<tr>
<td>Phone Number: 1510</td>
</tr>
<tr>
<td>Air Time: 6 a.m.-11:00 a.m.</td>
</tr>
<tr>
<td>News Service: AP</td>
</tr>
<tr>
<td>Program Director: Walter Valerius</td>
</tr>
<tr>
<td>Commercial Manager: Ross Beatty</td>
</tr>
<tr>
<td>Chief Engineer: Kenneth C. Powell</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>WENY</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>ELMIRA—1939—NBC-MBS</strong></td>
</tr>
<tr>
<td>Frequency: 1230 Kc.</td>
</tr>
<tr>
<td>Owned-Operated By: Elmira Star-Gazette, Inc.</td>
</tr>
<tr>
<td>Bus. Studio Address: Mark Twain Hotel</td>
</tr>
<tr>
<td>Phone Number: 5181</td>
</tr>
<tr>
<td>Air Time: 6 a.m.-11:00 a.m.</td>
</tr>
<tr>
<td>News Service: AP</td>
</tr>
<tr>
<td>Program Director: Ted Hodge</td>
</tr>
<tr>
<td>Chief Engineer: Thurlow A. Greene</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th><strong>WGBB</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FREEPORT—1924</strong></td>
</tr>
<tr>
<td>Frequency: 1240 Kc.</td>
</tr>
<tr>
<td>Owned-Operated By: Harry H. Carman</td>
</tr>
<tr>
<td>Business-Studio Address: 44 So. Grove St.</td>
</tr>
<tr>
<td>Phone Number: Freeport 9-1400</td>
</tr>
</tbody>
</table>
Air Time............................7 a.m.-12 m.
News Service ......................AP
Transcription Service ..........Lang-Worth
Pres., Gen., Sta. Mgr. & Chief Engineer
                                Harry H. Carman
Commercial Manager ..............Murray C. Evans
Program Director .................A. Cheesman
Publicity Director ...............Herbert Clock

**WOSC**
FULTON—1949
Frequency, 1300 Kc. Power: 1000 Watts d.
Address ................Pontiac Hotel, Oswego
Phone Number ...............Fulton 2-2255
Air Time .......................Sunrise to Sunset only
News Service ...................UP
Transcription Service .........Thesaurus
Membership .....................NARTB
Station Representative .......Devney
Pres., Gen. Mgr. ...............A. L. Richardson
Station Manager ...............Jack Burgess
Program Director ..............Edward Reich
Chief Engineer .................Robert N. Blair

**WGVA**
GENEVA—1947—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .........Star Bcstg. Co., Inc.
Address ................Geneva Federal Savings Bldg.
Phone Number ..................6691
Air Time .......................Full Time
News Service ...................AP
Representative ................Cooke
Transcription Service .........Lang-Worth
President ......................M. R. Forman
V.P., Gen. Mgr. ...............Thomas L. Brown
Program Director ..............Alex Lamutis
Chief Engineer .................R. Carleton Greene

**WWSC**
GLENS FALLS—1946—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .........Gt. Northern Radio Co.
Address .......................13 Warren St.
Phone Number .................2-6518
Air Time .......................6 a.m.-M.
News Service ...................AP
Transcription Service .........Thesaurus
Station Representative .......Rambeau
Membership .....................NARTB, BAB
Sales Prom., Pub. Mgr. ........Robert Krieger
Program Director ..............Carl W. Mattinson
Chief Engineer .................Joseph Thomas
One Station — **WHLI** — dominates
L. I.'s rich growing **NASSAU COUNTY**

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Retail Sales</th>
<th>Audience Share (daytime)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>525,000</td>
<td>$602,000,000</td>
<td>14.9</td>
</tr>
<tr>
<td>1952</td>
<td>950,000</td>
<td>$794,860,000</td>
<td>27.5</td>
</tr>
<tr>
<td>% increase</td>
<td>80%</td>
<td>32%</td>
<td>84%</td>
</tr>
</tbody>
</table>

**WHLI** has a larger audience, daytime, in the Major Long Island Market, than any network station or combination of independent stations.

**Big Bonus Coverage**
(Nassau, parts of Queens, Suffolk and Brooklyn)

- Population — 2,304,567
- Net Income — over $4 billion
- Retail Sales — over $2 billion

**DATA SOURCES**: Sales Management — 1952;
Conlon Survey — 1952.

**REPRESENTED BY RAMBEAU**

**WHLI**
**HEMPSTEAD**
LONG ISLAND, N. Y.
PAUL GODOFSKY, President
**WHLI**

**Hempstead—1947**


- Owner-Oper. By: American Broadcasting Co., Inc.
- Business-Studio Address: 245 Baldwin Rd.
- Phone Number: Hempstead 2-8000
- Thesaurus
- Representative: Rambeau
- Membership: BAB

- Pres.: Paul Godofsky
- V.P.: Joseph A. Lenn
- Sales: George Ball
- V.P., Chief Engineer: Frank E. Knaack

---

**WGSM**

**Huntington—1951**


- Owner-Oper. By: Huntington-Montauk Broadcasting Co., Inc.
- Address: 237 New York Ave.
- Phone Number: 46740
- Thesaurus
- Representative: Bab
- Membership: BAB
- President: Byron T. Sammis
- Program Director: Walter Neiman
- Publicity Director: Don MacLachlan
- Chief Engineer: William Naramore

---

**WLEA**

**Hornell—1951**

Frequency: 1480 Kc. Power: 1000 Watts d.

- Owner-Oper. By: W. H. Greenhow Co.
- Business-Studio Address: P. O. Box 60
- Phone Number: 1420
- News Service: AP
- Transcription Service: Capitol
- Representative: Gill-Keefe-Perna
- Membership: NARTB

- Pres.: Gen. Mgr.: Maxwell V. McCarthy
- Comm. Sales Prom. Mgr.: Louis A. Perrone
- Publicity Director: Blanche Stuart Scott
- Chief Engineer: George W. Stidstone

---

**WWHG**

**Hornell—1946**

Frequency: 1320 Kc. Power: 1000 Watts d.

- Owner-Oper. By: W. H. Greenhow Co.
- Address: 85 Canisteo St.
- News Service: AP
- Transcription Service: World, Associated
- Representative: McGillvra
- General Manager: Louis G. Buisch
- Station Manager: Donald J. Curran
- Commercial Manager: Sheffield Davis
- Chief Engineer: Howard Huff

---

**WHUC**

**Ithaca—1921—CBS**

Frequency: 870 Kc. Power: 1000 Watts d.

- Owner-Operated By: Cornell University
- Business-Studio Address: Savings Bank Bldg.
- Phone Number: Ithaca 4-6301
- Transcription Service: Associated. World.
- Membership: BAB
- General Manager: Michael R. Hanna
- Comm. Prom. Mgr.: Earl S. Cobey
- Program Director: Joseph A. Short
- Publicity Director: Sam Woodside
- Chief Engineer: True McLean

---

**WJOC**

**Jamestown—1947—MBS**


- Owner-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.
- Representative: Gill-Keefe-Perna
- Membership: NARTB
- Pres.: Gen. Sta. Mgr.: Harold P. Kane
- Program Director: William Winn
- Commercial Manager: Richard F. Rose
- Chief Engineer: Burton O. Waterman

---

**WJTN**

**Jamestown—1924—ABC**


- Owner-Operated By: James Bstg. Co., Inc.
- Bus.-Studio Address: Hotel Jamestown
- Phone Number: 7-151
- Air Time: 6 a.m.-12 M.
- Transcription Service: Associated. McGregor
- Representative: William G. Rambeau
- Membership: NARTB
- President: Jay E. Mason
**NEW YORK**

Gen.-Sta.-Comm. ................. Simon Goldman
Program Director ................. George Pfleeger
Publicity Dir. .................. Jess Price
Chief Engineer .................. Harold J. Kratsert

**WENT**

JOHNSTOWN—GLOVERSVILLE

1944—CBS

Frequency: 1340 Kc. .......... Power: 250 Watts
Business-Studio Address ......... 8 W. Fulton St.
Phone Number ................... 4-7175
Air Time ....................... 6:30 a.m.-12:05 a.m.
News Service ................... UP
Transcription Service .......... Thesaurus
Representative ................. Gill-Keefe-Perna
President ..................... George Bissell
General Manager ............... Dale Robertson
Commercial Manager ........... Jack Charles
Program Director ............. Robert Dingman
Chief Engineer ................ Richard Stewart

**WKNY**

KINGSTON—1939—MBS

Frequency: 1490 Kc. ............ Power: 250 Watts
Business-Studio Address ......... 601 Broadway
Phone Number ................... 4500
Transmitter .................... Plainfield St., Ulster Township
Air Time ....................... Full Time
News Service ................... UP
Transcription Service .......... World
Representative ................. Meeker
President ..................... Joseph K. Close
General, Station Mgr. ........ Robert M. Peebles
Program Director ............. Robert L. Sabin
Publicity Director ............. Richard McCarthy
Chief Engineer ............... E. T. Robarge

**WVOS**

LIBERTY—1947

Frequency: 1240 Kc. ............ Power: 250 Watts
Business Address ............... P. O. Box 158
Phone Number ................... 1680-1
Air Time ....................... 6:55 a.m.-12 M.
News Service ................... UP
Pres., Gen. Mgr., Prog. Dir. .... S. D. Lubin
Commercial Manager, Prog. Dir. .. H. G. Borwick
Chief Engineer ............... K. Foster

**WUSJ**

LOCKPORT—1948

Frequency: 1340 Kc. ............ Power: 250 Watts
Owned-Oper. By ................. Union-Sun & Journal, Inc.
Trans.-Address ................. 320 Michigan St.
Phone Number ................... 3-5844
Air Time ....................... 7 a.m.-11 p.m.
News Service ................... AP
Transcription Service .......... Thesaurus
Newspaper Affil. ............... “Union Sun & Journal”
Representative ................. Joseph H. McGilvra, Inc.
Membership .................... NARTB
President ...................... Egbert D. Corson
General Manager ............... Jack Gelzer
Program Director ............. Tom Jolls
Chief Engineer ................ William Renaud

**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
Transcription Service .......... Capitol
Representative ................. Sabin
Commercial Manager ........... Alice M. Tackley
Prom., Pgm., Pub. Dir. ......... Donald J. Paye
Chief Engineer .............. Adolf F. Strome

**WMSA**

MASSENA—1945—ABC

Frequency: 1340 Kc. ............ Power: 250 Watts
Owned-Operated By ............ The Brockway Co.
Business Address ............... Central Bldg.
Phone Number ................... 890
Air Time ....................... 6:30 a.m.-12:05 a.m.
News Service ................... UP
Transcription Service .......... Associated
Representative ................. Weed
Membership ..................... NARTB, BAB
President ...................... John B. Johnson
General Manager ............... Louis Saffir, Jr.
Station-Comm. Mgr. .......... Thomas R. McHugh
Program Director ............. James H. Nash
Chief Engineer .............. Michael Tarkullch

**WALL**

MIDDLETOWN—1942

Frequency: 1340 Kc. ............ Power: 250 Watts
Owned-Oper. By ................. The Community Bcstg. Corp.
Business-Studio Address ...... 62 North St.
Phone Number ................... 3119
Air Time ....................... 6:45 a.m.-10 p.m.
News Service ................... AP
Transcription Service .......... Thesaurus
Pres., Gen., Comm. Mgr. ...... James M. Patt
Program Director ............. Jerry Wax
Chief Engineer ............... Charles E. Lissner
**NEW YORK**

**WGNY**
**NEWBURGH—1933**
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: WGNY Bcstg. Co., Inc.
Business-Studio Address: 161 Broadway
Phone Number: 4600
News Service: AP
Membership: BAB
Pres., Gen. Mgr.: George W. Bingham
Commercial Manager: Joseph Rake
Sis. Prom., Pgm. Mgr.: John J. Kuhn
Chief Engineer: Marvin S. Selmes

**WGNR**
**NEW ROCHELLE—1950**
Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By: New Rochelle Bcstg. Service
Address: 524 North Ave.
Phone Number: 6-1460
Transcription Service: Lang-Werth
News Service: UP
Pres., Gen. Mgr.: Julian H. Gins

**WABC**
**NEW YORK—1921—ABC**
Frequency: 770 Kc. Power: 50,000 Watts
Business Address: 30 Rockefeller Plaza
Phone Number: SU 7-5000
Air Time: 24 hours
News Service: AP, INS, UP
Representative: Edward Petry & Co.
President: Robert E. Kintner
Station Manager: Hartley Samuels
Commercial Manager: Mike Renault
Publicity Director: Phillip Bernstein
Program Manager: William Berns
Sales Prom. Mgr.: Willis Parsons
Chief Engineer: William Trewarthen

**WBNX**
**NEW YORK—1927**
Frequency: 1380 Kc. Power: 5000 Watts
Bus. Studio Address: 260 E. 161st St., Bronx
Phone Number: MElrose 5-0333
News Service: AP
Transcription Service: SESAC
Representative: King
President: A. L. Haskell
V.P. Sta.-Gen. Manager: William I. Moore
Program Director: Edward Ervin
Production Director: Frank Johnson

**WCBS**
**NEW YORK—1924—CBS RADIO**
Frequency: 880 Kc. Power: 50,000 Watts

Owned By: Columbia Bcstg. System, Inc.
Operated By: CBS Radio Division
General Studio Address: 485 Madison Ave.
Phone Number: Plaza 1-2345
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Capitol Representative
Membership: BAB
President of CBS: Frank Stanton
General Manager: Carl Ward
Sales Manager: Bill Miller
Commercial Manager: Mike Campbell
Sales Prom. Mgr.: Don Foley
Program Director: Sam Slate
Production Director: D. Gordon Graham
Publicity Director: Bob Blake

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**WEVD**
**NEW YORK—1927**
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: Debs Memorial Radio Fund
Business-Studio Address: 117 W. 48th St.
Phone Number: Plaza 7-0880
News Service: AP
President: Adolph Held

---

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast Jewish Market of Metropolitan New York.

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.
New York 36
Effectively Reaches New York's Specialized Markets with Millions of Impressions at a Few Pennies a Thousand! ! ! Result-Getting Economical Buys in Hundreds of Thousands of Italian, Spanish, German, Polish, and Negro Homes! ! !
WHOM
NEW YORK—1930
Frequency: 1480 Kc. Power: 5000 Watts

The Red Cross Needs

Your Unstinting Assistance

GIVE!
50,000 watts in the world's richest market, New York

crosley broadcasting corporation
WINS
NEW YORK—1932
Frequency: 1010 Kc.  Power: 50,000 Wtts
Owned-Operated By:  Crosley Bcast. Corp.
Address:  28 W. 44th St.
Phone Number:  BRyant 9-6000
Air Time:  Unlimited
News Service:  INS, UP
Representative:  WLW Crosley Sales
Transcription Service:  Associated
Membership:  NARTB
President:  Robert E. Dunville
General Manager:  Harry Folts
Business Manager:  Harry G. Kirwan
Publicity Director:  Joseph G. Besch
Program Director:  Robert Criar
Chief Engineer:  Paul von Kunitz

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
Air Time:  6 a.m.-3 a.m.
News Service:  AP
Transcription Service:  World
Representative:  AM Radio Sales
President:  Nathan Straus
General Manager:  M. M. Fleischl
Program Director:  Leon Goldstein
Prom., Pub. Dir.:  William H. Youry II
Sales Mgr.:  John J. McSweeney
Chief Engineer:  James McCafferty

WMGM
NEW YORK—1922
Frequency: 1050 Kc.  Power: 50,000 Watts
Owned-Oper. By:  Marcus Loew Booking Agcy.
Business-Studio Address:  711 Fifth Ave.
Phone Number:  MUrray Hill 8-1000
Air Time:  Full Time
News Service:  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
Chief Engineer:  Paul Fuelling

WNBC
NEW YORK—1922—NBC
Frequency: 860 Kc.  Power: 50,000 Watts
Bus.-Studio Address:  30 Rockefeller Plaza
Phone Number:  CIRCLE 7-8300
Transmitter Location:  Port Washington

News Service:  AP, INS, UP
Transcription Service:  Thesaurus
Representative:  NBC Spot Sales
Membership:  NARTB, BAB
President:  Frank White
General, Station Manager:  Ted Cott
Commercial Manager:  Robert Leder
Promotion Manager:  Jay Smolin
Program Director:  Steve White
Publicity Director:  Phil Dean
Chief Engineer:  John M. Flynn

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?
AP
WLIR

1000 WATTS  1190 ON THE DIAL

"the Only Station with Studios in Harlem

New York's No. 1 Station in the Metropolitan Negro Market*

Originates the Walter White Show now nationally syndicated

Also serving 700,000 English-Speaking Jewish Families

You can reach 2,000,000 people for as little as 7½ cents per 1000 listeners—PULSE

Write or wire for availabilities

* Listened to by more of New York's 1,012,883 Negroes than any other station—PULSE

WLIR
207 East 30th St.
New York 16, N. Y.
O'Keen 9-2720

MARRY NOVIK — General Manager
WLIR
NEW YORK—1942
Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: New Bcstg. Co., Inc.
Business-Studio Address: 207 E. 30th St.
Phone Number: ORegon 9-2720
Air Time: Sunrise-sunset
News Service: AP
Representative: Forjoe
President: Morris S. Novik
Gen. Sta. Mgr.: Harry Novik
Program Director: Nat Rudich
Publicity Director: Mike Jablons
Chief Engineer: John J. Bubbers

WOR
NEW YORK—1922—MBS
Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By: General Teleradio, Inc.
Business-Studio Address: 1440 Broadway
Phone Number: LOngacre 4-8000
Air Time: Full Time
News Service: AP, UP
Transcription Service: Associated
Representative: H-R Reps.
Membership: NARTB, BAB
President: Thomas F. O’Neil
General Manager: Wm. H. Fineshriber, Jr.
V.P. in Chg. Pqms.: Julius F. Seebach, Jr.
Commercial Mgr.: William Crawford
Sales Prom. Mgr.: James Tyler
Publicity Director: Francis X. Zuzulo
Engineering V.P.: Earl Johnson

(See Page 300)
More than ever...
Greater New York's favorite station
for MUSIC and NEWS

50,000 Watts day
10,000 Watts night

1130 | ON YOUR DIAL
24 HOURS A DAY
FOR THE
WHLI Story
AND
PERSONNEL ROSTER
SEE
PAGES 520-521
The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativity continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americas of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.
NEW YORK—1926

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Wodaam Corp.
Business-Studio Address: 730 Fifth Ave.
Phone Number: Circle 5-7979
Air Time: 21 hrs.
News Service: AP

COMPLETE EDITORIAL INDEX STARTS ON PAGE 5

COMPLETE ADVERTISING INDEX STARTS ON PAGE 25
we want to blow our own horn and yours too

1 . . . WQXR is America’s leading good music station.
2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation’s No. 1 market.
3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.
4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.

There’s more to brag about—let us tell you how WQXR can blow your horn, too.

WQXR 1560 on AM Dial—96.3 on FM Dial
The Radio Station of The New York Times

“always the best in music”

229 West 43rd Street • New York 36, New York • Lackawanna 4-1100
WQXR
NEW YORK—1936
Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By: Interstate Bctstg. Co.
Business-Studio Address: 229 W. 43rd St.
Phone Number: 2-1100
Air Time: 6:30 a.m.-1 a.m.
News Service: N. Y. Times (Owner)
Transcription Service: Associated, SESAC
Representative: Paul H. Raymer
President: Arthur Hays Sulzberger
V.P., Gen. Mgr.: Elliott M. Sanger
V.P., Sales Mgr.: Norman S. McGee
Sales Prom. Dir.: Mary Rice Anderson
Program Director: Eleanor N. Sanger
Publicity Director: Eleanor "Pat" Hurley
Chief Engineer: L. J. Kleinkeaus

WHLD
NIAGARA FALLS—1940—RRN
Frequency: 1270 Kc. Power: 5000 Watts d.
Business-Studio Address: Hotel Niagara
Phone Number: 8421
News Service: UP
Transcription Service: Associated, Standard
Representative: Headley Reed
Membership: NARTB
V.P., Gen-Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Tony Allen
Chief Engineer: Robert Wilson

WJLL
NIAGARA FALLS—1947
Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5286
Air Time: Day Time
News Service: UP
Transcription Service: SESAC
Representative: Pearson
President: John J. Laux
Gen. Comm. Mgr.: Tom W. Talbot
Program Director: Skip Letcher
Chief Engineer: Gustav Csaplak

WSLB
OGDENSBURG—1940—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: St. Lawrence Bctstg. Corp.
Address: Ogdensburg
Phone Number: 500
Studio-Transmitter Location: 2315 Knox St.
News Service: UP
President: Joseph R. Brandy
General Manager: Harold J. Frank
Program Director: Hal Gitman
Chief Engineer: Ellsworth Hall

WHDL
OLEAN—1928—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Address: 3213 State St.
Phone Number: 4149
Air Time: Full Time
Newspaper Affiliation: Times Herald
News Service: AP
Transcription Service: Associated
Representative: Everett & McKinney
Membership: NARTB, BAB
President: E. B. Fitpatrick
General-Station Mgr.: John R. Hanzel
Commercial Manager: James F. Hastings
Program Director: Donald W. Merriman
Chief Engineer: Otil Atherton

WDOS
ONEONTA—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Ottoway Stations, Inc.
Bus-Studio Address: 101 Chestnut St.
Phone Number: 2470
Air Time: 6 a.m.-M.
News Service: AP
Newspaper Affiliation: Daily Star
Transcription Service: Associated
Representative: Radio Reps.
Membership: BAB
President: James H. Ottoway
General Manager: Eugene J. Brown
Managing Director: Francis H. Brinkley
Station Manager: Ernest F. Oliver
Program Director: Howard Atwell
Publicity Director: Lee Hickling
Chief Engineer: Wiley Bates

WKBS
OYSTER BAY—1948
Owned-Oper. By: Key Bctstg. System Inc.
Phone Number: Oyster Bay, 6-2500
News Service: UP
Transcription Service: MacGregor
Pres., Gen. Mgr., Chief Engr.: R. Lee Hallingsworth
**NEW YORK**

**WALK**

PATCHOGUE—1952

- Frequency: 1370 Kc.  
- Power: 500 Watts d.
- Owned-Oper. By:  
- Associated, Capital
- Address:  
- P. O. Box 230
- Phone Number: 408
- News Service: AP
- Newspaper Affiliation: Suffolk Cons, Press
- Transcription Service: Associated, NARTB
- Membership: NARTB
- Pres., Gen. Mgr.: Valborg Segerdahl
- Commercial Manager: W. K. Macy, Jr.
- Program Director: Jack Ellsworth
- Publicity Director: Valborg Segerdahl
- Chief Engineer: George Chandler

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**WIRE**

PLATTSBURG—1950—MBS-KBS

- Frequency: 1430 Kc.  
- Power: 250 Watts
- Owned-Oper. By:  
- Associated, Capital
- Address:  
- 301-03 Cornelia St.
- Phone Number: 2800
- Air Time: 6:30 a.m.-12:05 a.m.
- News Service: AP
- Transcription Service: Associated, NARTB
- Membership: W. S. Grant Co., Inc.
- Pres., Gen., Comm. Mgr.: Joel H. Scheier
- Sales Prom. Mgr.: Martin D. Mannix
- Program Director: Betty Kraus
- Chief Engineer: John M. Nazak

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**WPAC**

PATCHOGUE—1951

- Frequency: 1580 Kc.  
- Power: 250 Watts d.
- Owned-Oper. By:  
- Associated, Capital
- Address:  
- 2 E. Main St.
- Phone Number: 3-4600
- News Service: AP
- Transcription Service: World, NARTB
- Membership: NARTB
- Pres., Gen. Mgr.: Lee Morrison
- Sta., Comm. Mgr.: Herbert Morrison
- Sales Prom. Mgr.: Don Lombardy
- Program Director: Stan Allan
- Publicity Director: Dick Hodkin
- Chief Engineer: Morton Morrison

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**WLNA**

PEEKSKEEP—1947

- Frequency: 1420 Kc.  
- Power: 1000 Watts d.
- Owned-Oper. By:  
- Associated, Capital
- Address:  
- Radio Terrace
- Phone Number: 7-2454
- News Service: UP
- Transcription Service: SESAC, World
- Membership: NARTB, BAB
- President:  
- Peter C. Housekeeper
- General Manager: Irving E. Cottrell
- Sales Promotion Mgr.: Francis Lough

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**WEAV**

PLATTSBURG—1934—ABC

- Frequency: 960 Kc.  
- Power: 1000 Watts
- Owned-Oper. By:  
- Associated, Capital
- Studio Address:  
- 153 Margaret St.
- Phone Number: 1600
- Air Time: 6 a.m.-11:30 p.m.
- News Service: UP
- Transcription Service: Langworth
- Representative:  
- Gill-Perna
- Membership: NARTB, BAB
- Pres., Gen. Mgr.: George F. Bissell
- Asst. Sta. Mgr.: Jan King
- Chief Engineer: Larry Lapanne

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**WEOK**

POUGHKEEPSIE—1949

- Frequency: 1390 Kc.  
- Power: 1000 Watts, d.
- Owned-Operated By:  
- Associated, Capital
- Address:  
- 385 Main St.
- Phone Number: 8300
- News Service: UP
- Transcription Service: Thesaurus
- Membership: Everett-McKinney

---

**1000 W WEAVER 960 KC**

ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties  
...a fast growing, fertile market for your product's sales.  
...a natural test market.

Retail Sales Almost Tripled in 10 Years

---

**250 W WENT 1340 KC**

CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT...making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

WENT means consistently high listenership and best results for advertisers. WENT can sell the rich Gloversville-Johnstown area for you.

GILL-PERNA, INC.

National Representative

536
**NEW YORK**

Membership .................................... NARTB, BAB
Commercial Manager ............................. Don Kynaston
Program Director ............................... Richard Crans
Chief Engineer ................................... John P. Burke

**WKIP**
POUGHKEEPSIE—1940—ABC
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Associated Unlimited
Broadcasting Corp.
Business-Studio Address ....................... Nelson House
Phone Number ................................... 6800
Air Time ........................................... Full Time
News Service ..................................... AP
Transcription Service ........................... Associated Membership
Pres., Gen. Mgr. ................................. George W. Bingham
Commercial Manager ............................ Richard A. Dwelley
Program Director ............................... John Kuhn
Chief Engineer ................................... Marvin S. Seimes

**WARC**
ROCHESTER—1947—ABC
Frequency: 950 Kc.  Power: 1000 Watts
Owned-Operated By ............................. WARC, Inc.
Bus.-Studio Address ............................. Sheraton Hotel
Phone Number ................................... HAmi1ton 8920
Air Time .......................................... Full Time
News Service ..................................... AP
Representative ................................. Raymer
President, Gen. Mgr. .................. S. W. Townsend
Sta. Comm. Mgr. ............................... Ralph Wallace
Publicity Director ............................. Bebe Grau
Chief Engineer ................................. Robert Emch

**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
Air Time .......................................... 5:15 a.m.-12:30 a.m.
News Service ..................................... UP
Transcription Service ......................... Associated Membership
Pres., V.P. Gen. Mgr. ..................... George P. Hollingsby
Commercial Manager ......................... John W. Kennedy, Jr.
Program Director .............................. Charles W. Siverson
Publicity Director ............................. Amin N. Bende
Chief Engineer ................................. Kenneth Gardner

(See Page 538)

**WHEC**
ROCHESTER—1925—CBS
Frequency: 1460 Kc.  Power: 5000 Watts
Owned-Operated By ............................. WHEC, Inc.
Business-Studio Address ....................... 40 Franklin St.
Phone Number ................................... Baker 6740
News Service ..................................... AP
Transcription Service ........................ SESAC
Representative ................................. Everett McKinney
Membership ...................................... NARTB, BAB
President ........................................ Frank E. Gannett
Executive V.P. ................................. Clarence Wheeler
General Manager ............................... Gunnar O. Wilg
Commercial Manager .......................... Le Moine C. Wheeler
Program Director .............................. William J. Adams
Chief Engineer .................................. Bern C. O’Brien

**WRNY**
ROCHESTER—1946
Business-Studio Address ....................... 328 Main St. E.
Phone Number ................................... Baker 4870
Air Time .......................................... Unlimited
News Service ..................................... INS
Transcription Service ........................ Associated Membership
Pres., Gen. Mgr. ............................... W. Eccles Huff
Program Director ............................. Russell A. Browne
Commercial Manager ......................... Robert A. Kelley
Chief Engineer ................................... Leo Halpin

**WSAY**
ROCHESTER—1936
Frequency: 1370 Kc.  Power: 1000 Watts
Business-Studio Address ....................... 191 East Ave.
Phone Number ................................... Baker 4820
Air Time .......................................... Unlimited
News Service ..................................... UP
Transcription Service ........................ Associated Membership
Pres., Gen. Mgr. ............................... W. Eccles Huff
Program Director ............................. Russell A. Browne
Station Director ............................... John Hill
Commercial Manager ......................... Robert A. Kelley
Chief Engineer ................................... Leo Halpin

**WVET**
ROCHESTER—1947—MBS
Frequency: 1280 Kc.  Power: 5000 Watts
Owned-Oper. By ................................. Veterans Bstg. Inc.
Address .......................................... 17 Clinton Ave So.
Phone Number ................................... HAmi1ton 8920
Air Time .......................................... Unlimited
News Service ..................................... UP
Transcription Service ........................ Associated Membership
Commercial Manager ......................... Eimer J. Waiz
Sales Prom. Manager ....................... Arthur Murrellwright
Program Director .............................. Paul C. Lougher

**WKAL**
ROME—1946—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Copper City Bstg. Corp.
Business-Studio Address ....................... Capitol Theatre Bldg.
Phone Number ................................... 3616-7

537
ROCHESTER, N. Y.
is not just a city...
It's a trading area of 2,114,948

and only WHAM covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira, Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!

Coverage of Station A
Coverage of Station B
Coverage of Station C
Coverage of Station D
Coverage of Station E

WHAM

WHAM * ROCHESTER RADIO CITY
"The Stromberg-Carlson Station"
AM — FM — TV
N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.
Air Time .................................. 6:30 a.m.-12 M.
News Service ................................ UP
Transcription Service ...................... Lang-Worth
Representative ............................. Donald Cooke, Inc.
President ................................. Myron J. Kallet
General Manager .......................... Charles King
Commercial Manager ....................... Joseph Trela
Program Director ......................... Louis Barile
Sales Prom. Mgr. ........................... George Bolton
Chief Engineer ............................ James Delaney

WNBZ
SARANAC LAKE—1927—ABC
Frequency: 1450 Kc. ............ Power: 250 Watts
Owned-Operated By ............ Upstate Bcast. Corp.
Business-Studio Address .................. 88 Main St.
Phone Number ............... 1320
Air Time .......................... 7:30 a.m.-11:15 p.m.
News Service ................. AP
Transcription Service ............ Langworth
Representative ..................... Wm. G. Rambeau
Membership ......................... NARTB
Chief Engineer ................ H. Berwind Williams

WGY
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
Air Time ........................ Unlimited
News Service ..................... AP, UP
Transcription Service, Lang-Worth, Thesaurus
Representative .................... Henry I. Christal
Membership ......................... NARTB, BAB
Mgr. of Bcastg. ................. R. B. Hamna, Jr.
Station Operations Mgr. ............. R. W. Welpott
Supervisor of Sales .................... Robert F. Reid
Supervisor of Prod. ................. B. S. Krause
Spvr. Prom., Pub. ..................... George L. Peck
Spvr. of Programs .................... A. G. Zink
Mgr. of Engineering ................. W. J. Purcell
Chief Engineer ................ A. C. Knapp

(See Page 540)

WSNY
SCHENECTADY—1942
Frequency: 1240 Kc. ............ Power: 250 Watts
Owned-Oper. By ............ Western Gateway Bcastg.
Business-Studio Address ............. 619 State St.
Phone Number .............. 3-3822
Air Time ........................ Unlimited
News Service ..................... AP
Transcription Service ............ Lang-Worth
Membership ....................... BAB
President, Gen. Mgr. .... Winslow Leighton
Comm., Sls. Prom. Mgr. ........ Thomas Seeley
Chief Engineer ................ Irving P. Beck

WAGE
SYRACUSE—1941—ABC
Frequency: 620 Kc. ............ Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By ............ WAGE, Inc.
Business-Studio Address .......... Loew Bldg.
Phone Number ................ 2-0277
Air Time ........................ Unlimited
News Service ..................... AP
Representative .................... O. L. Taylor
President ............................ Frank G. ReVolt
General Manager ................ Doug Johnson
Program Director ................. George Drisko
Chief Engineer ................... Donald F. Langham

WFBL
SYRACUSE—1922—CBS
Frequency: 1390 Kc. ............ Power: 5000 Watts
Owned-Opr. By ............ Onondaga Radio Bcastg.
Bus.-Studio Address .......... 433 S. Warren St.
Phone Number ............. 2-1147
Air Time ........................ Unlimited
News Service ..................... UP
Transcription Service ............ Cole
Representative ..................... Free & Peters
Membership ......................... NARTB, BAB
President ......................... Oscar F. Soule
Gen., Sta. Mgr. ................. Samuel Woodward
Commercial Mgr. ................. Charles Phillips
Sales Prom. Mgr. ................. Robert G. Soule
Program Manager ............... Raymond Ganter
Chief Engineer ................ James Kelly

WNDR
SYRACUSE—1947
Frequency: 1260 Kc. ............ Power: 5000 Watts
Owned-Opr. By ............ Syracuse Bcastg. Corp.
Address ......................... 306 So. Salina St.
Phone Number ............. 2-6101
V.P., Comm. Mgr. .......... Franklin H. Small

WOLF
SYRACUSE—1940
Frequency: 1490 Kc. ............ Power: 250 Watts
Owned-Operated By ............ Civic Bcastg. Corp.
Bus.-Studio Address .......... Kirkpatrick & Van Rensselaer Sts.
Phone Number ................ 2-7211
Air Time ........................ Unlimited
News Service ..................... AP
Transcription Service ............ Standard
Representative .................... Walker
President, General Mgr. .... T. Sherman Marshall
Sta. Mgr., Prog. Dir. ........ Hamilton M. Woodle
Chief Engineer ................... Don Muir

539
ONLY ONE STATION COVERS

The SEVENTEENTH STATE*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

* a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N.Y.

REPRESENTED NATIONALLY BY HENRY I. CHRIS
NEW YORK — CHICAGO — SAN FRANCISCO

540
WSYR
SYRACUSE—1922—NBC
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Central N. Y. Bestg.
Phone Number: 3-7111
Bus-Studio Address: 224 Harrison St.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed
Membership: NARTB, BAB
Pres., Gen. Mgr.: E. R. Vadeboncoeur
Director of Sales: W. R. Alford, Jr.
Sales Promotion Manager: Caley Augustine
V.P., Pgm. Dir.: Bill Rothrum
V.P., Chief Engineer: Armand Bell Isle

WTRY
TROY—1940—CBS
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Troy Bestg. Co., Inc.
Business-Studio Address: 92 Fourth St.
Phone No.: Albany 4-2500, Ashley 4-1100
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Capitol
Representative: Headley-Reed
Membership: NARTB, BAB
President: H. C. Wilder
General Manager: W. W. Carter
Commercial Manager: E. M. Sleighel
Program Director: Randolph English
Chief Engineer: A. H. Chismark

WGAT
UTICA—1947
Owned-Operated By: Central Bestg. Co.
Phone Number: 2-9231
Air Time: Full Time
News Service: AP
Representative: Meeker
Pres., Gen. Mgr.: J. Eric Williams
Promotion Manager: Lloyd P. Walsh
Publicity Director: C. D. Williams
Program Director: N. W. Bush
Chief Engineer: Elbert T. Bailey

WIBX
UTICA—1925—CBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: WIBX, Inc.
Address: First Bank Bldg.
Phone Number: 2-2101
Air Time: Unlimited

WTRY wraps up and delivers...
the ALBANY-TROY SCHENECTADY market

WTRY keeps the lead on the 1952 Pulse.
WTRY's rates are half the No. 2 station's.
WTRY is a spectacular "best buy".

CBS 5000 WATTS 980 KC
Represented by Headley-Reed Co.
Any way you look at it...

WSYR is FIRST in Central New York

Up to 239% More Weekly Daytime* Audience Families than any other local station

According to SAMS 1952
- 29.8% more than Station A
- 72.7% more than Station B
- 194.4% more than Station C
- 239.1% more than Station D

According to Nielsen 1952
- 47.0% more than Station A
- 55.0% more than Station B
- 157.5% more than Station C
- 212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

*And the nighttime figures show approximately the same leadership

Write, Wire, Phone or Ask Headley-Reed

WSYR-ACUSE 570 KC

WSYR-AM-FM-TV—the Only Complete Broadcast Institution in Central New York. NBC Affiliate
NEW YORK

News Service ............................... UP
Transcription Service ........................ World
Reps. ........................................ Colton, Bannan, Biddick, Clark
Membership ..................................... NARTB, BAB
Pres., Gen. Mgr. ........................ Mrs. Margaret B. Stevens
Exec. V.P., Sta. Mgr., Pgm. Dir. ........... Elliott Stewart
Production Director ...................... Betty Cushing Griffin
Merchandising Mgr. ........................ F. C. Bowen
V.P., Secretary .............................. Gladys P. Moore
Chief Engineer ............................... John T. Dowdell

WRUN
UTICA-ROME—1947—ABC
Frequency: 1150 Kc.  Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By ............................ The Rome Sentinel Co.
Business-Studio Address ................. 158 Genesee St.
Phone Number .............................. 2-5111
Air Time ..................................... 6:30 a.m.-12:05 a.m.
News Service ............................... AP
Transcription Service ........................ Associated
Representative ............................... Avery-Knodel
President .................................... Bradley C. Barnard
General Manager ............................. Fritz S. Updike
Program Director ........................... Edward M. Stemmler
Publicity Manager ............................. Margaret Barnard
Transmitter Supervisor .................... George S. Woods

WDLA
WALTON—1951—KBS
Frequency: 1270 Kc.  Power: 1000 Watts d.
Owned-Oper. By ............................ Delaware County Bctsg. Corp.
Address ....................................... Route 206
Phone Number .............................. 1270
News Service ................................ UP
President ..................................... E. Ogden Bush
General Manager ............................. Arthur C. Kyle, Jr.
Commercial Manager ....................... Ernest C. Winkler
Program Director ........................... H. C. Fisher
Chief Engineer ............................... Gene Robinson

WATN
WATERTOWN—1941—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ............................ Watertown Bctsg. Corp.
Bus-Studio Location ....................... 118 Washington St.
Phone Number .............................. 2424
Air Time ..................................... 7 a.m.-12:15 a.m.
News Service ................................ AP
Transcription Service ........................ Standard
Membership ................................. NARTB
Pres., Gen. Mgr. ............................ G. Harry Righter
WWNY
WATERTOWN—1941
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: The Brockway Co.
Business-Studio Address: Hotel Woodruff
Phone Number: 4120
News Service: UP
Transcription Service: World, Associated
Representative: Weed
Membership: NARTB, BAB
President: John B. Johnson
Chief Engineer: M. B. Davis

WFAS
WHITE PLAINS—1932
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: 8 Church St.
Phone Number: White Plains 9-6400
Air Time: Unlimited
News Service: AP

WWRL
WOODSIDE—1926
Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By: Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address: 41-30 58th St.
Phone Number: Newtown 9-3300
Air Time: Full Time
News Service: Associated
Transcription Service: AP
President: W. H. Reuman
Station Manager: Edith Dick
Sales Prom. Mgr.: Selvin Donneson
Program Director: Fred Barr
Publicity Director: Walt Kaner
Chief Engineer: Benton R. Bartlett

YEAR by YEAR
MORE Business
MORE Listeners

On this pioneer station in the quality music field... available to serve you in Westchester’s $3/4 billion market.
Ask for a copy of our current Conlan!

WFAS and WFAS-FM
8 Church Street
White Plains, N. Y.

Represented by
Headley-Reed Company
New York, N. Y.

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 NEWtown 9-3300
NORTH CAROLINA

Pop. April 1, 1953 (Est.) 4,277,000—Total Housing Units 1,064,000
Families April 1, 1953 (Est.) 1,025,000—Stations in State 100

WRCS
AHOSKIE—1948
Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Roanoke-Chowan Bcstg.
Co., Inc.
Business Address..... P. O. Box 89
Phone Number........... 333
News Service............. UP
Transcription Service... World
President............... Charles H. Jenkins
Program Director...... Johnny Palmer
Chief Engineer........ John M. Sherwood

WABZ
ALBEMARLE—1947—KBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Radio Station WABZ, Inc.
Business-Studio Address..... No. 2nd St.
Phone Number........... 1100
News Service............. AP
Representative.......... Dodson
President............... S. R. Williams
General Manager....... W. J. Page
Commercial Manager.... J. T. Newman
Program Director...... L. W. Kinard
Chief Engineer......... J. D. Brooks

WGWR
ASHEBORO—1947
Frequency: 1260 Kc. Power: 1000 Watts d.
Business-Studio Address..... 303 E. Salisbury St.
Phone Number........... 2187
Air Time................. 5 a.m.-sunset
News Service............. UP
Transcription Service... Associated
President............... Roy Cox
Gen. Sta., Comm., Prom. Mgr... J. R. Marlowe
Pgm., Publ. Dir........ A. B. Brown

WISE
ASHEVILLE—1939—NBC
Frequency: 1310 Kc. Power: 5000 Wd.
1000 n.
Owned-Oper. By..... Radio Station WISE, Inc.
Address............. 100 College St.
Phone Number...... 3-5381-3
Air Time............... Unlimited
News Service............. AP
Representative........ Bolling Co.
Membership............. NARTB
Pres., Gen. Sta. Mgr... Harold H. Thoms
Commercial Mgr........ Loyd B. Leonard
Sales Prom. Manager... Floye Bowers
Program Director..... Art Borgesen
Publicity Dir.......... Skeeter Moore
Chief Engineer........ John Randolph

WLOS
ASHEVILLE—1947—ABC
Frequency: 1380 Kc. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address..... Battery Park Hotel
Phone Number........... 2-4351
Air Time............... Full Time
News Service............. UP
Transcription Service... World
Representative.......... Taylor Co.
Executive Vice President. Charles B. Britt
Station Manager........ Charles E. Newcomb
Commercial Manager..... George Roesler
Prom., Publ. Dir......... Margaret Hall
Program Director....... William L. Robertson
Chief Engineer........ William M. Chambers

WSKY
ASHEVILLE—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Radio Asheville, Inc.
Business-Studio Address..... 12 Church St.
Phone Number........... 3-4451
Air Time................. 6:30 a.m.-M.
News Service............. AP
Representative.......... Rambeau
President............... Carl R. Bamford
Gen. Sta., Mgr............. Zeb Lee
Commercial Manager..... Hal Edwards
Sts., Prom. Mgr., Publ. Dir... J. W. Young
Program Director...... Frank Messer
Chief Engineer.......... Bill Clements

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
Air Time............... Full Time
Newspaper Affiliation... Asheville Citizen-
Times
News Service............. AP, UP
Transcription Service... Associated
Representative........ Headley-Reed
Membership............. NARTB, BAB
President............... Don S. Elias
General Manager....... Cecil G. Hoskins
Commercial Manager..... James A. Hagan
Program Director....... William F. Melia
Chief Engineer.......... William H. Hamrick

545
WATA
BOONE—1950—MBS
Frequency: 1450 Kc. Power: 250 Watts
Address............. Box 72
Phone Number ......... 447
Air Time ............... Full Time
News Service .......... AP
President.................. Doris B. Brown
General Manager........ Ralph Tugman
Commercial Manager...... Betty Jo Miller
Sales Prom. Mgr........ Roland B. Potter
Program Director........ William R. Craig
Publicity Director........ Jay Corrington
Chief Engineer........... Bill K. Phillips

WPNF
BREVARD—1950—MBS
Frequency: 1240 Kc. . . . . Power: 250 Watts
Phone Number.......... 3-2611
News Service .......... AP
News, Affil. Transylvania Times
Representative........ Continental Radio Sis.
President.............. Ed M. Anderson
Gen., Comm. Mgr........ Jack Hammette
Sales Prom. Mgr......... Dave Sherrill
Chief Engineer.......... William Pascal

WBBB
BURLINGTON—1941—MBS-KBS
Frequency: 920 Kc. . . . . Power: 5000 Watts d.
Business-Studio Address. 318½ S. Main St.
Phone Number............. 6-6376
News Service .......... AP
Transcription Service ...... Associated
Representative Joseph Hershey McGillvra
Membership .......... NARTB
General Manager.... E. Z. Jones
Commercial Manager.... Robert Ray
Program Director........ Ed Brooks
Sales Prom. Mgr............ Roy Springer
Production Director....... Robert Thompson
Publicity Director......... Doris Rickard
Chief Engineer............. Berry Tysor

WFNS
BURLINGTON—1946
Frequency: 1150 . . . . . . Power: 1000 Watts d.
Owned-Oper. By Burlington-Graham Bcasto Co.
Address............. 113 W. Andrews St.
Phone Number .......... 4261
News Service .......... UP
Transcription Service ....... World
Representatives Sears & Ayer, Clayton
Membership .......... NARTB
President............. L. E. Neese
Gen., Sta. Mgr............. G. C. Starnes

Ways
CHARLOTTE—1942—ABC-N.C.
Frequency: 610 Kc. . . . . Power: 5000 Watts d.
Owned-Oper. By..... Inter-City Advertising Co.
Business-Studio Address 120 E. Third St.
Phone Number ......... 3-7173
Air Time ............... Unlimited
News Service .......... AP
Representative........ Boiling Co. Mgr.
Membership .......... NARTB
President................ George W. Dowdy
Gen., Sta. Mgr......... J. P. Federation
Program Director..... J. B. Clark
Commercial Manager.... E. T. Bemont
Sales Prom. Mgr......... Ken McClure
Chief Engineer........... B. C. Stewart

WBT
CHARLOTTE—1922—CBS
Frequency: 1110 Kc. . . . . Power: 50,000 Watts
Address .......... Wilder Building
Phone Number .......... 3-6833
Air Time ............... Full Time
News Service .......... AP, UP
Transcription Service .... Associated, World
Representative......... CBS Radio Spot Sales
Membership .......... NARTB
President ................ J. M. Bryan
General Manager.... Charles H. Crutchfield
Asst. Gen. Mgr..... Larry Walker
Commercial Manager... Keith S. Byerly
Sales Prom. Mgr......... Robert Covington
Program Director....... Robert L. Rierson
Publicity Director....... Nelson Benton
Chief Engineer............. M. J. Minor

WGIV
CHARLOTTE—1947
Frequency: 1600 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By..... Charlotte Radio & TV Corp.
Business Address . 2520 Toomey Ave.
Phone Number .......... 2-6669, 5-4829
Air Time ............... Daytime
News Service .......... AP
Representative........ Forroe
Membership .......... NARTB, BAB
Pres., Gen. Mr............... Francis M. Fitzgerald
Promotion Manager...... Eric C. Dehlin
Commercial Manager..... John G. Surratt
Program Director...... C. E. Friar
Station Manager......... Henry G. Grad
Sales Promotion Mgr....... James Fokes
Publicity Director......... Julian Barber
Chief Engineer............. S. K. Lineberger

Sears & Ayer, Clayton
Boiling Co. Mgr.
NARTB
NARTB
Burlington-Graham Bcast Co.
NARTB
Jefferson Standard Bcast.
NORTH CAROLINA

WIST
CHARLOTTE—1951—MBS
Frequency: 930 Kc.  Power: 5000 d; 1000 n.
Owned-Oper. By: Bcstg. Co. of South
Address: Liberty Life Bldg.
Phone Number: 6-3511
News Service: AP
Transcription Service: Thesaurus
Representative: Free & Peters
President: B. C. Hipp
General Manager: G. R. Shaffo
Managing Director: Guy Vaughan
Program Director: Fred Vinroot
Chief Engineer: John N. Parker

WSOC
CHARLOTTE—1933—NBC
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Radio Station WSOC, Inc.
Address: 1925 N. Tryon St.
Phone Number: 2-7138
News Service: AP
Representative: Headley-Read
Membership: NARTB, BAB
Pres., Gen. Sta. Mgr.: E. J. Gluck
Commercial Mgr.: Boman A. Lowrance
Sales Prom. Mgr., Pub. Dir.: John Dunnagan
Program Director: Armand F. Bodie
Chief Engineer: L. L. Caudle, Jr.

WRRZ
CLINTON—1947
Frequency: 880 Kc.  Power: 1000 Watts d.
Bus.-Studio Address: Butler Bldg.
Phone Number: 2354
President: W. R. Roberson, Sr.

WEGO
CONCORD—1943
Frequency: 1410 Kc.  Power: 1000 Watts d.
Business-Studio Address: P. O. 527
Phone Number: 2-6000
News Service: AP
Transcription Service: Thesaurus
President: A. W. Huckle
General Manager: Elizabeth Huckle
Pgm., Comm., Prom. Dir.: Howard McCurry
Chief Engineer: James M. Wise

WCKB
DUNN—1946—KBS
Frequency: 780 Kc.  Power: 1000 Watts d.
Business Address: Box 431
Phone Number: 3133-4
Air Time: Daytime
News Service: UP

Transcription Service: Lang-Worth
Membership: BAB
President: Lefton A. Tartt, Sr.
Sta., Gen. Mgr.: A. Lincoln Faulk
Commercial Manager: Carl Lamm
Sales Prom. Mgr.: Hershell Barbour
Program Director: E. L. Burwell
Publicity Director: Alan Compton
Chief Engineer: Joseph Kollas

WDNC
DURHAM—1934—CBS
Frequency: 620 Kc.  Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By: The Durham Radio Corp.
Bus.-Studio Address: 138½ E. Chapel Hill St.
Phone Number: 6155
Air Time: Full Time
News Service: UP
Transcription Service: Associated
Representative: Paul H. Raymer
Membership: NARTB
President: C. C. Council
V.P., Gen. Comm. Mgr.: J. Frank Jarman
Office Manager: Sue Germino
Commercial Manager: C. James Woodhouse
Program Director: E. R. Higgins, Jr.
Chief Engineer: G. W. Bartlett

AP Sells
For Stations and Sponsors —

For instance . . . WCPS

“Our success is due largely
to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!”

J. T. Snowden, Jr.,
General Manager,
WCPS, Tarboro, N. C.
**WSSB**  
**DURHAM—1948—MBS**  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Oper. By: Public Information Corp.  
Address: 211 Riggsbee Ave.  
Phone Number: 6919-6910  
Air Time: 6 a.m.-12 M.  
News Service: INS  
Transcription Service: Capitol  
President: Tom Sawyer  
General Manager: Thomas O. McCaffrey  
Commercial Manager: William R. Kirby, Jr.  
Program Director: Ed Coles  
Chief Engineer: Edward Norman

**WTIK**  
**DURHAM—1946—ABC**  
Frequency: 1310 Kc.  
Power: 1000 Watts d., 500 Watts n.  
Owned-Oper. By: Durham Bestg Enter., Inc.  
Address: 205½ W. Main St.  
Phone Number: 6101  
News Service: AP  
Transcription Service: World, Capitol  
Representative: Pearson  
General Manager: Floyd Fletcher  
Commercial Manager: Tom Mitchell  
Program Director: Charlie Cash  
Chief Engineer: Arlis White

**WCNC**  
**ELIZABETH CITY—1939**  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Oper. By: Albemarle Bestg Co., Inc.  
Address: E. Colonial Ave.  
Phone Number: 4370  
President: Joseph A. Gill

**WGAI**  
**ELIZABETH CITY—1947**  
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  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
Transcription Service: World  
President: Herbert Peele  
Gen., Sta. Mgr.: C. Alden Baker  

**WIFM**  
**ELKIN—1951—MBS**  
Frequency: 1540 Kc.  
Power: 250 Watts d.  
Address: 1141 Elk Spur St.  
Phone Number: 739  
Air Time: Daytime

**News Service**  
Capitol  
Continental  
John A. Hinshaw  
Claude White  
Joe Foster

**WFAI**  
**FAYETTEVILLE—1951—CBS**  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Rollins Bcstg. Inc.  
Bus.-Studio Add.: Huske Bldg.  
Phone Number: 2-8131  
Air Time: 5:30 a.m.  
News Service: AP  
Transcription Service: RCA Thesaurus  
President: John W. Rollins  
Vice President: O. Wayne Rollins  
Gen., Sta. Mgr.: James H. Mayes, Jr.  
Prom. Publ. Dir.: Covy Yarborough  
Program Director: Ted Austin  
Chief Engineer: Bill Erickson

**WFLB**  
**FAYETTEVILLE—1948—ABC**  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Oper. By: Fayetteville Bestg. Inc.  
Phone Number: 2-7136  
Air Time: 5:30 a.m.  
News Service: AP  
Representative: Burn-Smith  
General Manager: L. W. Allen  
Commercial Manager: C. M. Gaylord  
Program Director: W. H. Farrior, Jr.  
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: 2-4848  
Air Time: Full Time  
News Service: UP  
Representative: Walker  
President: T. K. Wayher  
Gen., Sta. Manager: Victor W. Dawson  
Commercial Manager: Tom Harrell  
Program Director: Mac Stamper  
Chief Engineer: John Ikner

**WBOB**  
**FOREST CITY—1947**  
Frequency: 780 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: Rutherford County Radio Co., Inc.  
Address: 3205  
Phone Number: 739  
News Service: AP
W F V G
FUQUAY SPRINGS—1949—KBS
Frequency: 1460 Kc. Power: 1000 Watts
Address: P.O. Box 416
Phone Number: 333
News Service: A. P.
President: J. M. Stephenson
General Manager: Marshall T. Pack
Commercial Manager: Auburn C. Hayes
Program Director: Walter Pearson
Chief Engineer: Harry Stephenson

W G B R
GOLDSBORO—1939—ABC
Frequency: 1150 Kc. Power: 1000 Watts
Address: P.O. Box 1024
Phone Number: 3730
Air Time: Full Time
News Service: A. P.
Transcription Service: Thesaurus
President: A. T. Hawkins
General Manager: V. Gerald Balkcum
Chief Engineer: Daniel B. Trueblood
Commercial Manager: Nat Royster
Program Director: Norman D. Satterthwaite

W B I G
GREENSBORO—1926—CBS
Frequency: 1470 Kc. Power: 5000 Watts
Phone Number: 6125
Studio Address: O. Henry Hotel Bldg.
Air Time: Full Time
News Service: A. P.
Transcription Service: Thesaurus, World
Representative: George P. Hollingbery
Pres., Gen., Sta. Mgr.: Allen Wannamaker
Commercial Mgr.: William P. Mitchell
Prom., Publ. Dir.: Virginia Neese
Program Director: Don Griffin
Chief Engineer: Jim Miller

W C O G
GREENSBORO—1948—ABC
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: Inter-City Adv. Co., Inc.
Business-Studio Address: 314 S. Greene St.
Phone Number: 3-5825
Air Time: Full Time
News Service: A. P.
Representative: The Bolling Co.
Member.: NARTB, BAB
President: George W. Dowdy
General Manager: Virgil V. Evans
Commercial Manager: B. George Barber, Jr.
Program Director: Robert W. Stroh
Publicity Director: Jeri Gore
Chief Engineer: Ernest Pate, Jr.

W G B G
GREENSBORO—1942—MBS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: P.O. Box 2280
Phone Number: 3-3631
Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Membership: NARTB
**NORTH CAROLINA**

Prom., Publ. Dir. .................................................................. Earl O. Sullivan
Program Director .................................................................. Marie Craven
Chief Engineer ...................................................................... Fred S. Smith

**WGTC**

GREENVILLE—1940

TOBACCO—MBS

Frequency: 1590 Kc. . . . . Power: 5000 Watts d.,
1000 Watts n.

Address ................................................................. P. O. Box 898
Phone Number ....................................................... 3182
Air Time ........................................................................ Full Time
News Service .................................................................... UP
Transcription Service ..................................................... World, Capital Associated
Representative ......................................................... John E. Pearson Co.
Membership ..................................................................... NARTB
President ................................................................. Earl McD. Westbrook
Gen., Sta. Mgr. ......................................................... A. Hartwell Campbell
Sales Prom. Mgr. .......................................................... Carl McKinney
Commercial Manager ................................................... John G. Clark, Jr.
Program Director .......................................................... Tom I. Moore, Jr.
Publicity Director ......................................................... Ruth Webb
Chief Engineer ............................................................. Hank Tribley

**WBID**

HENDERSON—1952

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owner-Operator ................................................................. Nathan Frank
Address ........................................................................ 219 South Williams St.
Phone Number .................................................................. 4091
Pres. Gen. Mgr. .............................................................. Nathan Frank
Program Director ............................................................. Allen McCellan

**WHNC**

HENDERSON—1945—MBS

Frequency: 890 Kc. . . . . Power: 1000 Watts d.
Bus. Studio Address ..................................................... Norlina Road
Phone Number .................................................................. 7137
Air Time ........................................................................ Daytime
News Service .................................................................... AP
Transcription Service ..................................................... Thesaurus, Cole, Lang-Worth, Keystone, Capitol
President ......................................................................... S. S. Stevenson
Gen. Sta., Comm. Mgr. ....................................................... Nathan Frank
Program Director ............................................................. Tommy Powell
Publicity Director ............................................................. Bob Harrison
Chief Engineer ............................................................... James Mayo

**WHKP**

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . Radio Hendersonville, Inc.
Phone Number .................................................................. 9062
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

**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, Daily Record
News Affil. ..................................................................... "Daily Record"
Membership ..................................................................... NARTB
News Service ..................................................................... UP
President ......................................................................... Carl V. Cline
Gen., Sta. Mgr., Ch. Eng. .................................................. Edmund S. Long
Commercial Manager ..................................................... James K. Willis
Prog., Pub. Director .......................................................... Slowie W. Hoyle

**WIRC**

HICKORY—1948

Frequency: 630 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By . . . . Foothills Bdstg., Inc.
Address ........................................................................ 329 1st Ave.
Phone Number .................................................................. 2124
Air Time ........................................................................ Daytime
News Service ..................................................................... AP
Transcription Service ..................................................... Lang-Worth
Representative .............................................................. John E. Pearson
Membership ..................................................................... NARTB
President ......................................................................... Margaret A. Smith
Commercial Manager ..................................................... Lee Douglas
Prom., Publ. Dir. .............................................................. Dorothea Chisholm
Program Director ............................................................. Mattie I. Padgett
Chief Engineer ............................................................... Elmer H. Troutman

**WHPE**

HIGH POINT—1947—KBS

Frequency: 1070 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By . . . . High Point Enterprise, Inc.
Business Studio Address .............................................. 307 N. Main St.
Phone Number .................................................................. 3466
Air Time ........................................................................ Daytime
News Service ..................................................................... AP
Transcription Service ..................................................... World
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 Caccil
WMFR
HIGH POINT—1935—ABC
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Oper. By .......... Radio Station WMFR, Inc.
Business Studio Address .......... 164 S. Main
Phone Number .......... 4593
Air Time .......... Full Time
News Service .......... UP
Transcription Service .......... Lang-Worth
Representative .......... Burn-Smith
Membership .......... NARTB, BABC
Pres., Gen. Station Mgr. .......... Frank S. Lambeth
Commercial Manager .......... Frank Smith
Prom., Publ. Dir. .......... Gerald D. Sullivan
Program Director .......... Gary Davis
Chief Engineer .......... Robert Moore

WJNC
JACKSONVILLE—1945
MBS-TOBACCO
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Oper. By .......... Lester L. Gould
Address .......... "P" Box 997
Phone Number .......... 707-708
Air Time .......... Full Time
News Service .......... UP
Transcription Service .......... World
Representative .......... Pearson
Membership .......... NARTB, BABC
Commercial Manager .......... Rodric L. Jones
Sales Prom. Mgr. .......... H. N. Fisher
Chief Engineer .......... Rod O. Dorsey

WGTL
KANNAPOLIS—1946
Frequency: 870 Kc. .......... Power: 1000 Watts d.
Owned-Oper. By .......... Fred H. Whitley, Inc.
Address .......... Knapton 2255
Phone .......... 250-436
Air Time .......... Daytime
News Service .......... UP
Transcription Service .......... Lang-Worth, World
Membership .......... NARTB
Pres., Gen. Mgr. .......... Fred H. Whitley
Chief Engineer .......... Foy Hinson

WELS
KINSTON—1950—KBS
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., Prom. Mgr. .......... Jack P. Hankins
Commercial Manager .......... Leland Nelson
Program Director .......... Robert Mongold
Chief Engineer .......... Ed Landry

WFTC
KINSTON—1937—ABC-CBS
Address .......... 204 East King St.
Phone Number .......... 4111
Air Time .......... Full Time
News Service .......... UP, AP
Transcription Service .......... Lang-Worth
Representative .......... Burn-Smith
Membership .......... BABC
Commercial Mgr. .......... J. Harold Vester
Program Director .......... Catherine Cooke
Publicity Director .......... Carl B. Caudill, Jr.
Chief Engineer .......... David E. Hardison

WEWO
LAURINBURG—1947—KBS
TOBACCO
Frequency: 1080 Kc. .......... Power: 1000 Watts d.
Bus.-Studio Address .......... State Bank Bldg.
Phone Number .......... 770
News Service .......... AP, UP
Transcription Service .......... Thesaurus
Membership .......... NARTB, BABC
President .......... Edwin Pate
General Manager .......... J. R. Dalrymple, Jr.
Commercial Manager .......... W. S. Brown
Program Director .......... Paul Wynn
Chief Engineer .......... Truman N. Brock

WLOE
LEAKSVILLE—1946—MBS-KBS
Frequency: 1490 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Douglas L. Creddock
Address .......... Box L, Blvd. St.
Phone Number .......... 701-2
Air Time .......... 6 a.m-12 M.
News Service .......... AP
Transcription Service .......... World
Membership .......... NARTB
Program Director .......... J. K. Thomas
Chief Engineer .......... Eldred Winn

WJRI
LENOIR—1946—MBS
Frequency: 1340 Kc. .......... Power: 250 Watts
 Owned-Operated By .......... John P. Robb
Address .......... 107 West Ave.
Phone Number .......... 4-5361
Air Time .......... 6 a.m-12 M.
News Service .......... UP
Transcription Service ...................... Lang-Worth
Pres., Gen. Mgr. .......................... John P. Rabb
Commercial Manager ..................... F. Kent Alwater
Program Director ........................ K. Rabb
Chief Engineer ............................ Joe Graybeal

**WBRR**
LEXINGTON—1946—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Davidson County Bcstg. Co.
Business Address ...................... P. O. Box 359
Phone Number ........................ 2716
Air Time ................................. Full Time
News Service ............................ AP
Membership .............................. NARTB
Partners ................................. Greely N. & Omar G. Hilton
Station Manager ....................... C. Robert Ray
Commercial Mgr. ....................... Robert Raker
Program Director ......................
Chief Engineer ............................ Fred Honeycutt

**WTSB**
LUMBERTON—1946—MBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Robeson Bcstg. Corp.
Business-Studio Address ............. 112 W. Fifth St.
Phone Number ....................... 605S
News Service ............................ AP
Transcription Service ................. World
Representative ......................... Continental Radio Sales
General Manager ...................... James MacNeil

**WBRR**
MARION—1949
Frequency: 1250 Kc.  Power: 1000 Watts d.
Owned-Operated By: Lake City Bcstg. Corp.
Address ............................. 13½ W. Court St.
Phone Number ....................... 7221
News Service ............................ UP
Pres., Gen. Mgr. ......................... W. P. Erwin
Commercial Mgr. ...................... J. C. Pleasant
Program Director ...................... J. L. Reynolds, Jr.
Chief Engineer ........................ Hubert C. Martin

**WMAP**
MONROE—1947—KBS
Owned-Operated By: Union Bcstg. Corp.
Business Address ...................... P. O. Box 382
Phone Number ....................... 1060
News Service ............................ UP
Transcription Service ................. World
President ............................... Dick Marable
Chief Engineer ........................ Robert I. Smith

**WHIP**
MOORESVILLE—1950—KBS
Frequency: 1350 Kc.  Power: 1000 Watts
Owned-Operated By: Wayne M. Nelson
Address .................................. Mooresville, N. C.
Phone Number .......................... 3-4301
Air Time ................................. Daytime
News Service ............................ UP
Transcription Service ................. Capitol
Pres., Gen. Manager ................... Wayne M. Nelson
Chief Engineer ........................ E. M. Stanton, Jr.
Consulting Engineer .................. George C. Davis

**WMIB**
MOREHEAD CITY—1947
Owned-Oper. By: Carteret Bcstg. Co., Inc.
Address ............................. Box 740
Phone Number ....................... 6-3188
Air Time ................................. Sunrise-sunset
News Service ............................ UP
Transcription Service ................. World
Representative ......................... McGilvra
Membership ............................. NARTB
Pres., Gen. Mgr. ......................... Grover C. Munden
Sales Prom. Mgr. ....................... Charles Markey
Commercial Manager .................. Jimmy Wallace
Prog. Dir., Chi. Engr. ................. Ray Cummins

**WMCN**
MORGANTON—1947—NBC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Nathan J. Cooper
Phone Number ....................... 1-1100
Air Time ................................. 8 a.m.-M.
News Service ............................ AP
Pres., Gen. Mgr. ......................... Nathan J. Cooper
Com. Mgr., Chi. Eng. .................. Frank A. Ballew
Program Director ...................... Madelyn V. Patton

**WPAQ**
MT. AIRY—1948—KBS
Owned-Operated By: Ralph D. Epperson
Phone Number ....................... 1400-1
Air Time ................................. Daytime
News Service ............................ AP
Transcription Service ................. Standard
Representative ......................... Thomas Clark
Membership ............................. NARTB
Pres., Gen.-Sta. Mgr. .................. Ralph D. Epperson
Commercial Manager .................. Lucy Bowman
Sales Prom. Mgr. ....................... Bill Belton
Program Director ...................... Ruby Wray
Publicity Director ..................... Joe Johnson
Chief Engineer ........................ Arnold Bruce Flemming

**WSYD**
MOUNT AIRY—1951—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Mount Airy Bcstgs., Inc.
Address ............................. P. O. Box 216
Phone Number ........................................ 581
Commercial Manager ....................... Erastus F. Poore
Program Director .............................. Jim Harrelson

WHIT
NEW BERN—1942—MBS-TOBACCO
Frequency: 1450 Kc............... Power: 250 Watts
Owned-Oper. By .................................. Radio Station WHIT
Address ........................................... U.S. Hwy 17 So.
Phone Number ................................... 4450-4024
Air Time ......................................... 6 a.m.-11:30 p.m.
News Service .................................... UP
Transcription Service ........................ Lang-Worth
Representative ............................... John E. Pearson
Owner ........................................... Harmon L. Duncan
Gen.-Sta.-Comm. Mgr. ...................... Ray D. Williams
Sales Prom. Mgr. ............................ George Nelson
Chief Engineer ............................... Stuart Hall

WNNC
NEWTON—1948
Frequency: 1230 Kc............... Power: 250 Watts
Owned-Oper. By .................................... WNNC
Business Address ................................ West A St.
Phone Number ................................... 930
Transcription Service .......................... SESAC
Membership ....................................... NARTB
News Service ..................................... UP
President (Owner) ......................... Charles Turner
Gen., Sta. Mgr. ................................. George C. Yarbrough
Comm., Prom. Mgr. ......................... James W. Batts
Program Director ............................ Moe Fox
Chief Engineer ............................... Dennis Long

WKBC
NORTH WILKESBORO—1947—KBS
Frequency: 810 Kc........ Power: 1000 Watts d.
Phone Number ................................ 603
News Service ...................................... AP
Transcription Service .......................... Thesaurus
Pres., Gen. Mgr. ................泅 Doris B. Brown
Comm.-Sales Prom. Mgr. .. Roland B. Potter
Program Director .............................. Claude Runey
Chief Engineer ............................... Walter Harrold

WOXF
OXFORD—1949
Frequency: 1340 Kc........ Power: 250 Watts
Address ......................................... P. O. Box 1111
Phone Number ................................... 4167
Transcription Service .......................... Capitol
News Service ...................................... AP
President ........................................ Frank W. Hancock
General Manager .............................. James F. Flanagan
Commercial Manager ....................... Mike Hight
Promotion Manager .......................... Bob Smith
Chief Engineer ............................... Howard Harrel

WNAO
RALEIGH—1948—ABC
Frequency: 850 Kc............... Power: 10,000 Watts d.
5000 Watts n.
Address ........................................ 219 So. McDowell St.
Phone Number .................................. 2-0321
Air Time ......................................... Full Time
News Service ..................................... UP
Transcription Service ................. World Representative
President ........................................ Josephus Daniels, Jr.
General Manager ...................... Frank Daniels
Station Manager .......................... G. F. Albright
Commercial Manager ............ Guy Zwahlen
Program Director ...................... Audrey Schroy
Publicity Director ..................... Hal Stanley
Chief Engineer ............................. E. J. Reopelle

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
Air Time ......................................... 5:30 a.m.-12:05 a.m.
News Service ..................................... AP, UP
Transcription Service ........................ Lang-Worth
Representative .............................. Free & Peters
Membership ....................................... NARTB
President ......................................... S. B. Coley
Sales Manager ............................. R. W. Youngsteadt
Program Manager ...................... Graham B. Poyner
Dir. of Adv. & Prom. .................... Henry T. Vaden
Chief Engineer ......................... Henry Hulick, Jr.

WRAL
RALEIGH—1939—MBS-TOBACCO
Frequency: 1240 Kc............... Power: 250 Watts
Bus.-Studio Address .......... 130 S. Salisbury St.
Phone Number ......................... 6411
Air Time ......................................... Full Time
News Service ...................................... AP
Representative ............................ Forioe & Co.
Membership ....................................... NARTB, BAB
President ......................................... A. J. Fletcher
General Manager .................... Fred Fletcher
Comm., Prom. Mgr. ............. Herb Pearson
Program Director .......................... George Hall
Chief Engineer ......................... Virgil D. Duncan

WFRC
REIDSVILLE—1947—KBS
Frequency: 1600 Kc........ Power: 1000 Watts
Business-Studio Address ........ Box 990, Gilmer St.
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>功率</th>
<th>Owner-Operator</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>WREV</td>
<td>1220 Kc.</td>
<td>250 Watts</td>
<td>Reidsville Bestg. Co.</td>
<td>114 1/2 N. Scales St.</td>
<td>7051</td>
<td>6 a.m.-11 p.m.</td>
<td>Associated Thesaurus NARTB</td>
<td></td>
</tr>
<tr>
<td>WCBT</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>WCBT, Inc.</td>
<td>251 Roanoke Ave.</td>
<td>7-2545</td>
<td>6 a.m.-11 p.m.</td>
<td>Continental UP UP</td>
<td></td>
</tr>
<tr>
<td>WAYN</td>
<td>900 Kc.</td>
<td>1000 Watts</td>
<td>WAYN, Inc.</td>
<td>4041</td>
<td>6 a.m.-11 p.m.</td>
<td>AP UP UP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCEC</td>
<td>810 Kc.</td>
<td>1000 Watts</td>
<td>E. Caro. Elec.</td>
<td>115 N. Church St.</td>
<td>23109</td>
<td>6 a.m.-11 p.m.</td>
<td>AP AP AP</td>
<td></td>
</tr>
</tbody>
</table>

## WEED
**ROCKY MOUNT—1933—ABC**
- Frequency: 1390 Kc.
- Power: 1000 Watts
- Owned-Operated By: W. A. Wynne
- Address: Nashville Hiway
- Phone Number: 8149
- Air Time: 6 a.m.-AP
- News Service: AP
- Transcription Service: RCA Thesaurus Representative Burn-Smith
- Gen.-Sta. Manager: W. A. Wayne
- Commercial Mgr.: R. E. Horner
- Program Dir.: Eunice Snipes
- Chief Engineer: Joe R. Morris

## WREXO
**ROXBORO—1949**
- Frequency: 1430...
- Power: 1000 Watts d.
- Owned-Operated By: Roxboro Bestg. Co.
- Address: Box 130
- Phone Number: 6013
- Air Time: 6 a.m.-M.
- News Service: AP
- Transcription Service: World NARTB
- Gen.-Sta. Mgr.: H. S. Taylor
- Commercial Mgr.: John Mauli
- Program Director: Lloyd Perkins

## WSAT
**SALISBURY—1947—ABC**
- Frequency: 1280 Kc.
- Power: 1000 Watts d.
- Business-Address: Drawer 99
- Phone Number: 276
- Air Time: 6 a.m.-M.
- News Service: AP
- Transcription Service: World NARTB
- Pres.: Charles H. Wentz
- Gen., Sta. Mgr.: W. F. Fleming
- Commercial Manager: R. M. Hunt
- Program Director: George Allen
- Chief Engineer: Elbert Sherman

## WSTP
**SALISBURY—1939—MBS**
- Frequency: 1490 Kc.
- Power: 250 Watts
- Address: Center Theatre Bldg.
- Phone Number: 2121
- Newspaper Affiliation: "Evening Post"
- Air Time: 6 a.m.-M.
**NORTH CAROLINA**

**W E Y E**

**SANFORD—1952**

Frequency: 1290 Kc. . Power: 1000 Watts d.
Owned-Operated By: Waldo W. Primm
Address: 519 Cross St.
Phone Number: 1269
News Service: AP
Transcription Service: Associated, SESAC
General Manager: J. C. McIver
Program Director: W. M. Primm

**W W G P**

**SANFORD—1946**

Frequency: 1050 Kc. . Power: 1000 Watts d.
Address: 137 So. Steele, Box 851
Phone Number: 860
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World
President: Harry C. Barfield
Gen., Sta., Prom., Pub. Mgr.: Del Cartly
Chief Engr.: Edward O. Koprifer

**W O H S**

**SHELBY—1946—MBS-KBS**

Frequency: 730 Kc. . Power: 250 Watts
Owned-Oper. By: Western Carolina Radio
Business Address: Box 1401, Shelby
Phone Number: 6219
Air Time: Daytime
News Service: AP
Transcription Service: SESAC
Membership: NARTB
President: Robert M. Wallace
Commercial Mgr.: Max P. Butler
Program Director: Hugh Dover
Chief Engineer: Edwin Patterson

**W N C A**

**SILER CITY—1952**

Frequency: 1570 Kc. . Power: 1000 Watts d.
Address: P. O. Box 212
Phone Number: 617
News Service: AP
Transcription Service: Lang-Worth, SESAC
General Manager: H. Tom Morris
Commercial Manager: Bob Bullington

**W M P M**

**SMITHFIELD—1950**

Frequency: 1270 Kc. . Power: 1000 Watts d.
Address: Buffalo Rd.
Phone Number: 2434
News Service: AP
Transcription Service: Capitol
Co-owner: John S. Townsend
Co-owner: J. Fred Horton
Commercial Manager: G. I. Parrish

**W E E B**

**SOUTHERN PINES—1947—MBS**

Frequency: 980 Kc. . Power: 1000 Watts d.
Owned-Oper. By: The Sandhill Community
Bcstrs., Inc.
Business Address: 113-115 E. Broad St.
Phone Numbers: 2-2942, 2-8171
News Service: AP
Transcription Service: Associated
Membership: NARTB, BAB
Pres., Gen. Mgr.: Jack S. Younts
Comm., Prom. Mgr.: Joe A. Warren
Program Director: Elizabeth M. Younts
Chief Engineer: Melvin Kushner

**W S I C**

**STATESVILLE—1947—CSN-MBS**

Frequency: 1400 Kc. . Power: 250 Watts d.
Address: Box 1189
Phone Number: 9078
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Continental Radio Sales
Membership: NARTB, BAB
President: Dr. James W. Davis
Gen., Sta., Comm. Mgr.: Charles D. Melton
Pgm., Pub. Dir.: Tom Lawrence
Chief Engineer: T. K. Abernethy

**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
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Dora-Clayton
Membership: NARTB
President: V. E. Fountain
Commercial Manager: J. Porter MacNair
Production Director: Alfred Vickers
Publicity Director: Sybil Spain
Chief Engineer: G. Lee Hodges
NORTH CAROLINA

WTNC
THOMASVILLE—1947
Frequency: 790 Kc. . Power: 1000 Watts d.
Owned By: The Thomasville Bcstg. Co.
Address: P. O. Box 750
Phone Number: 2701
News Service: UP
Transcription Service: SESAC
President: George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.: Harold Harrison
Chief Engineer: James McAden

WADE
WADESBORO—1947
Frequency: 1210 Kc. . Power: 1000 Watts d.
Owned-Oper. By: R. P. Lyon & Son
Bus.-Studio Address: Radio Bldg.
Phone Number: 620
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
Representative: Walker
President: R. P. Lyon
General Mgr.: J. A. Ballard
Commercial Mgr.: James E. Ward

WHED
WASHINGTON—1948—KBS
Frequency: 1340 Kc. . Power: 250 Watts
Phone Number: 278
Air Time: 17 1/4 Hrs.
Transcription Service: Lang-Worth
Representative: Continental Membership
President: Lee B. Wynne
Sta. Manager: William R. Abeyounis
Program Director: Charlie Yates
Chief Engineer: John Wilroy

WRRF
WASHINGTON—1942—ABC
Frequency: 930 Kc. . Power: 5000 Watts d.,
1000 Watts n.
Phone Number: 403
Air Time: 6 a.m.-1:15 p.m.

AP SELLS
For Stations and Sponsors—
For instance... WENC

"We hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M. AP newscast! And the advertisers who sponsor AP news tell us it's their best business-getter."

WARD A. COLEMAN,
General Manager,
WENC, Whiteville, N. C.
News Service ........................................ AP
Transcription Service ................................. Thesaurus
Representative ........................................ Walker
Membership ........................................... NARTB
President ............................................. W. R. Roberson, Jr.
Gen. Sta. Manager ............................ T. H. Patterson
Comm., Prog. Mgr. ................................. Merrill Daniels
Sales Prom. Mgr. .................................. Bob West
Chief Engineer ....................................... L. E. Hiland

WHCC
WAYNESVILLE—1947—MBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ............................. WHCC, Inc.
Business-Studio Address ........................ Main St.
Phone Number .................................. 680
Gen., Comm. Mgr. .................................... James E. Childress
Chief Engineer ....................................... Frank Wilbur

WENC
WHITEVILLE—1946—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Business-Studio Address ........................ P. O. Box 700
Phone Number .................................. 120
Representative .................................... Clark
President ........................................... Josiah Maulsby
General Manager ................................ Ward A. Coleman
Commercial Manager ............................ Jerry Honeycutt
Chief Engineer ....................................... Steve Hart

WIAM
WILLIAMSTON—1951
Frequency: 900 Kc.  Power: 1000 Watts d.
Address ........................................ 110 S. Smithwick St.
Phone Number .................................. 2478
News Service ....................................... UP
Co-owner ............................................. James Gray, Sr.
Co-owner ............................................. Charles Gray
Program Director ............................. Carl B. Armstrong
Chief Engineer ..................................... James E. Kitchens

WGIN
WILMINGTON—1946—MBS
TOBACCO
Frequency: 1340 Kc.  Power: 250 Watts
Business Address .................................. 221 N. 2nd St.
Phone Number .................................. 2-2493
Air Time ........................................ 6:30 a.m.-12 M.
News Service ....................................... UP
Representative ....................................... Pearson
President ........................................... J. S. Brody
General Manager ................................ Allen B. Jones
Commercial Manager ............................ Tommy Thompson
Program Director ............................. Paul Parker
Chief Engineer ....................................... Arthur L. Madeley

WMFD
WILMINGTON—1935—ABC
Frequency: 630 Kc.  Power: 1000 Watts
Owned-Operated By ............................. R. A. Dunlea
Phone Number .................................. 4840
Address ........................................ P. O. Box 695
Air Time ........................................ Unlimited
News Service ....................................... UP
Representative ....................................... Burn-Smith
Membership ......................................... NARTB, BAB
Pres., Gen.-Sta. Mgr. ......................... R. A. Dunlea
Commercial Manager ............................. C. O'Shields
Program Director ............................. Bruce Buchanan
Chief Engineer ..................................... E. I. Herring, Jr.

WGTM
WILSON—1937—CBS
Frequency: 590 Kc.  Power: 5000 Watts
Owned-Oper. By ............................. Watson Industries, Inc.
Bus.-Studio Address ........................ Herring Ave. Ext.
Phone Number .................................. 2188-9
Air Time ........................................ 5:30 a.m.-12 M.
News Service ....................................... UP
Transcription Service ............................. Thesaurus
Representative ....................................... Walker
Membership ......................................... NARTB, BAB
President .......................................... Penn Thomas Watson
General Manager ............................. Henry Sullivan
Program Director ............................. Bill Bunn
Chief Engineer ..................................... W. H. Malone

WVO T
WILSON—1948—MBS-TOBACCO
Frequency: 1420 Kc.  Power: 1000 Watts d.
Owned-Oper. By ............................. Wilson Radio Co., Inc.
Address ........................................ Wilson
Phone Number .................................. 5157
News Service ....................................... AP
President ........................................... H. W. Anderson
Gen., Sta. Mgr. ..................................... Harry Severance
Commercial Mgr. ................................. P. O. Barnes
Sales Prom. Mgr. ................................. Lynda Thomas
Program Director ............................. Joel Lawson
Chief Engineer ..................................... Dan Williams

WA AA
WINSTON-SALEM—1950
Frequency: 980 Kc.  Power: 1000 Watts d.
Owned-Oper. By ............................. Community Bcstg. Service, Inc.
Address ........................................ Atlantic Bldg.
Phone Number .................................. 2-4121
President ......................................... Roger Page, Jr.
WSJS DELIVERS
A 15-COUNTY MARKET
with
$580,950,000*
Retail Sales

* Sales Management 1952 Survey of Buying Power

MORE VALUE for your
ADVERTISING DOLLAR

IN NORTH CAROLINA

WSJS

WINSTON-SALEM—1937—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... WAIR Bcastg. Co.
Business-Studio Address... Pepper Bldg.
Phone Number... 2-1133
Air Time... 6 a.m.-12:15 p.m.
News Service... AP
Transcription Service... World, Capitol
Representative... Walker
Membership... NARTB, BAB
Pres., Gen. Mgr... George D. Walker
Station Mgr... Jack Weldon
Comm., Prom. Mgr... Pat Taylor
Pub. Dir... Lawrence Patrick
Program Director... Joan Williams
Chief Engineer... Lee King

WSJS
WINSTON-SALEM—1930—NBC
Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By... Piedmont Publishing Co.
Bus.-Studio Address... 419-21 N. Spruce St.
Phone Number... 5-2311
Air Time... Unlimited
News Service... UP
Transcription Service... Lang-Worth
Representative... Headley-Reed
Membership... NARTB, BAB
President... Gordon Gray
V.P., Managing Dir... Harold Essex
Sales Manager... Harry B. Shaw
Program Manager... Robert Estes
Publicity Director... Jean Eisenhower
Chief Engineer... Phil Hedrick

WTOB
WINSTON-SALEM—1947-MBS-CBS
Frequency: 1380 Kc. Power: 1000 Watts
Address... P. O. Box 2798
Phone Number... 34353
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 Brunt
Program Director... Owen Spann
Publicity Director... Jack Wiggins
Chief Engineer... Ben Vogler
Out Where the West Begins...

KFYR...

* ... pays off extra dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

* ... gives you the nation's largest area coverage in the heart of the rich Northwest farm market.

* ... the Number One station in the country's largest wheat producing state - the nation's fourth largest spending families.

Radio Has No Competition!

Who said Television? Out here it's live talent that counts-packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks... with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING... where you can be sure of PLUS ACTION for every RADIO advertising dollar.

KFYR

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR
**NORTH DAKOTA**

President ...................... Carroll E. Day  
General Manager ............... Elmer Hanson  
Program Director ............. Robert Whyte  
Promotion Manager ............ Jack French  
Chief Engineer ................ Clifford Thomfords

**KSJB**  
JAMESTOWN—1939—CBS  
Frequency: 600 Kc.  Power: 5000 Watts  
Address ...................................................... Jamestown  
Phone Number ................................. 1600  
News Service ............................. UP  
Representative .......................... Weed & Co.  
Pres., Gen. Manager ................. John W. Bolter  
Sales Prom. Mgr. ......................... Jud Milton  
Program Director ....................... Donald Kingsley  
Chief Engineer ......................... Robert E. Ridgway

**KGCU**  
MANDAN—1925—MBS  
Bus.-Studio Address ................. Mandan  
Phone Number ................................. 561  
Air Time ....................................... 6 a.m.-12 p.m.  
News Service ................................... AP  
Transcription Service ...................... Lang-Worth, Associated  
Representative .............................. Walker  
Membership ..................................... NARTB, BAB  
President ....................................... W. S. Russell  
Gen., Sta., Comm. Mgr. .............. Paul C. Gussner  
Program Director ....................... Merritt Bushee  
Chief Engineer ......................... Ray Barnett

**KCB**  
MINOT—1950—CBS-DRN  
Frequency: 910 Kc.  Power: 1000 Watts  
Address ...................................................... 15-A West Central Ave.  
Phone Number ................................. 51-161  
Representative .............................. Weed  
News Service .................................. UP  
Pres., Gen. Mgr ......................... John W. Bolter  
Commercial Manager ..................... G. H. McKinnon  
Sales Prom. Mgr. ......................... Charles L. Hinshaw  
Program Director ....................... Hal Kennedy  
Chief Engineer ......................... Joseph Main

**KLPM**  
MINOT—1929—ABC  
GREAT NORTHERN  
Owned-Operated By ..................... Minot Bcstg. Co.  
Business-Studio Address ............. 118-A So. Main

**KOV**  
VALLEY CITY—1936—MBS-KBS  
Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Operated By ..................... KOVC, Inc.  
Business-Studio Address .............. Valley City  
Phone Number ................................. 408-W  
Air Time ....................................... Full Time  
News Service ................................... UP  
Pres., Gen., Comm. Mgr. .............. Robert E. Ingstad  
Program Director ....................... Russ Kaber  
Publicity Director ...................... Bob Jensen  
Chief Engineer ......................... Charles Sjostrom

**KWBM**  
WAHPETON-BRECKENRIDGE—1948  
KBS  
Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Oper. By ............................................. Interstate Bcstg. Corp.  
Address ...................................................... 519 Dakota Ave., Wahpeton  
Phone Number ................................. 2-5557-8  
Air Time ....................................... 6 a.m.-12 M.  
News Service ................................... UP  
Transcription Service ...................... Standard  
Membership ..................................... NARTB  
President ....................................... Kline E. Bower  
General Manager ......................... R. L. Owens  
Station Manager ......................... R. H. Printup  
Commercial Manager ..................... Geo. Kaufman  
Program Director ....................... Clayton Kulseth  
Chief Engineer ......................... Harold Grant

**KWBM**  
WILLISTON—1948—KBS  
Frequency: 1450 Kc.  Power: 250 Watts  
Address ...................................................... Box 198, Williston  
Phone Number ................................. 35-371  
News Service ................................... UP  
Transcription Service ...................... World  
General Manager ......................... Charles L. Scofield  
Commercial Manager ..................... James C. Carson  
Sales Promotion Manager ............. R. F. Skumavc  
Chief Engineer ......................... W. A. Sebastian
### WADC
**AKRON—1925—CBS**  
**Frequency:** 1350 Kc.  
**Power:** 5000 Watts  
**Owned-Operated By:** Allen T. Simmons  
**Bus.-Studio Address:** WADC Bldg.  
**Phone Number:** 718  
**Air Time:** 11 P.M.-6 A.M.  
**News Service:** AP  
**Transcription Service:** Standard, World  
**Representative:** George P. Hollingsbery  
**Owner-Operator:** Allen T. Simmons  
**Assistant Manager:** Robert B. Wilson  
**Sales Prom. Mgr.:** Secrest Williams  
**Program Director:** Harold H. Hageman  
**Publicity Director:** Doc Williams  
**Chief Engineer:** Lawrence Hennigan

### WAKR
**AKRON—1940—ABC**  
**Frequency:** 1590 Kc.  
**Power:** 5000 Watts  
**Owned By:** Summit Radio Corp.  
**Operated By:** WAKR  
**Bus.-Studio Address:** First Natl. Tower  
**Phone Number:** 6151  
**Newspaper Affiliation:** Beacon Journal  
**Air Time:** 3 A.M.-1:05 A.M.  
**News Service:** AP  
**Transcription Service:** Associated  
**Representative:** Weed  
**Membership:** NARTB  
**President, Gen. Mgr.:** S. Bernard Berk  
**Station Manager:** Roger G. Berk  
**Comm.-Sales Prom. Mgr.:** Keith Baldwin  
**Pgm., Pub. Dir.:** A. R. Cooper  
**Chief Engineer:** Irwin L. Knopp

### WCUE
**AKRON—1949**  
**Frequency:** 1150 Kc.  
**Power:** 1000 Watts d.  
**Owned-Oper. By:** Akron B&G Corp.  
**Address:** Palace Theatre Arcade  
**Phone Number:** 7114  
**Representative:** Forjoe  
**News Service:** AP  
**Transcription Service:** Associated  
**Membership:** BAB  
**President, Gen. Mgr.:** Tim Elliot  
**Sales Prom. Mgr.:** Lou Gorbach  
**Program Director:** Jack Clifton  
**Publicity Director:** Jim Smith  
**Chief Engineer:** George V. Paul

### WHKK
**AKRON—1944—MBS**  
**Frequency:** 640 Kc.  
**Power:** 1000 Watts  
**Owned-Oper. By:** WHKK B&G Corp.  
**Business-Studio Address:** 51 W. State St.  
**Phone Number:** 7101  
**Air Time:** 6 a.m.-sunset  
**News Service:** AP  
**Transcription Service:** Thesaurus, SESAC  
**Representative:** Meeker Assoc.  
**President, Co-Mgr.:** Philip R. Herbert  
**V.P., Co-Mgr.:** Jackson B. Maurer  
**Comm.-Sales Manager:** Cecil Green  
**Program Dir.:** B. R. Blake  
**Chief Engineer:** B. V. Berg

### WATG
**ASHLAND—1947—MBS-BUCKEYE**  
**Frequency:** 1340 Kc.  
**Power:** 250 Watts  
**Owned-Oper. By:** Ashland-Mansfield Rd.  
**Phone Number:** 2-1573  
**Transcription Service:** Thesaurus  
**News Service:** AP  
**Co-Owners:** Robert Beer, Edgar Koehl  
**President:** J. Cherpack  
**General Manager:** J. C. Green  
**Program Director:** Richard Leidy  
**Chief Engineer:** Richard Matthes

### WICA
**ASHTABULA—1937**  
**Frequency:** 970 Kc.  
**Power:** 5000 Watts d.  
**1000 n.**  
**Owned-Oper. By:** WICA, Inc.  
**Address:** 221 Center St.  
**Phone Number:** 26-221, 27-181  
**Air Time:** Full Time  
**News Service:** AP  
**Transcription Service:** World  
**Representative:** McGilvra  
**President, Gen. Mgr.:** D. C. Rowley  
**Station Manager:** W. W. Walrath  
**Commercial Manager:** D. W. Fassett  
**Program Director:** John C. Strasen  
**Chief Engineer:** F. N. Bernato

### WATH
**ATHENS—1950**  
**Frequency:** 1540 Kc.  
**Power:** 1000 Watts d.  
**Owned-Oper. By:** Andrew Kovlan & James Sinyard  
**Address:** P. O. Box 502  
**Phone Number:** 3-1389  
**News Service:** AP  
**Gen. Mgr., Chief Engr.:** Andrew Kovlan  
**Comm., Sls. Prom. Mgr.:** J. D. Sinyard  
**Program Director:** Vernon Covert

### WTRF
**BELLAIRE—1947—MBS**  
**Frequency:** 1290 Kc.  
**Power:** 1000 Watts d.
**WOHP**

BELLEFONTAINE—1952

Frequency: 1390 Kc. ... Power: 500 Watts d.
Owned-Oper. By Lake Erie Radio & TV Corp.
Address: P. O. Box 344
Office Number: 6681
General Manager: Patrick Shannon
Program Director: R. J. Klemme
Chief Engineer: M. J. Lamb

**WILE**

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. ... Power: 1000 Watts a.
Owned-Oper. By Ohio Bcastg. Corp.
Business-Studio Address: 917 Beatty Ave.
Office Number: 4-5605
Air Time: 6:30 a.m.-local sunset
News Service: AP
Transcription Service: World
Chief Engineer: A. G. Engel

**WAND**

CANTON—1947—KBS

Frequency: 900 Kc. ... Power: 500 Watts d.
Address: 106 High Ave, N.W.
Office Number: 68396
Representative: Hil F. Best
President: P. C. Wilson
General Manager: J. Wilson

**WCWM**

CANTON—1946

Frequency: 1060 Kc. ... Power: 1000 Watts d.
Owned-Oper. By Stark Bcastg. Corp.
Business-Studio Address: Hills & Dales Rd.
Office Number: 5-9475
News Service: AP
Transcription Service: Thescaurus
Representative: McGivney
Membership: BAB

**WHBC**

CANTON—1925—ABC

Frequency: 1480 Kc. ... Power: 5000 Watts
Owned-Operated By Ohio Bcastg. Co.
Business-Studio Address: 550 S. Market St.
Office Number: 67166
Air Time: 6 a.m.-1 a.m.
News Service: AP
Newspaper Affiliation: Brush-Moore
Transcription Service: Associated
Representative: Taylor Co.
Membership: NARTB, BAB
President: Roy D. Moore
General Manager: Gordon G. Strong
Director of Radio: Eugene Carr
Station Manager: Robert C. Fehlman
Commercial Manager: Paul E. Gilmor
Program Director: Robert Breen
Chief Engineer: Kenneth L. Sliker

**WBEX**

CHILLICOTHE—1947—ABC-KBS

Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By Shawnee Bcastg. Co.
Business-Studio Address: 27 E. Second St.
Office Number: 3-2244
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: W. S. Grant
Membership: NARTB
President: John Halliday
General Manager: Truman Morris
Sales Prom. Mgr.: William R. Mnich
Program Director: James W. Tidd
Chief Engineer: H. W. Dornhuber

**WCKY**

CINCINNATI—1929

Frequency: 1530 Kc. ... Power: 50,000 Watts
Owned-Operated By L. B. Wilson, Inc.
Business-Studio Address: Hotel Sheraton Gibson
Office Number: 6565
Transmitter Location: near Crescent Springs, Ky.
Air Time: 24 Hrs.
News Service: INS
Transcription Service: Standard
Representative: Thomas Welstead
Membership: BAB
President, General Manager: L. B. Wilson
Staff-Comm. Manager, Chief Engineer: C. H. Topmillier
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.
Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth
Representative: Branham
Membership: NARTB
President: Jack R. Howard
General Manager: M. C. Watters
Station Director: W. Earl Corbett
Publicity Director: Nancy John
Chief Engineer: Paul Adams

WKRC
CINCINNATI—1922—CBS
1000 Watts n.
Owned-Oper. By: Radio Cincinnati, Inc.
Address-Trans.: Hotel Alms
Phone Number: Woodburn 0550
News Service: AP
Newspaper Affiliation: Times-Star
Transcription Service: Lang-Worth
Representative: Katz
Membership: NARTB
President: Hulbert Taft, Jr.
General Manager: David Taft
Sales Prom. Mgr.: W. B. Hines
Commercial Manager: Hubbard Hood
National Sales Mgr.: Kenneth W. Church
Program Director: Paul Shumate
Chief Engineer: George Wilson

WLW
CINCINNATI—1922—NBC-MBS
Frequency: 700 Kc. Power: 50,000 Watts
Owned-Oper. By: Crosley Bcstg. Corp.
Subs. of Avco Mfg.
Address: 140 W. Ninth St.
Phone Number: Cherry 1822
Air Time: Full Time
News Service: INS, AP
Transcription Service: Thesaurus
Membership: NARTB, BAB
Chairman of Board: James D. Shouse
Pres., General Mgr.: R. E. Dunville
V.P. in Charge Sales: Harry Mason Smith
Dir. Client Service: Fred Gregg
Program Director: William P. Robinson
Publicity Director: Gilbert Kingsbury
Chief Engineer: R. J. Rockwell

WSAI
CINCINNATI—1923—ABC
Frequency: 1360 Kc. Power: 5000 Watts
Bus.-Studio Address: 115 E. Fourth St.
Phone Number: Main 1068
Air Time: 6 a.m.-M.
News Service: UP, AP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
President: George E. Storer
Managing Dir.: J. Robert Kerns
Commercial Mgr.: Robert H. Boulware
Program Director: Charles Black
Publicity Director: Vonne Monsell
Chief Engineer: Jonas Heiser

WDOK
CLEVELAND—1950
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Civic Bcstg., Inc.
Address: 1515 Euclid Ave.
Phone Number: Main 1-3370
Air Time: Full Time
News Service: INS, UP
Representative: McGilvra
Transcription Service: SESAC, World
Pres., Gen. Mgr.: R. Morris Pierce
General Manager: Harry Camp
Commercial Manager: Albert Narosny
Sales Prom. Mgr.: Wayne Mack
Program Director: Charles Hoover
Chief Engineer: Ralph Quay

WERE
CLEVELAND—1948
Frequency: 1300 Kc. Power: 5000 Watts d.
5000 Watts n.
Owned-Operated By: Cleveland Bcstg. Inc.
Address: 1501 Euclid Ave.
Phone Number: Superior 1-9600
Air Time: 5:30 a.m.-1:00 a.m.
News Service: AP, INS
Transcription Service: Lang-Worth, World
Membership: NARTB
President: Ray T. Miller
Gen. Comm. Mgr.: Richard M. Klaus
Program Director: Ed Stevens
Sales Promotion Manager: W. T. Aspell
Chief Engineer: Harry Dennis

WGAR
CLEVELAND—1930—CBS
Frequency: 1220 Kc. Power: 50,000 Watts
Owned-Operated By: WGAR Bcstg. Co.
Address: Hotel Statler
Phone Number: Prospect 1-0200
Air Time: 6:00 a.m.-1:10 a.m.
W H K
CLEVELAND—1921—MBS

Frequency: 1420 Kc. ... Power: 5000 Watts
Owned-Operated By ... United Bcstg. Co.
Business-Studio Address ... 5000 Euclid Avenue
Phone Number ... Express 1-5000
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Associated
Representative ... Headley-Reed
Membership ... NARTB
President ... Sterling Graham
General Manager ... K. K. Hackathorn
Commercial Manager ... W. K. Brusman
Sales Prom. Manager ... John Wyman
Program Director ... C. M. Hunter
Publicity Director ... William Gannon
Chief Engineer ... R. H. DeLany

W J M O
CLEVELAND—1947

Frequency: 1540 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Friendly Bcstg. Co.
Address ... 2157 Euclid Ave.
Phone Number ... Superior 1-4424
News Service ... UP
Transcription Service ... Lang-Worth
President ... Richard Eaton
General Manager ... A. Lamphere
Chief Engineer ... C. C. Courtney

W J W
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 ... Full Time
News Service ... UP
Transcription Service ... Associated
Representative ... H-R Representatives, Inc.
President ... William M. O'Neill
Vice-President ... Julius Glass
General Manager ... William Lemmon
Commercial Manager ... Harold W. Waddell
Program Director ... Bruce MacDonald
Chief Engineer ... Gerald G. Roberts

AP SELLS
For Stations and Sponsors —

"Due to the tremendous success of AP news at WING, we brought our station WIZE in Springfield, Ohio, into AP membership so it could get AP service."

ADNA H. KARNS,
Vice-President and General Manager,
WING, Dayton, Ohio
WSRS
CLEVELAND—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRS, Inc.
Bus-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: ERIview 1-2005
Air Time: 24 hrs.
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB, BAB
Commercial Mgr.: Jack D. Kelly
Sales Promotion Manager: Will Dougherty

WTAM
CLEVELAND—1923—NBC
Frequency: 1100 Kc. Power: 50,000 Watts
Bus-Studio Address: 815 Superior Ave.
Phone Number: CHERy 1-0942
Transmitter Location: Brecksville
Air Time: 5:30 a.m.-2:00 a.m.
News Service: AP, UP
Transcription Service: Thesaurus
Representative: NBC Spot Sales

WBNS
COLUMBUS—1924—CBS
Owned-Operated By: Radiohio, Inc.
Business-Studio Address: 33 N. High St.
Phone Number: Ad. 9265
Air Time: Full Time
News Service: AP
Representative: John Blair
Membership: NARTB, BAB
General Manager: Richard A. Borel
Commercial Manager: W. I. Orr
Sales Prom. Director: Jim Yenan
Program Director: Geer Parkinson
Publicity Director: Marge Ruddock
Chief Engineer: Lester H. Nafzger

LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?
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
TEST YOUR PRODUCT IN A GREAT TESTING MARKET AT THE LOWEST COST PER THOUSAND!
**WCOL**
COLUMBUS—1922—ABC
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By: .... Air Trails, Inc.
Business-Studio Address: E. Broad & Young St.
Phone Number: .... MAin 4581
Transmitter Location: ... 555 W. Goodale St.
News Service .... AP
Transcription Service .... World
Representative .... H-R Reps., Inc.
President .... Charles Sawyer
Exec. V.P. .... J. P. Williams
General Manager .... Adna H. Kams
Station Manager .... Neal A. Smith
Program Director .... William L. Belaney
Commercial Manager .... John Doty
Publicity Director .... Martha Hoskins
Chief Engineer .... Harold E. Beard

**WHKC**
COLUMBUS—1921—MBS
Frequency: 610 Kc. .... Power: 5000 Watts
Owned-Operated By: .... United Bstg. Co.
Business-Studio Address .... 5000 Euclid
Phone Number: .... Express 1-5000
Air Time: .... 6 a.m.-1 a.m.
Newspaper Affiliation .... "Plain Dealer"
News Service .... INS, UP
Transcription Service .... Lang-Worth
Representative .... Paul H. Raymer
Membership .... NARTB
President .... Sterling Graham
Gen., Sta. Mgr. .... Carl M. Everson
Comm.-Sales Prom. Mgr. .... H. H. Hoessly
Program Director .... John B. Moses
Publicity Director .... Ann Duffy
Chief Engineer .... William C. Minor

**WVKO**
COLUMBUS—1951—BUCKEYE
Frequency: 1580 Kc. .... Power: 1000 Watts d.
Address .... 274 S. 3rd St.
Phone Number: .... Main 5247
News Service .... UP
Transcription Service .... Associated, Capitol
Membership .... NARTB
Representative .... Forjoe
President .... Gustav Hirsch
Gen., Sta. Manager .... Bert Charles
Comm., Sales Prom. Mgr. .... Charles W. Arthurs
Program Director .... Bert Charles
Publicity Director .... Rita Bender
Chief Engineer .... William Hammett

**WTNS**
COSHOCTON—1947
Frequency: 1560 Kc. .... Power: 1000 Watts d.
Owned-Oper. By .... Coshocton Bstg. Co.
Business-Studio Address .... 114 N. 6th St.
Phone Number: .... 1560, 2140
Air Time: .... Sunrise-sunset
News Service .... UP
Membership .... NARTB, BAB
Pres. .. Gen. Mgr. .... Bruce Wallace
Comm. Mgr., Pub. Dir. .... James Sigman
Program Director .... Stanley Robinson
Chief Engineer .... Eugene Robinson

**WHIO**
DAYTON—1935—CBS
Frequency: 1290 Kc. .... Power: 5000 Watts
Owned-Oper. By .... Miami Valley Bstg. Corp.
Business-Studio Address .... 45 S. Ludlow St.
Phone Number: .... Adams 2261
News Service .... AP, INS, UP
Newspaper Affiliation .... "Daily News"
Representative .... Hollingerby
Membership .... NARTB
President .... James M. Cox, Jr.
General Manager .... Robert H. Moody
Sls. Prom. Mgr. .... W. E. Wolaver
Program Director .... Wade H. Alley
Publicity Director .... Chuck Gay
Chief Engineer .... Ernest L. Adams

**AP SELLS**
For Stations and Sponsors —

For instance ... WHK

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. MAURER,
Sales Manager,
WHK, Cleveland, Ohio
WING
DAYTON—1924—ABC
Frequency: 1410 Kc. ...Power: 5000 Watts
Owned-Oper. By ...Great Trails Bstg. Co.
Business-Studio Address ...121 N. Main St.
Phone Number ...E. Emlock 3773
Transmitter Location ...E. David Rd.
Air Time ...5 a.m.-1:30 a.m.
News Service ...AP
Transcription Service ...World Representative ...H. R. Representative, Inc.
President ...Charles Sawyer
Exec. V.P. ...John Pattison Williams
General Manager ...Adna Karns
Program Director ...Charles G. Reeder
Chief Engineer ...Howard Ryan

WONE
DAYTON—1949
Frequency: 980 Kc. ...Power: 5000 Watts
Owned-Oper. By ...Skyland Bstg. Corp.
Address ...5 S. Jefferson St.
Phone Number ...Michigan 6801
Air Time ...Full Time
News Service ...AP
Transcription Service ...Capitol Representative ...Headley-Reed
Pres., Gen. Mgr. ...Ronald B. Woodyard
Station Manager ...C. J. Thornquest
Commercial Manager ...Louis G. Froelich

WONW
DEFIANCE—1949
Frequency: 1280 Kc. ...Power: 500 Watts d.
Owned-Oper. By ...Tri-State Bstg. Co.
Address ...U. S. Route 24
Phone Number ...32226
Air Time ...6 a.m.-M.
News Service ...UP
Transcription Service ...Associated Representative ...Deyne
President ...Richard W. Crowell
General Manager ...Glenn R. Thayer
Program Director ...Paul R. Murphy

WJER
DOVER—1950
Frequency: 1450 Kc. ...Power: 250 Watts
Owned-Oper. By ...Dover Bstg. Co., Inc.
Address ...210 Blvd.
Phone Number ...42-126
Transcription Service ...World, Thesaurus
News Service ...UP
President ...Agnes J. Reeves Greer
Station Manager ...W. B. Stels
Commercial Manager ...John C. Needs
Program Director ...Ed Paulin
Chief Engineer ...Don Graff

WLIO
EAST LIVERPOOL—1948
Frequency: 1570 Kc. ...Power: 1000 Watts d.
Owned-Operated By ...Pottery Bstg. Co.
Address ...6th and Walnut
Phone Number ...Main 5190
Air Time ...7 a.m.-sunset
News Service ...AP
Representative ...Schepp-Reiner
Membership ...NARTB, BAB
President ...Earl D. Eisenhower
General, Comm. Manager ...Paul B. Saliner
Associate Prog. Dir. ...H. Fryar, R. Keith
Chief Engineer ...George T. Kelly

WHOI
EAST LIVERPOOL—1949
Frequency: 1490 Kc. ...Power: 250 Watts
Owned-Oper. By ...East Liverpool Bstg. Co.
Address ...516 Market St.
Phone Number ...Main 1490
News Service ...AP
Transcription Service ...World Representative ...W. S. Grant Co., Inc.
President, Gen. Manager ...Richard V. Beatty
Comm., Prom. Mgr. ...George T. Farrall
Sta. Mgr., Prog. Dir. ...Bob Melicata
Chief Engineer ...Mike Bottle

WEOL
ELYRIA—1948
Frequency: 930 Kc. ...Power: 1000 Watts
 Owned-Oper. By ...Elyria-Lorain Bstg. Co.
Address ...Elyria Savings and Trust Bldg.
Phone Number ...2255
Air Time ...6 a.m.-12 M.
News Service ...UP
President ...Roy W. Ammel
Gen., Sta., Comm. Mgr. ...Maurice J. Condon
Salez Prom. Manager ...Douglas Lillico
Program Director ...Donald C. Kirk
Publicity Director ...Jack O'Brien
Chief Engineer ...Gerald McCasland

WFN
FINDLAY—1941
Frequency: 1330 Kc. ...Power: 1000 Watts d.
Owned-Operated By ...The Findlay Publ. Co.
Bus.-Studio Address ...101½ W. Sandusky St.
Phone Number ...1330
News Service ...INS, UP, AP
Transcription Service ...Thesaurus
Newspaper Affil. ..."Republican-Courier"
Membership ...NARTB, BAB
Representative ...McGillivra
President ...R. L. Heminger
Gen., Sta., Comm. Mgr. ...Harold H. Heminger
Salez Prom. Mgr. ...Allen P. Dudley
Program Director ...Allen P. Dudley
Chief Engineer ...Edgar C. Smith
WFOB
FOSTORIA—1952

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Seneca Radio Corp.
Address: P. O. Box 589
Phone Number: 5665
News Service: UP
Transcription Service: Capitol, SESAC
President: Andrew Emerine
General Manager: Mel Murray
Commercial Manager: Roger Wis
Chief Engineer: Farrell Elsea

WFRO
FREMONT—1950

Address: 805 W. State St.
Phone Number: 1160-1
News Service: UP
Transcription Service: World
Representative: H. F. Best
Membership: NARTB, BAB
President: Robert F. Wolfe
Commercial Manager: J. Weddell Kerr
Program Director: Frank Swartz
Chief Engineer: Allen Kauble

WJEH
GALLIPOLIS—1950—KBS

Owned-Oper. By: Ohio Valley on the Air, Inc.
Address: Box 244
Phone Number: 1160-1
News Service: UP
Transcription Service: Thesaurus
Representative: Grant
Membership: NARTB
President: John E. Halliday
General Manager: Truman A. Morris
Promotion Manager: Marianne Campbell
Sis. Prom. Mgr.: D. P. Robinson
Program Director: William Watterson, Jr.
Chief Engineer: Charles Husson

WMOH
HAMILTON—1944—MBS

Frequency: 1450 Kc. Power: 250 Watts
Phone Number: Hamilton 4-6543
Air Time: 6:00 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: W. S. Grant
Membership: NARTB
President: Robert J. Briede
General Manager: Robert L. Odson
Program Director: Norm Keller

Publicity Director: Lu Bassett
Commercial Manager: Ray Motley
Chief Engineer: Girard Caine

WIRO
IRONTON—1951—NBC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owner: Iron City Bestg. Co.
Address: Radio Plaza
Phone Number: 360
Air Time: Full Time
Transcription Service: SESAC
Representative: McGillvra
Membership: NARTB
Pres.: T. M. Nelson
Gen., Sta. Mgr.: C. E. McElroy
Commercial Manager: Patrick Shannon
Chief Engineer: C. A. Baker

WHOK
LANCASTER—1948

Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Oper. By: Hocking Valley Bestg. Corp.
Address-Trans. Loc.: Memorial Dr.
Phone Number: 4500
News Service: UP
Transcription Service: Thesaurus
Representative: McGillvra
Pres., Gen. Mgr.: Dr. Nelson Embrey
Sta., Comm. Mgr.: Donald W. White
Program Director: Roy Stingley
Publicity Director: Don W. White
Chief Engineer: Richard Roundhouse

WIMA
LIMA—1948—ABC

Frequency: 1150 Kc. Power: 1000 Watts
Business-Studio Address: 223 N. Main St.
Phone Number: 32660
News Service: AP
Representative: Weed
Membership: NARTB
President: G. E. Hamilton
General Stn. Mgr.: R. W. Mack
Commercial Mgr.: C. B. Heller
Program Dir.: Ester Straker
Chief Engineer: A. J. F. Smith

WLOK
LIMA—1936—NBC

Frequency: 1260 Kc. Power: 250 Watts
Owned-Oper. By: WLOK, Inc.
Business Address: Natl. Bank Bldg.
Phone Number: 6-3411
Transcription Service: World
Membership: NARTB
News Service: UP
Representative: H.R. Reps., Inc.
President..........................L. A. Pixley
Gen., Sta. Mgr................Robert O. Runnerstrom
Program Director..............Lee Lemon
Commercial Manager............Lyle Lee
Chief Engineer................Darrel Hunter

W M A N
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
Air Time........................Full Time
News Service......................AP
Transcription Service...............NARTB, BAB
Representative.................The Taylor Co.
Membership......................NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr...J. M. O’Hara
Sales Prom. Manager..........Carl Kindt
Prog.-Pub. Dir................Robert James
Chief Engineer................William J. Thomas

W M O A
MARIETTA—1946—MBS
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By...........Marietta Bcstg. Co.
Business Address.............P. O. Box 201
Phone Number................1690
News Service.....................UP
Transcription Service.........SESAC
Representative...............McGillivra
Membership......................NARTB
President.........................William G. Wells
General Manager..............R. Sanford Gayer
Commercial Manager..........Fred Reynolds
Program Director..............Tom Butscher
Chief Engineer................Charles E. Clark

W M R N
MARION—1940—ABC
Frequency: 1490 Kc........Power: 250 Watts
Owned-Oper. By............The Marion Bcstg. Co.
Business Address.............P. O. 518
Phone Number................2-6666-7
Air Time........................6:30 a.m.-M.
News Service.....................UP
Transcription Service.........NARTB, BAB
Representative...............Horace Stovin, Canada
Membership......................NARTB, BAB
Pres., Gen.-Sta. Mgr.........Robert T. Mason
Commercial Manager..........R. T. Mason, Jr.
Chief Engineer................Francis Joseph Peters

W P F B
MIDDLETOWN—1947
Frequency: 910 Kc........Power 1000 Watts d.
100 Watts n.
Owned-Operated By..........Paul F. Braden
Address-Trans. Loc.............Lebanon-Coles Rd.
Phone Number................2-3625
Air Time........................5:00 a.m.-1 a.m.
News Service.....................AP
Transcription Service........Lang-Worth
Membership......................NARTB, BAB
Pres., Gen., Sta. Mgr.........Paul F. Braden
Commercial Manager..........Ranny Daily
Prog., Pub. Dir................Jack Kistler
Chief Engineer................Larry Beckwith

W C L T
NEWARK—1946
Frequency: 1430 Kc........Power: 500 Watts d.
Owned-Operated By...........Advocate Printing Co.
Address......................Newark, Ohio
Phone Number...............4007
Air Time........................6:45 a.m.-Sunset
News Service.....................AP
Newspaper Affiliation........The Advocate
Transcription Service........The Thesaurus
Representative.................Meeker Associates
Membership......................NARTB, BAB
President.........................Frank W. Spencer
Station Manager...............Thomas A. Rogers
Commercial Mgr................Robert Price
Program Director..............Richard Welsbacher
Chief Engineer................Benjamin Windle

W P T W
PIQUA—1947—OSN
Frequency: 1570 Kc........Power: 250 Watts d.
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
Chief Engineer................Bob Blaney

W N X T
PORTSMOUTH—1951—ABC
Frequency: 1260 Kc........Power: 1000 Watts
Owned-Operated By...........Portsmouth Bcstg. Co.
Address......................Masonic Temple Bldg.
Phone Number................2-1961
Air Time........................Unlimited
News Service.....................UP
Transcription Service.........Standard
Representative.................Everett-McKinney
Program Director..............Dean Sturm
Publicity Director.............Thelma Henderson
Chief Engineer................Russell Newman

W P A Y
PORTSMOUTH—1935—CBS
Frequency: 1400 Kc........Power: 250 Watts
**O H I O**

**W L E C**

**SANDUSKY—1947—MBS**

Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Operated By: Lake Erie Bstg. Co.  
Address: Cleveland Rd. & Huntington  
Phone Number: 5170

W L I C

**SPRINGFIELD—1947**

Frequency: 1600 Kc.  Power: 500 Watts d.  
Owned-Oper. By: Champion City Bstg. Co.  
Business Address: 120 S. Limestone  
Phone Number: 3-4676

W J E L

**SPRINGFIELD—1947**

Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Oper. By: WJEL, Springfield, Inc.  
Address: 136 Huron St.  
Phone Number: 2-6265

W S T V

**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

W S P D

**TOLEDO—1921—NBC**

Frequency: 1370 Kc.  Power: 5000 Watts  
Owned-Oper. By: Storer Broadcasting Co.  
Bus.-Studio Address: 136 Huron St.  
Phone Number: Adams 3175

W T O D

**TOLEDO—1946**

Frequency: 1560 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: Unity Corp.  
Business-Studio Address: 515 Madison Ave.  
Phone Number: Garfield 5551

**W W S O**

**SPRINGFIELD—1947—KBS**

Owned-Oper. By: Radio Springfield, Inc.  
Address: Chamber of Commerce Bldg.  
Phone Number: 3-6489

W W T V

**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

W W S O

**SPRINGFIELD—1947—KBS**

Owned-Oper. By: Radio Springfield, Inc.  
Address: Chamber of Commerce Bldg.  
Phone Number: 3-6489

W W T V

**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

W W S O

**SPRINGFIELD—1947—KBS**

Owned-Oper. By: Radio Springfield, Inc.  
Address: Chamber of Commerce Bldg.  
Phone Number: 3-6489

W W T V

**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
WHHH
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
Newspaper Affiliation: The Tribune Co.
Air Time: 6:45 a.m.-M.
News Service: Associated, AP
Transcription Service: SESAC
President: Helen Hart Hurlbert
General Manager: Carl J. Raymond
Publicity Director: Lewis W. Sirlgas
Chief Engineer: Robert E. Hardy

WCHO
WASHINGTON COURT HOUSE—
1952—KBS
Frequency: 1250 Kc. Power: 500 Watts d.
Address: 113 1/2 S. Main St.
Phone Number: 5-6211
News Service: AP
Transcription Service: SESAC

AP SELLS
For Stations and Sponsors—

For instance . . . WHK

“For reliability, I stick with AP—especially on the tough stories that break fast. And salutes to AP’s Cleveland Bureau for fast action on our requests and questions!”

WAYNE SKAKEL,
News Editor,
WHK, Cleveland, Ohio
**OHIO**

Pres., Gen. Mgr. .................................. L. Morse Weimer
Program Director .................................. Art Layne
Station Manager .................................. Robert Mayer
Chief Engineer .................................. Carl Ebbert

**WKOV**  
WELLSTON—1952

Owned-Oper. By .................................. S. H. Kovalan
Address ............................................. P. O. Box 190
Phone Number .................................. 546
News Service .................................. UP
General Manager ................................. Stephen H. Kovalan
Comm., Prom. Mgr. ............................... Jack R. Daniels
Program Director ............................... Stan Ridge
Chief Engineer .................................. J. J. Rupert

**WWST**  
WOOSTER—1947

Frequency: 960 Kc.  Power: 1000 Watts d.
Phone Number .................................. 760-1
News Service .................................. AP
Transcription Service .............................. Capitol, World
Membership .................................. BAB
General Manager ................................. Quentin W. Wotty
Program Director ............................... R. E. Heeter
Chief Engineer .................................. Burton L. Bowman

**WBBW**  
YOUNGSTOWN—1949

Frequency: 1240 Kc.  Power: 250 Watts
Owner ............................................. Mahoning Valley Bcastg. Corp.
Address ............................................. Warner Theatre Bldg.
Phone Number .................................. Riverside 44421
Air Time ............................................. Full Time
News Service .................................. AP
Transcription Service .............................. Lang-Worth
Station Representative .......................... Forjoe & Co.
Membership .................................. NARTB

WRFD Reaches “R.F.D. Ohio” At Much Less Cost!

It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here’s an even better, much less expensive way to reach buyers in Ohio’s BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio’s Rural Radio Station SELLS Ohio’s Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.

**WRFD**  
WORTHINGTON—1947

Frequency: 880 Kc.  Power: 5000 Watts d.
Owned-Oper. By .................................. Peoples Bcastg. Corp.
Address ............................................. 246 N. High St.
Phone Number .................................. Fletcher 4711
News Service .................................. AP
Transcription Service .............................. Thesaurus
Representative .................................. Geo. W. Clark, Inc.
President .................................. M. D. Lincoln
General Manager ................................. Herbert E. Evans
Commercial Manager .............................. Harry Bruce
Sales Prom. Mgr., Pub. Dir. ........................ Phil Sheridan
Program Director ............................... Bob Geis
Chief Engineer .................................. Harold Schaaf

**WRFD**  
5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.
IRON and STEEL

turn into

GOLD

IN YOUNGSTOWN, OHIO

by advertising on

WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY

YOUNGSTOWN STEEL MILLS ARE OPERATING AT 106%

America’s 3rd Largest Steel Center
America’s 30th Population Area

Call
HEADLEY-REED CO.
National Representatives
or

175 kw
TV TOWER
1000 FEET
by Aug. 1953
Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES
**O H I O**


### WFMJ
**YOUNGSTOWN—1939**

### WKBN
**YOUNGSTOWN—1926—CBS**

### WHIZ
**ZANESVILLE—1924—NBC**

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**AP SELLS**

For Stations and Sponsors —

For instance . . . WHK

“AP’s reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP.”

JOSEPH A. BERES, Account Executive, WHK, Cleveland, Ohio

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575
<table>
<thead>
<tr>
<th><strong>OKLAHOMA</strong></th>
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<tbody>
<tr>
<td>General Manager........... William H. Payne</td>
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<tr>
<td>Commercial Manager........ Jerry Watson</td>
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<tr>
<td>Program Director........... DeWitt Waites</td>
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<tr>
<td>Promotion Manager......... LoRea Payne</td>
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<td>Chief Engineer............ Charles F. Hebard</td>
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<th><strong>KRHD</strong></th>
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<tr>
<td><strong>DUNCAN—1947—MBS</strong></td>
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<tr>
<td>Frequency: 1350 Kc...... Power: 250 Watts d., 100 n.</td>
</tr>
<tr>
<td>Owned-Operated By........ Duncan Bestg. Co.</td>
</tr>
<tr>
<td>Address..................Box 1192</td>
</tr>
<tr>
<td>Phone Number............. 1350</td>
</tr>
<tr>
<td>Air Time................ Unlimited</td>
</tr>
<tr>
<td>News Service............. UP</td>
</tr>
<tr>
<td>Transcription Service.... World</td>
</tr>
<tr>
<td>Membership.............. NARTB</td>
</tr>
<tr>
<td>President.............. R. H. Drury</td>
</tr>
<tr>
<td>Gen., Sta., Comm. Mgr. .... Leo Morris</td>
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<tr>
<td>Sales Prom. Mgr........... Bill Brubaker</td>
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<tr>
<td>Pgm. Dir.................... Henry Mattison</td>
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<tr>
<td>Publicity Dir............. John Moen</td>
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<tr>
<td>Chief Engineer.......... Dale Bishop</td>
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<tr>
<th><strong>KGWA</strong></th>
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<tbody>
<tr>
<td><strong>ENID—1949—MBS</strong></td>
</tr>
<tr>
<td>Frequency: 960 Kc...... Power: 1000 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By......... Public Bestg. Service, Inc.</td>
</tr>
<tr>
<td>Address............... 115 1/2 E. Broadway</td>
</tr>
<tr>
<td>Phone Number........... 4280</td>
</tr>
<tr>
<td>News Service........... UP</td>
</tr>
<tr>
<td>Transcription Service... Standard</td>
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<tr>
<td>Representative.......... Rambeau</td>
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<tr>
<td>President............. George Hutchison</td>
</tr>
<tr>
<td>Gen., Sta., Prom. Mgr.... H. J. Godschalk</td>
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<tr>
<td>Chief Engineer.......... William Teitel Jr.</td>
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<tr>
<th><strong>KTAT</strong></th>
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<tbody>
<tr>
<td><strong>FREDERICK—1948—KBS</strong></td>
</tr>
<tr>
<td>Frequency: 1570 Kc...... Power: 250 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By....... Frederick Bestg. Co.</td>
</tr>
<tr>
<td>Address................ Main &amp; Grand</td>
</tr>
<tr>
<td>Phone Number........... 1010</td>
</tr>
<tr>
<td>Air Time................ Daytime</td>
</tr>
<tr>
<td>News Service........... UP</td>
</tr>
<tr>
<td>Transcription Service... Capitol</td>
</tr>
<tr>
<td>Representative.......... Hil F. Best</td>
</tr>
<tr>
<td>General Manager (Ptnr.)... J. D. Jones, Jr.</td>
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<tr>
<td>Program Director........ Mary Wheeler</td>
</tr>
<tr>
<td>Comm. Mgr., Pub. Dir.... Evelyn Jones</td>
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<tr>
<td>Chief Engineer........ J. D. Jones, Jr.</td>
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<tr>
<th><strong>KGYN</strong></th>
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<tbody>
<tr>
<td><strong>GUYMON—1948</strong></td>
</tr>
<tr>
<td>Frequency: 1220 Kc...... Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Business-Studio Address... P. O. Box 38</td>
</tr>
<tr>
<td>Phone Number........... 888</td>
</tr>
<tr>
<td>News Service........... UP</td>
</tr>
<tr>
<td>Transcription Service... World, Thesaurus</td>
</tr>
<tr>
<td>Membership............. NARTB, BAB</td>
</tr>
<tr>
<td>Representative.......... Hil F. Best</td>
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<tr>
<td>President, Gen. Mgr..... T. M. Raburn, Jr.</td>
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<tr>
<td>Commercial Manager....... Ed Slater</td>
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<tr>
<td>Chief Engineer.......... Herbert L. Noyes</td>
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</tbody>
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<tr>
<th><strong>KTJS</strong></th>
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<tbody>
<tr>
<td><strong>HOBART—1947—KBS</strong></td>
</tr>
<tr>
<td>Frequency: 1420 Kc...... Power: 250 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By....... T. J. Shriner</td>
</tr>
<tr>
<td>Address................ 315 E. 11th St.</td>
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<tr>
<td>Phone Number........... 1070</td>
</tr>
<tr>
<td>News Service........... AP</td>
</tr>
<tr>
<td>President, Ch. Eng....... T. J. Shriner</td>
</tr>
<tr>
<td>Program Director........ Mary Jo Shriner</td>
</tr>
</tbody>
</table>
KIH N
Hugo—1948
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Little Dixie Bcstg. Co.
Address P. O. Box 248
Phone Number 1140
News Service AP
Transcription Service SESAC
President George Malone
Gen. St. Mgr. Elinzie B. Parker
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
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative The Taylor Co.
Membership NARTB, BAB
President R. H. Drewry
General Sta. Manager Allan Page
Commercial Mgr. Neil Ashlock
Program Director Morgan Roberts
Chief Engineer Bill Butorf

K N E D
Mcalester—1950
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By Pittsburg Bcstg. Co., Inc.
Address Aldrige Hotel
Phone Number 1460
News Service UP
Transcription Service Capitol, Thesaurus
Pres., Gen. Mgr. Ray Van Hooser
Commercial Manager Phil Reed
Program Director Juanita Van Hooser
Chief Engineer Dexter Ferry

K T M C
Mcalester—1946—ABC-OKLA.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By McAlester Bcstg. Co.
Business-Studio Address Box 157
Phone Number 2411
News Service AP
Representative The Taylor Co.
President William Young
Commercial Manager Bob Baggett
General Manager James O. Wilson, Jr.
Chief Engineer Harold Duncan

K GL C
Miami—1948—KBS-WESTERN
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By Miami Bcstg. Co.
Address Box 511
Phone Number 3303
Air Time Full Time
News Service UP
Transcription Service Standard, Lang-Worth
Representative Adam Young
Membership NARTB, BAB
President M. K. Huitt
General Manager Charles L. Unger, Jr.
Program Director Bill York
Chief Engineer Louis Stone

K B I X
Muskogee—1936—ABC-OKLA.
Frequency: 1490 Kc. Power: 250 Watts
Address 214-216 Wall St.
Phone Number 74
Air Time 6 a.m.-12 M.
News Service UP
Newspaper Affiliation Daily Phoenix, Times Democrat
Transcription Service Thesaurus
Representative The Taylor Co.
President T. M. Bixby Jr.
Station Manager Walter W. Weber
Commercial Manager Paul Perry
Program Director Howard Whitley
Chief Engineer Eugene Edwards

K M U S
Muskogee—1948—MBS
Grass Roots
Business-Studio Address 412½ Court St.
Phone Number 566
News Service UP
Transcription Service World, Standard
Representative Pearson
President R. M. Mountcastle
Gen., Station Mgr. Jimmie Barry
Program Director George Overton
Chief Engineer James Keitel

K N O R
Norman—1949—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Cleveland County Bcstg. Co.
Address P. O. Box 542
Phone Number 474
News Service UP
Transcription Service: World
Gen. Mgr. (Pnr.): William S. Morgan
Comm. Mgr.: Tol Dickenson
Program Director: Gene Stansberry
Chief Engineer: Gene Morris

**K BYE**
OKLAHOMA CITY—1946
Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Operated By: State Bcast. Co.
Bus.-Studio Address: 9th & Broadway
Phone Number: 3-2323
President: Kenyon Brown

**KLPR**
OKLAHOMA CITY—1947
Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Operated By: Byrne Ross
Business Address: 123½ W. Commerce St.
Phone Number: 3-6358
News Service: AP
Membership: NARTB, BAB
Owner, Pres., Gen. Mgr.: Byrne Ross
Prom. Comm. Mgr.: Fred Farha
Program Director: Mrs. Kathleen Burkett
Chief Engineer: Jay Davis

**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: Forest 5-4333
Air Time: 6 a.m.-M.
News Service: AP
Representative: Pearson
Membership: NARTB
Pres., Gen. Mgr.: M. H. Bcnebrake
Sta., Comm Manager: George Collison
Program Director: John D. Harrison
Chief Engineer: Howard Hollars

**KOMA**
OKLAHOMA CITY—1931—CBS
Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By: KOMA, Inc.
Business-Studio Address: 7300 Lincoln Blvd.
Phone Number: Victor 3-6641
Air Time: 5:30 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Avery-Knodel
Membership: NARTB

President: John Toole Griffin
General-Station Mgr.: J. J. Bernard
Sales Prom. Mgr.: Ben H. Holmes
Commercial Manager: Raymond Ruff
Program Director: Mack Fuller
Chief Engineer: M. W. Thomas

**KTOK**
OKLAHOMA CITY—1927—ABC
Frequency: 1000 Kc. Power: 5000 Watts
Owned-Operated By: KTOK, Inc.
Business-Studio Address: 1800 W. Main
Phone Number: 3-6352
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: World
Representative: O. L. Taylor Co.
President: Wendell Mayes
General Manager: E. L. Colbourn
Program Director: Dick Kirchner
Chief Engineer: Clifford Easum

**KTOW**
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
News Service: AP
Representative: Rambeau
Membership: NARTB
President: Ralph Ball
Gen., Sta. Mgr.: Rex M. Lester, Jr.
Commercial, Sales Prom. Mgr.: Ross Baker
Pgm., Pub. Dir.: Bill Bryan
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: Trinity 8-2161
Air Time: Unlimited
News Service: AP, UP
Newspaper Affiliation: Oklahoman, Times
Transcription Service: Standard
Representative: Katz
Membership: NARTB
President: E. K. Gaylord
Manager: P. A. Sugg
Commercial Manager: Robert E. Chapman
Program Director: Paul Brawner
Public Rel. Mgr.: Ray Scales
Chief Engineer: H. J. Lovell
OKLAHOMA

KHBG
OKMULGEE—1937—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Business Address: 114½ East 7th St.
Phone Number: 3646
News Service: AP
Representative: Pearson
Membership: NARTB
President: Don Reynolds
G-n., Sta. Mgr.: John R. Trotter
Program Director: Gladys LeGrand
Chief Engineer: John Brenneman
Commercial Manager: Mrs. L. L. Gaffaney
Program Director: Merle Caldwell
Chief Engineer: R. L. Padgett, Tom Graves

KV LH
PAULS VALLEY—1947—KB S
Owned-Operated By: KVLH Bcstg. Co.
Business Trans. Address: P. O. Box 610
Phone Number: 1470
Air Time: Day Time
News Service: UP
Transcription Service: Capitol
Representative: Hil F. Best
President: James T. Jackson
General Manager: Phil Crenshaw
Sales Prom. Mgr.: C. J. J. Gray
Chief Engineer: George Rountree

WBBZ
PONCA CITY—1928—MBS
Frequency: 1230 Kc. Power: 250 Watts
Address: 1801 E. Oklahoma
Phone Number: 6607-8
Air Time: Full Time
Newspaper Affiliation: The News
News Service: AP
Transcription Service: World
Membership: NARTB, BAB
President: Clyde E. Muchmore
Sta. Gen. Mgr.: Cy Casper
Commercial Mgr.: E. M. Sheid
Pgm. Dir.: William G. Maugans
Publicity Director: Gareth Muchmore
Chief Engineer: W. Carroll Blewster

KOLS
PRYOR—1950—KBS
Address: Fifth & S. Mill Sts.
Phone Number: 1263
Transcription Service: SESAC
News Service: AP
Gen. Sta. Mgr.: L. L. Gaffaney

KGFF
SHAWNEE—1930
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KGFF Bcstg. Co. Inc.
Address: Hotel Aldridge
Phone Number: 4390
Air Time: Unlimited
News Service: AP
Newspaper Affiliation: Stauffer Publ. Inc.
Transcription Service: World
President: Oscar S. Stauffer
Gen. Sta. Manager: Wiford C. Dickson
Commercial Manager: Fred Davis
Program Director: Jerry Ziegler
Chief Engineer: Delbert Grady

KSPI
STILLWATER—1947—MBS
Owned-Oper. By: Stillwater Publishing Co.
Business Address: P. O. Box 231
Phone Number: 311
Air Time: Sunrise-sunset
News Service: UP
Newspaper Affiliation: News-Press
Transcription Service: World
Representative: Thomas Clark
President: C. R. Bellatti
General Manager: J. F. Bellatti
Program Director: J. R. Bellatti
Chief Engineer: Paul McCollum

KAKC
TULSA—1946
Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By: Public Radio Corp.
Bus-Studio Address: 412 E. Fifth St.
Phone Number: 4-2401
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
President-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—MBS
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Fred Jones Bcstg. Co.
Business-Studio Address: 1242 S. Boston

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**OKLAHOMA**

**KVOO**

**TULSA—1925—NBC**

Frequency: 1170 Kc. | Power: 50,000 Watts

Owned-Oper. By: Southwest Sales Corp.

Bus.-Studio Address: Bldg.

Phone Number: 2-3281

Air Time: 24 hrs.

News Service: UP, INS

Transcription Service: Standard, World

Representative: Edward Petry

President: W. G. Skelly

V.P., General Mgr.: William B. Way

Commercial Manager: Gustav K. Brandborg

Sales Prom. Mgr.: N. T. McClarin

Program Director: Joe O'Neill

Production Director: John Henry

Chief Engineer: Watt Stinnett

**KWSH**

**WEWAKA—1951—ABC-KBS**

Frequency: 1260 Kc. | Power: 1,000 Watts

Owned-Operated By: Tri Cities Bcstg. Co., Inc.

Address: Box 1260

Phone Number: 1280-1261

Air Time: 6 a.m.-M.

News Service: AP

Transcription Service: Standard

Representative: Taylor

Membership: NARTB

President: Dr. C. C. Morris

General Manager: Bill Hoover

Station Manager: Pat Murphy

Commercial Manager: Roy Judge

Program Director: Don Owen

Publicity Director: Romane Bailes

Chief Engineer: Warren W. Abbott

**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

Air Time: 5:30 a.m.-M.

News Service: UP

Transcription Service: Lang-Worth

Representative: Avery-Knodel

Membership: NARTB, BAB

President: John T. Griffin

V.P. & Gen. Mgr.: John Escal

Commercial Mgr.: L. A. Blust, Jr.

Sales Prom. Mgr.: George Ketchem

Program Director: Karl Janssen

Chief Engineer: Robert Snider

**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: Capitol, Thesaurus

Representative: Continental

Membership: NARTB, BAB


Sales Prom. Mgr.: Paul F. Kelly

Program Director: Lenora W. Ryan

Chief Engineer: George Archer

Chief Announcer: Mark Gaston
Oregon
Pop. April 1, 1953 (Est.) 1,601,000—Total Housing Units 529,000
Families April 1, 1953 (Est.) 506,000—Stations in State 47

KWIL
ALBANY—1941—MBS-DON LEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Central Willamette Bstg.
Bus.-Studio-Trans. Loc.: Queen Ave. & Elm
Phone Number: 1234-5
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Newspaper Affiliation: "Democrat Herald"
Representative: John Keating
Membership: NARTB, BAB
President: R. R. Cronise
General Manager: Chet Wheeler
Publicity Director: Ken McCoy
Commercial Manager: Johnny Birrel
Station Manager: Warren Stoffer
Sales Prom. Mgr.: Mal Waitman
Program Director: LeRoy Jolley
Publicity Director: Ken McCoy
Chief Engineer, Farm Editor: Herbert Davidson

KWIN
ASHLAND—1946
Frequency: 1400 Kc. Power: 250 Watts
Address: 1160 Helman Rd.
Phone Number: 2-1351
Air Time: 6:30 a.m.-11 p.m.
Trustee: H. R. Morris

KAST
ASTORIA—1936—MBS-KBS
DON LEE
Frequency: 1370 Kc. Power: 1000 Watts
Bus.-Studio Address: 1006 Taylor Ave.
Phone Number: 95
News Service: AP
Transcription Service: Standard
Representative: Art Moore
Membership: BAB
President: Robert B. Chessman
Gen. Sta. Mgr.: R. D. Holmes
Program Director: Mrs. Mary Ristola
Commercial Manager: Irving Steinbock
Chief Engineer: Jay Bruce Whitwell

KVAS
ASTORIA—1950
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Clatsop Video Bstgrs.
Address: 612 Commercial St.
Phone Number: 41
Representative: Moore
Transcription Service: World
News Service: UP
Membership: NARTB
President: L. E. Parsons

KBKR
BAKER—1939—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Inland Radio, Inc.
Bus.-Studio Address: 2030 Auburn Sts.
Phone Number: 140
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: W. S. Grant
Membership: NARTB
Gen. Sta. Mgr.: Frank H. Loggan
Comm. Mgr.: Doug Gaines
Pgm. Dir.: Kessler Cannon
Publicity Director: Jack Thornton
Chief Engineer: Robert Dickinson

KBND
BEND—1938—MBS
Frequency: 1110 Kc. Power: 1000 Watts
Bus.-Studio Address: Cable Bldg.
Phone Number: 848
Air Time: 5:30 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: W. S. Grant
Membership: NARTB
Gen. Sta. Mgr.: Frank H. Loggan
Comm. Mgr.: Doug Gaines
Pgm. Dir.: Kessler Cannon
Publicity Director: Jack Thornton
Chief Engineer: Robert Dickinson

KOOS
COOS BAY—1928—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: KOOS, Inc.
Address: 505 Hall Bldg.
Phone Number: 4321-4331
Air Time: Day Time
News Service: UP, AP
Newspaper Affiliation: Times
Reps.: Keating, Forjoe
President: Sheldon F. Sackett
General Manager: Fred F. Chitty
Station Manager: Phil Waters
Program Director: John Tasnady
Chief Engineer: Nate Olson

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<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Ownership</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Ownership</th>
<th>Representative</th>
<th>Commercial Manager</th>
<th>Chief Engineer</th>
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</thead>
<tbody>
<tr>
<td><strong>KWRO</strong></td>
<td><strong>COQUILLE—1948—KBS</strong></td>
<td><strong>1450 Kc.</strong></td>
<td><strong>250 Watts</strong></td>
<td><strong>KWRO, Inc.</strong></td>
<td><strong>P. O. Box 396</strong></td>
<td><strong>3961</strong></td>
<td><strong>Full Time</strong></td>
<td><strong>AP</strong></td>
<td><strong>Capital, World</strong></td>
<td><strong>W. E. Walsh</strong></td>
<td><strong>Floyd Nichols</strong></td>
</tr>
<tr>
<td><strong>KRUL</strong></td>
<td><strong>CORVALLIS—1947—KBS</strong></td>
<td><strong>1340 Kc.</strong></td>
<td><strong>250 Watts</strong></td>
<td><strong>Pacific States Radio Co.</strong></td>
<td><strong>1221 So. 15th St.</strong></td>
<td><strong>3-3322</strong></td>
<td><strong>Full Time</strong></td>
<td><strong>AP</strong></td>
<td><strong>Keating</strong></td>
<td><strong>Loyal H. Vickers</strong></td>
<td><strong>John Hodge</strong></td>
</tr>
<tr>
<td><strong>KODL</strong></td>
<td><strong>THE DALLES—1900—KBS</strong></td>
<td><strong>1230 Kc.</strong></td>
<td><strong>250 d., 100 n.</strong></td>
<td><strong>Western Radio Corp.</strong></td>
<td><strong>Scenic Dr. nr. Sorosis Pk.</strong></td>
<td><strong>2300</strong></td>
<td><strong>Full Time</strong></td>
<td><strong>UP</strong></td>
<td><strong>Thesaurus</strong></td>
<td><strong>V. B. Kenworthy</strong></td>
<td><strong>Bob Cowart</strong></td>
</tr>
<tr>
<td><strong>KASH</strong></td>
<td><strong>EUGENE—1947—ABC</strong></td>
<td><strong>1600 Kc.</strong></td>
<td><strong>1000 Watts</strong></td>
<td><strong>Radio Air Ways, Inc.</strong></td>
<td><strong>P.O. Box 1600</strong></td>
<td><strong>5-3357</strong></td>
<td><strong>5:30 a.m.-12:30 a.m.</strong></td>
<td><strong>AP</strong></td>
<td><strong>Capital, SESAC</strong></td>
<td><strong>Donald Cooke</strong></td>
<td><strong>Doug/as Whipple</strong></td>
</tr>
<tr>
<td><strong>KERN</strong></td>
<td><strong>EUGENE—1949—CBS</strong></td>
<td><strong>1280 Kc.</strong></td>
<td><strong>1000 Watts</strong></td>
<td><strong>Guard Pub. Co.</strong></td>
<td><strong>P. O. Box 506</strong></td>
<td><strong>5-4304</strong></td>
<td><strong>6 a.m.-M.</strong></td>
<td><strong>AP</strong></td>
<td><strong>Register-Guard</strong></td>
<td><strong>Everett-McKinney</strong></td>
<td><strong>Robert Fulton</strong></td>
</tr>
<tr>
<td><strong>KORE</strong></td>
<td><strong>EUGENE—1927—MBS-DON LEE</strong></td>
<td><strong>1450 Kc.</strong></td>
<td><strong>250 Watts</strong></td>
<td><strong>Lane Bcstg. Co.</strong></td>
<td><strong>P. O. Box 1032</strong></td>
<td><strong>4-4214</strong></td>
<td><strong>6 a.m.-M.</strong></td>
<td><strong>UP</strong></td>
<td><strong>World</strong></td>
<td><strong>Everett-McKinney</strong></td>
<td><strong>Floyd Vikes</strong></td>
</tr>
<tr>
<td><strong>KUGN</strong></td>
<td><strong>EUGENE—1946—NBC</strong></td>
<td><strong>590 Kc.</strong></td>
<td><strong>1000 Watts</strong></td>
<td><strong>KUGN, Inc.</strong></td>
<td><strong>P. O. Box 590</strong></td>
<td><strong>4-6216</strong></td>
<td><strong>6 a.m.-M.</strong></td>
<td><strong>AP</strong></td>
<td><strong>Lang-Worth</strong></td>
<td><strong>McHugh, Meeker</strong></td>
<td><strong>George Hathaway</strong></td>
</tr>
</tbody>
</table>
KFLW
KLAMATH FALLS—1946—ABC-CBS
Frequency: 1450 Kc. Power: 250 Watts
Address: P. O. Box 941
Phone Number: 8115
Air Time: 6 a.m.-12 m.
News Service: AP
Transcription Service: Standard
Representative: Everett-McKinney
Membership: NARTE, BAB
President: Frank Jenkins
General Manager: Bud Chandler
Commercial Manager: Aaron Boo
Chief Engineer: Gilbert Walter

KGBM
LA GRANDE—1938
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Inland Radio, Inc.
Address: Old Oregon Trail
Phone Number: 2201
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTE, BAB
President: Lee Jacobs
Gen. Comm. Manager: Ken Lillard
Chief Engineer: Danny Bridges

KGAL
LEBANON—1950—KBS
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Oper. By: Linn County Bcstrs., Inc.
Address: P. O. Box 341
Phone Number: 8631
News Service: AP
President, Gen. Mgr.: W. Gordon Allen
Station Manager: Nate Bridges
Commercial Manager: Robert M. Bruce
Program Director: Madeline Allen
Chief Engineer: Danny Bridges

KMCM
McMINNVILLE—1949—KBS
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: Yamhill Bcstrs.
Address: P. O. Box 207
Phone Number: 3811
Transcription Service: Lang-Worth
News Service: AP
President: Jack B. Bladine
General Manager: Louis F. Gillett
Commercial Manager: Glasco Branson
Chief Engineer: Milt Muir

KMED
MEDFORD—1922—NBC
Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
KYJC
MEDITHD—1947—ABC-CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Medford Printing Co. Trans. Address: Barnett Rd.
Phone Number: 2-5277
News Service: AP
Newspaper Affiliation: Mail Tribune
President: Robert W. Ruhl
Gen. Sta. Mgr.: Jimmy Dunlevy
Comm. Sales Prom. Mgr.: Tom MacLeod
Pgm. Dir.: John Ahern
Publicity Director: Betty Brugman
Chief Engineer: Dick Woods

KNPT
NEWPORT—1948
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By: Yaquina Radio, Inc. Business Address: Box 276
Phone Number: 560
News Service: AP
Transcription Service: World
Representative: Wm. A. Ayres
President, Station Manager: Tom R. Becker
Commercial Manager: Dan Kirch
Sales Prom. Mgr., Pgm. Dir.: Ed Warmoth
Chief Engineer: Tony Bryan

K FIR
NORTH BEND—1951
Frequency: 1340 Kc. Power: 250 Watts
Phone Number: 5-7361
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant & Co.
Pres. Gen. Mgr.: Josephine Bjornson
Commercial Manager: William Kraus
Station Manager: Glenn Nickell
Sales Prom. Mgr.: Wallace Cooper
Chief Engineer: Arthur Schuldt

K SRV
ONTARIO—1946
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Inland Radio, Inc. Address: Box 540
Phone Number: 212
Air Time: 6 a.m.-M.
News Service: UP
Representative: Oregon Trail
Transcription Service: World, Standard
Membership: NARTB
President: Lee W. Jacobs
V.P., Gen. Mgr.: Gordon L. Capps
Commercial Manager: Robert Humphreys
Program Director: Ned Leibman
Chief Engineer: Charles E. Harland

K GON
OREGON CITY-PORTLAND—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clackamas Bestrs. Business Address: Box 391
Phone Number: 1-5475
Air Time: 24 hrs.
Studio-Transmitter: Super Hiway, N.
News Service: AP
Transmission Service: World, Associated
Representative: Robt. Meeker
Membership: NARTB, BAB
President: Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr.: Irwin S. Adams
Program Director: Sonora Holland
Chief Engineer: Edward G. Saxe

K WR C
PENDLETON—1941
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Radio Corp. Business Address: P. O. Box 178
Phone Number: 1425
News Service: UP
Pres., Gen. Mgr.: V. B. Kenworthy
Station Manager: Ted A. Smith
Program Director: Denman Dayton
Chief Engineer: Larry Lester

K BK O
PORTLAND—1948
Frequency: 1290 Kc. Power: 1000 Watts d.
Phone Number: MU 1290
Representative: Forjoe
News Service: UP
Pres., Gen. Mgr.: Thomas Kelly
Commercial Manager: Charles D. Wheeler
V.P., Program Director: Ric Thomas
Chief Engineer: James Strickland
OREGON

KEX
PORTLAND—1926—ABC
Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By: Westinghouse Radio
Address: 1230 SW Main St.
Phone Number: 3Capital 1881
Air Time: 5:30 a.m.-2:00 a.m.
News Service: UP, INS
Transcription Service: Associated
Station Representative: Free & Peters Inc.
President: E. V. Huggins
General Manager: Joseph E. Baudino
Station Manager: J. B. Conley
Commercial Manager: Robert H. Fristmore
Sales Promotion Manager: Charles L. Burrow
Program Director: Mel Bailey
Chief Engineer: Tom Ely

KOIN
PORTLAND—1925—CBS
Frequency: 970 Kc. Power: 5000 Watts
Business Address: P. O. Box 1031
Phone Number: ATwater 3333
Air Time: 6 a.m.-6 p.m.
News Service: AP, INS, UP
Transcription Service: World, Thesaurus
Representative: Avery-Knodel
Membership: NARTB, BAB
President: C. Howard Lane
Gen. Mgr.: Harry H. Buckendahl
Promotion Director: George Wann
Program Manager: Ted W. Cooke
Nc'tl Adv. Mgr.: J. L. Palmer
Dir. of Engineering: Louis S. Bookwalter

KPAM
PORTLAND—1951
Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By: Bcstrs, Oregon Ltd.
Address: P. O. Box 1230
Phone Number: ATwater 1006
News Service: AP
Transcription Service: Associated, World
Pres., Comm., Gen. Mgr.: Stanley M. Beard
Program Director: Douglas Ducklow
Chief Engineer: Charles K. Dickson

KGW
PORTLAND—1922—NBC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper.: Pioneer Bcstrs, Inc.
Bus.-Studio Address: 1320 S.W. Broadway
Phone Number: Beacon 6364
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth, World
Representative: Edward Petry
Membership: NARTB

Pres., Sta. Mgr.: H. Quenton Cox
General Manager: S. I. Newhouse, Jr.
Commercial Manager: J. N. Wasson
Program Director: Donald Whitman
Chief Engineer: Harold C. Singleton

KLIK
PORTLAND—1948
Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mercury Bcstg. Co.
Address: 3908 N.E. Sandy Blvd.
Phone Number: Webster 1290
Pres., Gen. Mgr.: Dave Jack
Prog. Dir.: Gordon E. Bambrick

KPDQ
PORTLAND—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: John W. Davis
Phone Number: CA 9209
News Service: AP
Transcription Service: Associated
Pres., Gen. Mgr.: John W. Davis
Commercial Manager: Dave Jack
Program Director: Bob Beattie
Chief Engineer: Jack Adkins

KPOJ
PORTLAND—1932—MBS
Frequency: 1330 Kc. Power: 5000 Watts
Phone Number: Broadway 3464
Studio Address: 1019 S.W. 10th
Air Time: 6 a.m.-8 p.m.
News Service: UP
Newspaper Affiliation: Oregon Journal
Transcription Service: Thesaurus
Representative: John Blair
Membership: NARTB
President: P. L. Jackson
General-Station Manager: R. M. Brown
Commercial Manager: Robert C. La Bonte
Sales Prom. Mgr., Publ. Dir.: Isabella Hoyt
Program Director: Jack Moys
Publicity Director: Robert Whitley
Chief Engineer: Richard R. Pooley

KWJJ
PORTLAND—1927
Frequency: 1060 Kc. Power: 10,000 Watts
Bus.-Studio Address: 1011 S.W. 6th Ave.
Phone Number: Atwater 4393
Air Time: 6 a.m.-8 p.m.
News Service: UP
Representative: Weed & Co.
Pres., Gen. Stn. Mgr.: Rod F. Johnson
Prog. Dir.: Jerry Speersstra
Prom. Mgr., Pub. Dir.: Ben Crosby
Chief Engineer: Les Windes
**KXL**  
PORTLAND—1926  
Frequency: 750 Kc.  Power: 10,000 Watts  
Owned-Operated By: KXL Bstrs.,  
Business-Studio Address: Orpheum Bldg,  
Phone Number: 6-239  
News Service: Associated Press,  
Transcription Service: Associated Press  
President: Donn Radabaugh,  
Gen., Sta. Manager: Iris Rice Helliwell,  
Commercial Manager: Lon D. Hunt  
Chief Engineer: G. A. Oliver

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**KGAE**  
SALEM—1952  
Frequency: 1430 Kc.  Power: 1000 Watts d.  
Owned-Operated By: KGAE, Inc.  
Address: P. O. Box 768  
News Service: Associated Press  
Pres., Gen. Mgr.: W. Gordon Allen  
Program Director: Jack Till  
Chief Engineer: John Truhan

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**KRCO**  
PRINEVILLE—1950  
Frequency: 690 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: Radio Central Oregon  
Address: P. O. Box 188  
Phone Number: 6-239  
Representative: Gene Grant  
Membership: NARTB, BAB  
News Service: Associated Press  
Pres., Gen. Mgr.: Norbert A. Mikscho  
Sta. Mgr., Ch. Eng.: C. R. Matheny  
Commercial Manager: Hal Newhouse  
Chief Engineer: Ralph Mifflin

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**KSGA**  
REDMOND—1952—ABC  
Frequency: 1240 Kc.  Power: 250 Watts  
Address: P. O. Box 1240  
Representative: Forjoe  
General Manager: F. G. Lieser  
Sales Prom. Mgr., Prog. Dir.: Jack Leutien  
Chief Engineer: Al Horton

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**KRNK**  
ROSEBURG—1935—DON LEE-CBS  
Frequency: 1490 Kc.  Power: 250 Watts  
 Owned-Oper. By: News Review Co.  
Address: 211 N. Main St.  
 Phone Number: 3-5551  
 Air Time: 6 a.m.-11:30 p.m.  
 News Service: AP  
 Transcription Service: Standard  
 Newspaper Affiliation: News Review Co.  
 Representatives: Keating, Grant  
 Membership: NARTB, BAB  
 President: Frank Jenkins  
 Station Manager: Leroy Hiatt  
 Commercial Mgr.: Warren Ward  
 Program Director: Lyle Fenner  
 Chief Engineer: Max Dick

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**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  
Representative: Everett, McKinney  
Air Time: 6 a.m.-M.  
News Service: World, Lang-Worth  
Transcription Service: NARTB, BAB  
President, Gen. Mgr.: Glenn McCormick  
Sales Prom., Sta. Mgr.: Dave Hoss  
Commercial Manager: Bill Ross  
Publicity Director: Herb Smith  
Chief Engineer: Robert Suing  

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**KTL**  
TILLAMOOK—1947—KBS  
Frequency: 1590 Kc.  Power: 250 Watts  
Business Address: Star Route W.  
Phone Number: 1122  
Representative: Continental  
President: F. H. Guyton  
Manager: Tom Hoover  
Chief Engineer: Larry Brunes

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587
WAEB
ALLENTOWN—1949—ABC
QUAKER
Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By: WEAEB, Inc.
Address Center Square
Phone Number 4-3364
Air Time 6 a.m.-1 a.m.
News Service UP
Representative George P. Hellingbery Co.
President Howard Wasserman
General Manager Milton Laughlin
Program Director Thomas A. Earley
Chief Engineer William Gottshall

WHOL
ALLENTOWN—1948—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Allentown Bcstg. Corp.
Phone Number Allentown 4-4801
Air Time 7 a.m.-6 p.m.
News Service Thesaurus
Transcription Associated
Representative Robert Meeker
Membership NARTB, BAB
President Charles G. Helwig
Sta. Mgr., Pgm. Dir. J. F. Chambers
Publicity Dir. Marten Musket
Chief Engineer Gerald B. West

WKAP
ALLENTOWN—1947
Frequency: 1320 Kc. Power: 1000 Watts
Operated By WKAP, Inc.
Bus-Studio Address P. O. Box 689
Phone Number Hemlock 3-3166
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Associated
Representative Weed
President N. Joe Rahall
Sta., Gen. Mgr. O. R. Davies
Program Director Marshall Cleaver
Chief Engineer C. Frank Cordaro

WSAN
ALLENTOWN—1923—NBC
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lehigh Valley Bcstg. Co.
Bus-Studio Address 38-41 N. Tenth St.
Phone Number 4-9511
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 P. Musselman
Dir. of Programs George Y. Snyder
Chief Engineer Reuel H. Musselman

WFBG
ALLENTOWN—1924—NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Gable Bcstg. Co.
Address 1320 11th Ave.
Phone Number 4-9364
Air Time Full Time
News Service AP
Transcription Service World
Representative H-R Reps., Inc.
Membership NARTB
President George P. Gable
General Manager John M. Snyder
Chief Engineer George Burgoon

WRFA
ALLENTOWN—1947—ABC-MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Thompson Bcstg. Co.
Address .......... 1421 12th Ave.
Phone Number ......... 6646
Air Time ............. Full Time
News Service .......... Associated
Transcription Service .......... Associated
Representative .......... Robert Meeker
Membership ............. NARTB
Pres., Gen., Sta. Mgr. .. Roy F. Thompson
Comm., Prom. Mgr. ..... William Clear
Program Director ...... Dorothy M. Thompson
Publicity Dir. ......... S. Carlton Ayers
Chief Engineer .......... George R. Burgoon

**WVAM**

ALTOONA—1948—CBS

Frequency: 1430 Kc.  
Power: 1000 Watts 
Address ................ Box 151
Phone Number ........... 8127
News Service .......... UP
Transcription Service .......... Standard
Representative .......... Weed & Co.
Membership ............. NARTB
President ............. Emanuel S. Leopold
Gen., Sta., Prom. Manager .. Robert G. Walter
Comm., Prom. Mgr. ....... Will Union
Chief Engineer .......... Irvin Metzger

**WHLM**

BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to $147,346,000. Add to this $21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merch Drug Company, to mention just a few with good, big payrolls.

HARRY L. MAGEE
Owner and Operator

**WAVL**

APOLLO—1947

Frequency: 910 Kc.  
Power: 1000 Watts d. 
Air Time ............. Daytime
News Service .......... UP
General Manager ...... Ceci F. Clifton
Chief Engineer .......... H. E. Smith

**WNCC**

BARNSBORO—1950—KBS

Frequency 850 Kc.  
Power: 500 Watts d. 
Phone Number .......... 1010
News Service .......... UP
General Manager .......... W. J. Thomas
Sta., Comm., Prom. Mgr. .. William R. Rainhall
Prog. Dir. ............. Lee Staufier
Chief Engineer .......... Dyle Miller

**WBVP**

BEAVER FALLS—1948

Frequency: 1230 Kc.  
Power: 250 Watts 
Owned-Operated By .......... WBVP, Inc.
Bus.-Studio Address ... 1216 Seventh Ave.
Phone Number .......... 4100
Air Time ............. Unlimited
News Service .......... UP, AP
Transcription Service .......... Standard, World
Membership ............. NARTB, BAB
Sta., Comm. Prom. Mgr. .. Thomas B. Price
Program Director .......... Charles H. Wilson
Chief Engineer .......... Gerald Cushing

**WGPA**

BETHLEHEM—1946

Frequency: 1100 Kc.  
Power: 250 Watts d. 
Owned-Oper. By .......... The Bethlehems' Globe
Bus.-Studio Address ... 426 Brodhead Ave.
Phone Number .......... 6-8074-5
Air Time ............. Sunrise-sunset
News Service .......... UP
Transcription 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

**WHLM**

BLOOMSBURG—1951

Frequency: 690 kc.  
Power: 1000 Watts a. 
Owned-Operated By .......... Bloom Radio
Address .............................................. Hotel Magee
Phone Number ........................................ 1800-1
Air Time .............................................. Sunrise-Sunset
News Service ......................................... UP
Transcription Service ............................... Lang-Worth, World
Member .............................................. NARTB
President .............................................. Harry Magee
Sta. Mgr. ............................................. Robert R. Williams
Comm. Mgr. .......................................... L. J. Campbell
Sales Prom. Mgr. ................................ Fran Saunders
Prog. Dir. ............................................. James K. Stock
Publicity Dir. ........................................ Ray Calabrese
Chief Engineer .................................... Anthony Hogg

W CNR
BLOOMSBURG—1946
Frequency: 930 Kc.  Power: 1000 Watts d.
Owned-Oper. By ........................................ The Columbia-Montour
Bcstg. Co.  Bus-Studio Address 38 W. Main St.
Phone Number ........................................ 1700
Air Time .............................................. Daytime
News Service ......................................... AP
Transcription Service ......................... Associated
Member .............................................. NARTB
President .............................................. Robert R. Eyerly
Gen. Mgr. ............................................... Ed Darlington
Chief Engineer ...................................... Robert Fulton

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
News Service ......................................... UP
Member .............................................. NARTB
President, Gen. Mgr. ......................... William G. Matta
Commercial Manager ......................... George Matta
Sales Prom. Mgr. ......................... Anna C. Weber
Prog. Dir. ............................................. Russell Lindhart
Publicity Dir. ........................................ Ann Popovich
Chief Engineer ..................................... Elmer L. Heess

W ES B
BRADFORD—1947—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ........................................ WESB
Business Address .................................. 43 Main St.
Phone Number ........................................ 3173
Air Time .............................................. 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
News Service ......................................... AP
Transcription Service ......................... World
Representative ......................................... Burn-Smith
Member .............................................. NARTB
Commercial Manager ......................... James Ponder
Prog. Dir. ............................................. Lloyd P. Gordon
Chief Engineer ..................................... Dean Merry

W BUT
BUTLER—1948
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
Sales Prom. Mgr. ..................................... Vernon L. Wise, Jr.
Prog. Director ...................................... Joseph Laconi
Chief Engineer ...................................... Gerald L. Coleman

WIS R
BUTLER—1941—TRI-STATE-KBS
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 ......................................... UP
Member .............................................. NARTB, BAB
President .............................................. Joel W. Rosenblum
News Dir., Sta. Mgr. .............................. Robert Kaufman
Program Director .............................. Warren Ilhiefeld
Chief Engineer ...................................... Paul Rex

WCD L
CARBONDALE—1950—KBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By .......................... Carbondale Bcstg., Co., Inc.
Address .............................................. 127 Salem Rd.
Phone Number ........................................ Carbon. 1230
Air Time .............................................. Full Time
News Service ......................................... UP
Transcription Service ......................... SESAC, World
Representative ......................................... Donald Cooke, Inc.
Member .............................................. NARTB
President .............................................. William H. Ware
Gen., Sta. Mgr. ................................. John R. Kreiger
Comm. Mgr. .......................................... Frank T. Bailey
Program Director .............................. Anthony P. Perry
Chief Engineer ...................................... Robert G. Adams

WHYL
CARLISLE—1948
Frequency: 1380 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................... Richard Field Lewis, Jr.
Business Address .................................. Holly Pike
Phone Number ........................................ Carlisle 1785
News Service ......................................... UP
General Mgr. ...................................... Winslow T. Porter
Prog. Dir. ............................................. Clinton H. Morse
Chief Engineer ...................................... Jack Simmons

590
WCHA
CHAMBERSBURG—1946
Frequency: 900 Kc.        Power: 1000 Watts d.
Bus.-Studio Address: Craft Press Bldg.
Phone Number: 1110
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: NARTB, Standard
Representative: Forjoe
Membership: NARTB
Pres., Gen. Manager: John S. Booth
Commercial Manager: Earl P. Strine
Program Director: Allen Saunders
Chief Engineer: James McCurdy

WESA
CHARLOEII—1947—KBS
Frequency: 940 Kc.        Power: 250 Watts d.
Owned-Oper. By: Monongahela Valley Bcstg.
Business-Studio Address: Fifth St.
Phone Number: 3-6551
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Thesaurus
Membership: NARTB
President: Dr. A. S. Sickman
Gen. Mgr.: C. R. Duvall
Program Dir.: George Gailey
Chief Engineer: Silvio Garafalo

WPWA
CHESTER—1947
Owned-Operated By: Lou Poller
Business Address: Chester
Phone Number: 4-4321
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Forjoe
Gen., Sta. Mgr.: Lou Poller
Commercial Manager: Cy Swingle
Program Director: Jeff Scott
Sales Prom. Mgr.: Mort Rosenman
Publicity Director: Rhona Lloyd
Chief Engineer: Harry Simmington

WVCH
CHESTER—1948
Owned-Operated By: James M. Tisdale
Bus.-Studio Address: Wolf Bldg., Market Sq.
Phone Number: Chester 2-8861
Air Time: Sunrise-sunset
News Service: UP
Pres., Gen., Comm. Mgr.: James M. Tisdale
Program Director: Robert A. Hibbert, Jr.
Chief Engineer: James M. Tisdale

WCPA
CLEARFIELD—1947
Frequency: 900 Kc.        Power: 1000 Watts d.
Owned-Oper. By: Clearfield Bcstg., Inc.
Address: 215 Church St.
Phone Number: 5-5541
Air Time: Sunrise-Sunset
Newspaper Affiliation: Clearfield Progress
News Service: UP
Transcription Service: Thesaurus, Lang-Worth
Membership: NARTB, BAB
President: W. K. Ulerich
Gen., Prom. Mgr.: W. J. Thomas
Sta., Comm. Mgr.: Joseph Milosp
Program Dir.: Margaret Nemeth
Chief Engineer: Lewellyn Duck

WCOJ
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. Halpern
Promotion Manager: Donald Kimes
Program Dir.: Del Shook
Secy., Chief Engr.: Louis N. Selitzer

WCVI
CONNELLSVILLE—1947
Owned-Oper. By: Connelsville Bcstg., Inc.
Bus.-Studio Address: 124 W. Crawford Ave.
Phone Number: Connelsville 2700
Air Time: 7 a.m.-12 M.
News Service: SESAC, World
Transcription Service: NARTB, BAB
President: Raymond Gallardi
Gen., Sta. Mgr.: Jack Craddock
Chief Engineer: Paul Queer

WBUX
DOYLESTOWN—1948—KBS
Owned-Operated By: Charles M. Meredith
Business-Studio Address: 203 Juniper St.
Phone Number: Quakertown 517
Newspaper Affiliation: "Free Press"
News Service: AP
Transcription Service: World
Representative: Indie Sales, Inc.
Membership: BAB
Gen., Sta., Comm. Mgr.: William A. Lynch
Sales Prom. Mgr.: Raymond J. Ritz
Program Director: Robert Fretz
Chief Engineer: Paul Fireman
WCED
DUBOIS—1940—CBS-LBS
Frequency: 1230 Kc  Power: 250 Watts
Owned-Oper. By Tri-County Bcstg. Co.
Business-Studio Address  80 N. Park Pl.
Phone Number  1700
Newspaper Affiliation "Courier-Express"
News Service  UP Transcription Service
SESAC Representative  McGillvra
President  Harold Gray
General Mgr  Jason S. Gray
Commercial Manager  George Williams
Pgm. Dir  Ed Paul
Prom., Pub. Manager  Ken Johnston
Chief Engineer  Bernard Gurewich

WEST
EASTON—1936—NBC-MBS
Frequency: 1400 Kc  Power: 250 Watts
Owned-Oper. By Associated Bcstrs., Inc.
Bus.-Studio Address  516 Northampton St.
Phone Number  6131
Air Time  Full Time
News Service  UP  Transcription Service
Representative  Robert Meeker
President  Jacob A. Young
General Manager  Charles E. Denny
Commercial Manager  Arthur M. Ingram
Program Director  C. Roy Ward
Chief Engineer  Ken Hestor

WERC
ERIE—1941—NBC-QUAKER
Frequency: 1260 Kc  Power: 5000 Watts
Bus.-Studio Address  121 W. 10 St.
Phone Number  46367
Air Time  Full Time
News Service  UP  Transcription Service
Representative  Weed
President  Jacob A. Young
General Manager  Charles E. Denny
Commercial Manager  Arthur M. Ingram
Program Director  C. Roy Ward
Chief Engineer  Ken Hestor

WIKK
ERIE—1948—ABC
Frequency: 1330 Kc  Power: 5000 Watts
Owned-Oper. By Community Service Bcstg.
Bus.-Studio Address  1021 State St.
Phone Number  23-248
Air Time  6 a.m.-M.
News Service  AP  Transcription Service
Representative  Lang-Worth
President  Edward Lamb
Gen., Sta. Mgr  Charles R. Kinney
Comm. Mgr  Edward Smith
Prom., Pub. Dir  Jack Shumaker
Program Dir  Raymond Burke
Chief Engineer  Gene Liggett

WJET
ERIE—1951
Frequency: 1570 Kc  Power: 250 Watts d.
Owned-Operated By Jet Bcstg. Co.
Address  1635 Ash St.
Phone Number  4-6013
News Service  AP
Pres., Gen. Mgr  Myron Jones
Commercial Manager  Lou Skelly
Prog. Dir  Shirley Hatfield
Chief Engineer  Harvey Shellito

WLEU
ERIE—1933
MBS-QUAKER-PENN-ATL. NET
Frequency: 1450 Kc  Power: 250 Watts
Owned-Oper. By Commodore Perry
Bcstg. Service
Phone Number  23-327, 22-129
Air Time  Unlimited
News Service  AP
President .................................. Dr. P. B. Cook
Program Director .......................... Robert Eaton
Chief Engineer ............................. Hoyt H. Stout

**WGET**
*GETTYSBURG—1950—KBS*
Frequency: 1450 Kc.  Power: 250 Watts
Address ...................................... Harrisburg Rd.
Phone Number .............................. 850
Air Time .................................... 8 a.m.-12:05 a.m.
News Service ................................ UP
Transcription Service ...................... World
Membership .................................. NARTB, BAB
Gen., Sta., Comm. Mgr. ..................... Murray L. Goldsborough
Program Director .......................... C. W. Baker, III
Chief Engineer .............................. Lester Blair

**WHJB**
*GREENSBURG—1934*
Owned-Oper. By .............................. Pittsburgh Radio Supply House
Business-Studio Address ................. 128 N. Penn Ave.
Phone Number .............................. Greensburg 3740
Air Time .................................... 7 a.m.-12:30 a.m.
News Service ................................ UP
Transcription Service ...................... Lang-Worth
President ................................... H. Kenneth Brennen
General-Comm. Mgr. ....................... G. J. Podeyn
Program Director .......................... Glen Grayson
Chief Engineer .............................. L. L. Allen

**WHVR**
*HANOVER—1948—MBS*
Owned-Operated By ......................... Radio Hanover, Inc.
Address ...................................... Hanover Trust Bldg.
Phone Number .............................. 3831
Air Time .................................... 6 a.m.-12 M.
News Service ................................ UP
Transcription Service ...................... World
Representative ................................ Kennedy Co.
Pres., Sta. Gen. Mgr. ....................... John D. Bare
Comm., Prom. Mgr. ......................... H. Vernon Ferster
Prog., Pub. Dir. ............................. Mack Edwards
Chief Engineer .............................. Philip Rohrau
g

**WAZL**
*HAZLETON—1932—NBC-MBS*
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ......................... Hazleton Bcstg. Co.
Phone Number .............................. $400-1
Air Time .................................... Unlimited
News Service ................................ AP
Transcription Service ...................... World
Representative ................................ Robert Meeker
Membership .................................. NARTB, BAB
Pres., Gen. Mgr. ............................ Victor C. Diehm
Sales Prom. Mgr. ........................... Thomas Tito
Program Director .......................... Bill Graham
Publicity Dir. ............................... Betty Mulligan
Chief Engineer .............................. Elwood Tito

**WHOD**
*HOMESTEAD—1948*
Owned-Operated By ......................... Steel City Bcstg. Corp.
Bus.-Studio Address ....................... 105 E. Eighth Ave.
Phone Number .............................. HO 1-0172
Air Time .................................... Sunrise-sunset
News Service ................................ UP
Representative ................................ Interstate
President .................................... Anthony S. Oriole
General-Comm. Mgr. ....................... Roy Ferree
Station Mgr. ................................. Leonard Walk
Publicity Dir. ............................... Sid Dickler
Chief Engineer .............................. James Herbert
### HOOPER STATION LISTENING INDEX

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### TO TIMEBUYERS-

A 1953 Reminder of 1952's top Hooperated Station in Harrisburg

It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings... in the top quality market in Pennsylvania... with the highest per capita income... with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. Get 'em today through Bolling!
WHGB
HARRISBURG—1945—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Bus.-Studio-Trans. Address: 112 Market St.
Phone Number: 4-4988
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Capitol
Representative: Weed
Membership: NARTB, BAB
Pres., Gen. Mgr.: Herbert Kendrick
Station Manager: Jack Hooper
Pub. Dir.: Red McCarthy
Chief Engineer: William Kunz

General Manager: William E. Germann
Program Dir.: Darleen Frazer
Chief Engineer: Ernest A. Craig

WDAD
INDIANA—1945—CBS-KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Indiana Broadcast Inc.
Address: Indiana Theatre Bldg.
Phone Number: 5-5511
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Representative: McGillivra
Pres., Gen. Mgr.: T. K. Cassel
Station Manager: Winsor Brown
Comm. Mgr.: Tony Rand
Chief Engineer: Stanley Gratzio

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. Garrland
Station Manager: Robert R. Nelson
Chief Engineer: Millard C. Coleman

Wcro
JOHNSTOWN—1947—ABC-MBS
Frequency: 1230 Kc.  Power: 250 Watts
Bus.-Studio Address: Fort Stanwix Hotel
Phone Number: 9-8583
Air Time: 6 a.m.-1 a.m.
News Service: INS
Representative: Radio Reps
President: John J. Keel
General Manager: Stewart W. Phillips
Sales Prom. Mgr.: Ray Lehman
Chief Engineer: Arthur Vrooman

WHUN
HUNTINGDON—1947—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts
Bus.-Studio Address: 400 Washington St.
Phone Number: 1291
Newspaper Affiliation: "Daily News"
News Service: UP
Transcription Service: SESAC, World
Representative: Indie Sales
President: John H. Biddle

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: WJAC, Inc.
Bus.-Studio Address: 328 Main St.
Phone Number: 4-1267
Newspaper Affiliation: Tribune-Democrat
News Service: AP
Transcription Service: Lang-Worth
Representative: Young
Membership: NARTB
President: W. W. Krebs
Station Manager................. John P. Foster
Comm. Mgr..................... Park Claycomb
Publicity Director............. Edward T. Bunn
Chief Engineer................. Theodore E. Campbell

WACB
KITTANNING—1948
Frequency: 1380 Kc............ Power: 1000 Watts d.
 Owned-Oper. By............. The Armstrong County
 Bcstg. Corp.
Bus-Studio Address........... 325 Market St.
Phone Number.................. 43-1381
Air Time ....................... Sunrise-Sunset
News Service.................. AP
Transcription Service........ Thesaurus
Representative................. Rambeau
Membership.................... NARTB, BAB
President ..................... E. J. Moore
General Manager............. Edward J. Hirshberg
Station Manager............. Clyde W. Cranmer
Commercial Manager......... Jack W. Stull
Program Dir................... Charles N. Moyer
Chief Engineer.............. Joseph Pelletier

WGAL
LANCASTER—1922—NBC-MBS
Frequency: 1490 Kc............ Power: 250 Watts d.
 Owned-Operated By........... WGAL, Inc.
B-Studio Address............. 8 W. King St.
Phone Number.................. 5251
Air Time ....................... 6:30 a.m.-1 a.m.
News Service.................. AP
Transcription Service........ WDJ
Representative................. Robert Meeker
Membership.................... NARTB
President ..................... Clair R. McCollough
Station Manager............. Maynard W. Thomas
Nat. Sales Mgr................. J. Robert Gulick
Program Mgr................... Kenneth Kreider
Technical Director........... J. E. Mathiot

WLBN
LANCASTER—1946
ABC—QUAKER
Frequency: 1390 Kc............ Power: 1000 Watts d.
B-Studio Address............. 252 N. Queen St.
Phone Number.................. 7261
Air Time ....................... 6 a.m.-12:35 a.m.
News Service.................. AP
Transcription Service........ Lang-Worth, Capitol
Representative................. Headley-Reed
Membership.................... NARTB
Pres., Gen., Comm. Mgr........ Frank H. Alldoerffer
Prom., Pub. Mgr.............. John F. Rineman
Program Dir................... Ted Pollock
Chief Engineer.............. Ransom T. Sherman

WLSH
LANSFORD—1952
Frequency: 1401 Kc............ Power: 1000 Watts d.
Address....................... P. O. Box D
Phone Number.................. 1440
News Service.................. UP
Transcription Service........ Associated
President...................... Joseph L. Maguire
Station Manager............. John W. Angst
Commercial Manager.......... J. C. Lindvay
Chief Engineer.............. Milton W. Seltzer

WAKU
LATROBE—1951
Frequency: 1570 Kc............ Power: 250 Watts d.
 Owned-Operated By.......... Clearfield Bcstg. Inc.
Address....................... Depot St.
Phone Number.................. 2348
Transcription Service........ Thesaurus, World
President...................... W. K. Ulenick
General Manager............. W. J. Thomas
Chief Engineer.............. Bernard Guidos

WLBR
LEBANON—1946
Frequency: 1270 Kc............ Power: 1000 Watts d.
B-Studio Address............. 8th & Cumberland Sts.
Phone Number.................. 2-7651
Air Time ....................... 6 a.m.-12 M.
News Service.................. AP
Transcription Service........ WDJ
Representative................. Burn-Smith
Membership.................... NARTB
President...................... H. Raymond Stadiem
General Manager............. Lester P. Etter
Station Manager............. Julian F. Skinnell
Comm. Mgr..................... Philip J. Reilly
Prog. Dir..................... Henry Homans
Chief Engineer.............. M. Leonard Savage

WCB
LEMOYNE—1948—MBS
Frequency: 1460 Kc............ Power: 5000 Watts d.
 Owned-Oper. By.............. Rossmyrne Corp.
B-Studio Address............. Lebanon Bcstg. Co.
Phone Number.................. 4-3005
Air Time ....................... Full Time
News Service.................. AP
Transcription Service........ Thesaurus
Representative................. Donald Cooke
Membership.................... NARTB
President...................... Edgar T. Shepard, Jr.
Gen. Sta. Manager............ Ed K. Smith
Commercial Manager.......... Rudy O. Marcoux
Sales Prom. Mgr.............. Gilbert Brown
Program Director............. John Archer
Publicity Director........... Pete Wambach
Chief Engineer.............. J. Howard Bair
WKVA
LEWISTOWN—1949—ABC
Frequency: 920 Kc  Power: 1000 Watts
 Address: 7 N. Wayne St.
 Phone Number: 6771
 Air Time: Daylight News Service
 Transcription Service: UP
 Representative: Gill-Keefe-Perna
 President: Randall Leopold
 Sta., Gen. Mgr.: Robert L. Wilson
 Comm. Mgr.: Don Raffensberger
 Pgm. Dir.: Lynn Bloom
 Publicity Director: Read Gray
 Sales Prom. Mgr.: Robert Hyle
 Chief Engineer: Robert Steltzer

WMRF
LEWISTOWN—1941—NBC
Frequency: 1490 Kc  Power: 250 Watts
 Business-Studio Address: Monument Square
 Phone Number: 6757
 Air Time: 6 a.m.-M.

WBZ
LOCK HAVEN—1946—MBS-KBS
Frequency: 1230 Kc  Power: 250 Watts
 Bus.-Studio Address: 132 1/2 E. Main St.
 Phone Number: 4038
 Air Time: Full Time News Service
 Transcription Service: Thesaurus, World Representative
 Membership: NARTB, BAB
 President: Donald C. Welch
 General-Station Manager: Harris Lipez
 Comm., Prom. Mgr.: John Wynne
 Prog., Publ. Director: Dave King
 Chief Engineer: Kenneth C. Caum

HARRISBURG means ● WCMB to smart advertisers

★ BIG POWER, 5000 Watts, 24 Hours Daily, Covers ALL the Harrisburg Market.
★ BIG PROGRAMS, Top Local Shows and News, Big League Sports and MBS Shows.
★ BIG PROMOTION, Permanent Window Displays, Theater Screens, Etc.
★ BIG BUSINESS, Sales Are Climbing Up and Up.

WCMB
MUTUAL BROADCASTING SYSTEM
5000 Watts
24-hours Daily
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
598
### WEDO
**McKeesport—1946**
Frequency: 810 Kc.
Power: 1000 Watts
Owned-Operated By: Tri-City Bcstg. Co.
Business-Studio Address: Box 810
Phone Number: 4-7167
Homestead 1-3113
Air Time: Local sunrise-local sunset
News Service: AP
Trans. Service: Thesaurus
Pres., Gen. Mgr.: Edward J. Hirshberg
Sta. Mgr.: Robert E. Badger
Chief Engineer: Wilkes E. Hurley

### WMCK
**McKeesport—1947**
Frequency: 1360 Kc.
Power: 1000 Watts
Business-Studio Address: 516 Market St.
Phone Number: 8-8888
Air Time: Full Time
News Service: UP
Representative: McGilvra
Transcription Service: Lang-Worth, World
President: Robert M. Cox
Pgm. Dir.: Pat Haley
Station Manager: Sam Vindovic
Chief Engineer: Charles White

### WMGW
**MEADVILLE—1947—ABC**
Frequency: 1490 Kc.
Power: 250 Watts
Owned-Oper. By: Meadville Bcstg. Serv., Inc.
Address: 1st National Bank Bldg.
Phone Number: 46-723
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: H. C. Winslow
Gen. Sta. Manager: Robert Trace
Commercial Manager: Fran Richmond
Program Director: Evelyn Anderson
Chief Engineer: Jack Harvey

### WBUD
**MORRISVILLE—1947**
Frequency: 1260 Kc.
Power: 1000 Watts
Business Address: 108 N. Broad St.
Phone Number: 4-7191
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: Nan Rednor
Chief Engineer: William A. Brewer

### WHWL
**NANTICOKE—1946**
Frequency: 730 Kc.
Power: 1000 Watts
Owned-Oper. By: Radio Anthracite, Inc.
Business-Studio Address: 38 E. Main St.
Phone Number: Nanticoke 1332
News Service: UP
Transcription Service: Capitol
Representative: Forjoe
President: Henry W. Lark
General Manager: Jones Evans

### WKST
**NEW CASTLE—1938—MBS-QUAKER**
Frequency: 1280 Kc.
Power: 1000 Watts
Owned-Operated By: WEST, Inc.
Bus.-Studio Address: Cathedral Bldg.
Phone Number: 5501
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Meeker
President, General Mgr.: S. W. Townsend
Sta., Comm. Mgr.: A. W. Graham
Sales Prom. Mgr.: William Sommer
Program Dir.: Harry Reith
Publicity Dir.: Al Francis
Chief Engineer: Donald Dout

### WKPA
**NEW KENSINGTON—1940**
Frequency: 1150 Kc.
Power: 250 Watts d.
Business-Studio Address: 810 Fifth Ave.
Phone Number: 3588
News Service: UP
Transcription Serv.: Lang-Worth, MacGregor
SAC, M. M. Cole
Representative: Continental Radio Sales
President: C. R. Cooper
Gen. Mgr., Pgm. Dir.: E. J. Kroen
Commercial Manager: Melvin Goldberg
Chief Engineer: W. W. Neely

### WNAR
**NORRISTOWN—1946**
Frequency: 1110 Kc.
Power: 500 Watts d.
Owned-Operated By: Norristown Bcstg. Co.
Bus.-Studio Address: 115 W. Main St.
Phone Number: Norristown 8-7600
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: SESAC
Representative: Walker
Membership: NARTB
President: Farris E. Rahall
Gen. Mgr.: Ogden R. Davies
Nat. Sales Mgr.: John M. Banzhoff
Loc. Sales Mgr.: Joseph A. Pace
Chief Engineer: Julius Kostik

599
Throughout the important Philadelphia Retail Trading Area—the scene of American industry's greatest expansion in recent years—the WFIL stations give a power boost to your consumer impressions via the most complete promotion-merchandising plan in town.

Check the services offered—and weigh the important difference.

Air time with an ECHO can make your product the star of the stores.

The WFIL echo can be amplified to suit you best.

ABC AFFILIATE
Represented by
THE KATZ AGENCY

WFIL
WFIL-TV
The Philadelphia Inquirer Stations
PENNSYLVANIA

WKRZ
OIL CITY—1946—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WKRZ, Inc.
Business-Studio Address: 201 Fair Bldg.
Phone Number: 4-1269
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: Kenneth E. Rennekamp
Sta., Comm. Mgr.: Catherine McLaughlin
Promotion Manager: Olivia T. Rennekamp
Program Director: Gilbert McQuiston
Chief Engineer: Gene Robinson
Publicity Director: Patrick Nuhfer

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: L0cust 4-3700
Air Time: Full Time
News Service: INS, UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: BAB
President: E. V. Higgins
General Manager: Joe Baudino
Station Manager: Franklin A. Tooke
Commercial Manager: R. H. Teter
Prom. Mgr., Publ. Dir.: Paul I. Woodland
Program Director: Gordon Davis
Chief Engineer: I. N. Eney

WCAS
PHILADELPHIA—1923—CBS
Frequency: 560 Kc. Power: 5000 Watts
Business-Studio Address: 46th & Market
Phone Number: EVergreen 2-4700
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated
Representative: Katz
Membership: NARTB, BAB
General Manager: Roger W. Clipp
Comm. Mgr.: George A. Koecher
Promotion Mgr.: Joe Zimmermann
Program Dir.: Felix Meyer
Publicity Dir.: John J. Hyland
Chief Engineer: Henry Rhea

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP
Here's the reason why more top National Advertisers than ever before used WIP in Philadelphia last year...

RESULTS!

MUUTAL BROADCASTING SYSTEM

WIP

PHILADELPHIA'S PIONEER VOICE

5000 WATTS

610

on dial
WIBG
PHILADELPHIA—1925
Frequency: 990 Kc. Power: 10,000 Watts
Business-Studio Address: 1425 Walnut St.
Phone Number: Rittenhouse 6-2300
Air Time: Full Time
News Service: UP
Representative: Radio Reps.
President: Paul F. Harron
Vice-Pres.: Joseph Lang
Sales Prom., Publ. Dir.: Rupe Werling
Program Director: Doug Arthur
Technical Director: John H. Henninger
Chief Engineer: George Hooper

WIP
PHILADELPHIA—1922—MBS
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address: 35 S. 9th St.
Phone Number: Walnut 2-6800
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World
Representative: Edward Petry

WHAT
PHILADELPHIA—1929
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 1505 Walnut St.
Phone Number: Rittenhouse 6-2058
Air Time: 7 a.m.-1:30 a.m.
News Service: AP

CARRIED MORE NATIONAL SPOT BUSINESS IN THE PAST YEAR THAN EVER BEFORE IN OUR HISTORY — AND WE STARTED BACK IN ’25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC

603
Pennsylvania

WJM J
Philadelphia—1948
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By . Patrick J. Stanton
Business-Studio Address . 2043 Locust St.
Phone Number . LOCust 4-2300
Air Time . 5:45 a.m.-12:30 p.m.
News Service . AP
Transcription Service . SESAC
Representative . McNeill-Keefe-Perna
Gen., Sta. Mgr. . Patrick J. Stanton
Comm., Prom. Manager . Charles Stahl
Publicity Director . Jules Rind
Prog. Dir. . Michael Deegan
Chief Engineer . A. C. Emberson

WPEN
Philadelphia—1929
Frequency: 950 Kc. Power: 5000 Watts
Business-Studio Address . 2212 Walnut St.
Phone Number . LOCust 4-6000
Air Time . 24 hrs.
News Service . AP, UP
Representative . Gill-Keeffe-Perna
Membership . BAB
President . William Syk
Program Director . Jules Rind
Prom. Mgr., Publicity Dir. . Sam Elber
Chief Engineer . Charles W. Burris

KDKA
Pittsburgh—1920—NBC
Frequency: 1020 Kc. Power: 50,000 Watts
Business-Studio Address . Grant Bldg.
Phone Number . Grant 1-4200
Air Time . Unlimited
News Service . AP, UP
Representative . Free & Peters
Membership . BAB
President . E. V. Higgins
V.P., General Manager . Joseph E. Baudino
Station Manager . L. R. Rawlins
Commercial Manager . George D. Tons
Promotion Manager . David N. Lewis
Program Manager . Robert E. White
Publicity Manager . Lee Curran
Chief Engineer . Theodore C. Kenney

KQV
Pittsburgh—1919—MBS
CBS (As of June, 1953)
Frequency: 1410 Kc. Power: 5000 Watts
Bus.-Studio Address . 800 Chamber of Commerce Bldg.
Phone Number . Atlantic 1-9100
Air Time . Unlimited
News Service . UP
Transcription Service . World
Representative . Weed
President . Earl F. Reed
Gen., Sta. Mgr. . J. F. Murray
Comm. Mgr. . Chris Salmon
Prom., Pub. Dir. . Owen Simon
Program Dir. . John Gibbs
Chief Engineer . James J. Schults

WCAE
Pittsburgh—1922—ABC
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By . WCAE, Inc.
Bus.-Studio Address . Carlton House
Phone Number . Atlantic 1-8900
Air Time . 5:45 a.m.-1 a.m.
News Service . INS
Representative . Katz
Membership . NARTB, BAB
Pres., General Manager . Leonard Kepner
Sta. Mgr., Prog. Dir. . R. Clifton Daniel
Commercial Manager . Carl M. Dozer
Chief Engineer . James Greenwood

WJAS
Pittsburgh—1921—CBS
Frequency: 1320 Kc. Power: 5000 Watts
Bus.-Studio Address . 411 Seventh Ave.
Phone Number . Grant 1-4860
Air Time . 6 a.m.-12:30 a.m.
News Service . UP
Transcription Service . Lang-Worth
Representative . Hollingsbery
Comm.-Sales Prom. Mgr. . John H. Buchheit
Program Director . James M. Hughes
Publicity Director . Cal T. Mara
Chief Engineer . Walter W. McCoy

WPGH
Pittsburgh—1947
Frequency: 1080 Kc. Power: 1000 Watts d.
Bus.-Studio Address . 220 N. Highland Ave.
Phone Number . Emerson 1-5000
Air Time . Sunrise-sunset
News Service . AP
Transcription Service . Lang-Worth
President . George M. Barton
Station Manager . Christian Kenfield
Commercial Manager . Howard Lazarus
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
Air Time ............... Sunrise-sunset
News Service ........... UP
Representative ....... Forjoe
President .............. John J. Laux
V.P., Gen., Sta., Comm. Mgr.... Don Ioset
Chief Engineer ........ Mike Komichak

WWSW
PITTSBURGH—1931
Frequency: 970 Kc. . . . . Power: 5000 Watts
Owned-Oper. By .... WWSW, Inc.
Bus-Studio Address . Sheraton Hotel
Phone Number ........ GRant 1-5200
Air Time ............... Full Time
News Service ........... UP
Representative ....... John Blair
Membership ............ NARTB
President, Gen. Manager .... O. N. Schloss
Station Manager ...... Ben W. Muros
Prom. Mgr., Publ. Dir. .... Harold J. Goldstein
Chief Engineer ........ Henry R. Kaiser

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
Membership ............ NARTB
Pres., Gen., Sta. Mgr. .... Herbert Scott
Commercial Manager ... Clifford M. Chafey
Sales Prom. Mgr. ....... David M. Platt
Publicity Dir. ............. Lynn George
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
Air Time ............... 6:30 a.m.-M.
News Service ........... UP
Transcription Service. Associated
Representative .......... Everett-McKinney
President .............. Joseph L. Maguire
General Mgr. .......... Louis H. Murray
Comm. Mgr. .......... Frank L. Tamulonis
Promotion Mgr. ....... John C. Gallagher
Program Dir. .......... Lou Murray
Chief Engineer .............. Milton Selitzer

WPPA
POTTSVILLE—1946
Frequency: 1360 Kc. . . . . Power: 1000 Watts d.;
500 Watts n.
Bus-Studio Address . 8 So. Second St.
Phone Number ...... Pottsville 1744
News Service ........... AP
Transcription Service . World
Membership ............ NARTB
Owner, Gen. Mgr. .... A. V. Tidmore
Commercial Manager ... Ralph L. Price, Jr.
Program Director .... Edward Romance
Chief Engineer ........ A. V. Tidmore

WEEU
READING—1932
ABC—QUAKER
Frequency: 850 Kc. . . . . Power: 1000 Watts
Owned By ........ Reading Eagle Co.
Business-Studio Address . 451 Penn St.
Phone Number ...... 6-7335
Air Time ............... 6:15 a.m.-12 M.
Newspaper Affiliation . "Eagle Times"
News Service ........... AP
Transcription Service . Associated
Representative .......... Headley-Reed
Membership ............ NARTB, BAB
President .............. Hawley Quier
Gen., Sta. Mgr. .......... Thomas Martin
Comm., Prom. Manager .... K. Richard Creits
Prog., Pub. Dir. .......... George Carroll
Chief Engineer ........... David J. Miller, Jr.

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
Air Time ............... 6 a.m.-12 M.
News Service ........... AP
Representative .......... H.R Reps.
Membership ............ BAB
Pres., Gen., Sta. Mgr. .... Humboldt J. Gregg
Vice-President .......... Richard G. Fichthorn
Sales Mgr. .......... Dick Paisley
Prom. Mgr. .......... Art Helm
Program Director .... Alan Lane
Chief Engineer ........... Joseph McCormack
Consulting Engineer ..... A. Earl Cullum, Jr.

WRAW
READING—1922—NBC-MBS
Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned-Oper. By .... Reading Bstg. Co., Inc.
Business-Studio Address . 19 N. Fifth St.
Phone Number ...... Reading 7173
Air Time ............... 5:30 a.m.-1 a.m.
News Service ........... UP
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:        8-6831
Air Time:            6 a.m.-M.
News Service:       AP
Transcription Service:      Lang-Worth
Representative:       Forjoe
Membership:           NARTB
President:            Henry W. Lark
General Manager:    Charles R. Petrie
Comm. Mgr.:          Stanley Binkowski
Program Director:    Dick Owen
Publicity Dir.:       Keneen Barber
Chief Engineer:      Ray Willard

Publicity Director:    Evelyn L. Keller
Chief Engineer:      A. C. Heck

WVSC  
SOMERSET—1951—KBS
Owned-Operated By:    Somerset Bcastg. Co.
Address:             P. O. Box 231
Phone Number:        4186
News Service:       UP
Transcription Service:      Standard
Representative:     Indie Sales
Membership:           NARTB, BAB
Gen., Comm. Mgr.:    T. H. Opegard
Station Mgr.:         Carl R. Lee
Program Director:    Ernest E. Mark
Chief Engr., Sta. Mgr.:  Carl R. Lee

WPIC  
SHARON—1938
Frequency: 790 Kc.     Power: 1000 Watts d.
Business Address:   P. O. Box 541
Phone Number:      4113
News Service:      AP
Transcription Service:      UP
Representative:     Associated. World
Program Director:  Marc McCulloch

WMAJ  
STATE COLLEGE—1945—MBS
Frequency: 1450 Kc.     Power: 250 Watts
Owned-Operated By:    Centre Bcastrs., Inc.
Bus.-Studio Address:    P. O. Box 888
News Service:       AP
Transcription Service:      World
Co-Owner:          R. J. Kennard
Co-Owner:         W. K. Ulerich
Commercial Manager:    Miriam Krebs
Program Director:    W. J. Morris
Chief Engineer:      Douglas Beman

1951-'52 Consumer Markets Estimates of WISL's enormous market:

| Population | 259,800 |
| Firms      | 75,900  |
| Radio Firms| 71,540  |
| Retail Sales| $161,194,000 |
| Food       | 42,984,000 |
| Apparel    | 15,628,000 |
| Drug       | 12,611,000 |
| City of Shamokin Sales | 4,985,000 |
| per Family | $4,963 |

Active Industries in Shamokin and Vicinity:
- Sheet metal products
- Brewing
- Meat packing
- Drug products
- Paper products
- Hosiery mills
- Dress and shirt factories
- Cellulose
- Silk
- Cloth
- Railroad shops
- Mining
- Drugs
- Building materials
- Dyeing and processing
- Furniture

ONE STREET in SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SROS statistics in the WISL area of Pennsylvania—(Where WISL dominates) is due to an expanding industrial activity by such firms as Merck & Co., (drugs); Chlanti Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Chair Co. (Furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woolens, Pott-Okeet, to name a few.

The eastern quarter of WISL's coverage is mainly antithetical mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities, and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces results.

A QUALITY STATION IN A QUALITY MARKET

SHAMOKIN, PENNSYLVANIA

WISL

607
WVPO
STROUDSBURG—1948
Frequency: 840 Kc. . . . . Power: 250 Watts d.
Owned-Operated By . . . . . . Pocono Bcastg., Inc.
Business-Studio Address . . . . . . 578 Main St.
Phone Number . . . . . . . . . . . . Stroudsburg 1102
Newspaper Affiliation . . . "Daily Record"
Air Time . . . . . . . . . . . . . . . Sunset-Sunset
News Service . . . . . . . . . . . . . . . UP
Transcription Service . . . . . . Associated Representative
President . . . . . . . . . . . . . . . James H. Ottaway
General Manager . . . . . . . . . . . Merle C. Ostrom
Comm. Mgr. . . . . . . . . . . . . . . . Chester S. Miller
Station Manager . . . . . . . . . . . Elton Hall
Managing Director . . . . . . Francis H. Brinkley
Program Director . . . . . . Joseph Webster
Chief Engineer . . . . . . . . . . . . . . . Ernest Transue

WKOK
SUNBURY—1933—ABC
QUAKER
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . . Sunbury Bcastg. Corp.
Bus.-Studio-Transmitter . . . . . . 1150 N. Front St.
Phone Number . . . . . . . . . . . . Sunbury 1325-5
News Service . . . . . . . . . . . . . . . AP
Membership . . . . . . . . . . . . . . . NARTB
President . . . . . . . . . . . . . . . Harry H. Haddon
Gen. Sta. Manager . . . . . . . . . . Homer R. Smith
Commercial Manager . . . . . . . . C. Donald Walther
Program Director . . . . . . Michael J. Kane
Chief Engineer . . . . . . . . . . . . . . . John W. Keller

WMBS
UNIONTOWN—1937
CBS—QUAKER
Frequency: 590 Kc. . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . . . . . . . Fayette Bcastg. Corp.
Address . . . . . . . . . . . . . . . F. T. & T. Bldg.
Phone Number . . . . . . . . . . . . 8-3900, 8-3909
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
Program Dir. . . . . . . . . . . . . . . . C. H. Underwood
Publicity Dir. . . . . . . . . . . . . . . James Gismondi
Chief Engineer . . . . . . . . . . . . . . . William Henzly

WNAP
WARREN—1946—QUAKER
Frequency: 1310 Kc. . . . . Power: 1000 Watts d.
Address . . . . . . . . . . . . . . . Warren
Phone Number . . . . . . . . . . . . . . . 3033
Air Time . . . . . . . . . . . . . . . Sunset-Sunset
News Service . . . . . . . . . . . . . . . AP
Transcription Service . . . . . . Thesaurus
Membership . . . . . . . . . . . . . . . NARTB, BAB
Pres., Gen. Mgr. . . . . . . . . . . . . . . David M. Potter
Commercial Manager . . . . . . . . James W. Potter
Program Director . . . . . . . . . . . Leroy Schneek
Chief Engineer . . . . . . . . . . . . . . . Homer M. Haines

WJPA
WASHINGTON—1942—MBS
Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . . . . . . . . Washington Bcastg. Co,
Bus. Address . . . . . . . . . . . . George Washington Hotel
Phone Number . . . . . . . . . . . . . . . 4870
News Service . . . . . . . . . . . . . . . UP
Transcription Service . . . . . . World Representative
Membership . . . . . . . . . . . . . . . NARTB
President . . . . . . . . . . . . . . . William S. Yard
Gen. Prom. Manager . . . . . . . . John L. Meridian
Commercial Mgr. . . . . . . . . . Peter Stanton
Managing Director . . . . . . . . A. Boyd Siegel
Program Director . . . . . . . . . . . Richard C. Stephens, Jr.
Publicity Director . . . . . . . . . . . . . James Saxon
Chief Engineer . . . . . . . . . . . . . . . Chris E. Langhurst

WBAX
WILKES-BARRE—1922—MBS
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . . . . . . . . John H. Stenger, Jr.
Bus.-Studio Address . . . . . . 85 W. Union St.
Phone Number . . . . . . . . . . . . . . . 3-0196
Air Time . . . . . . . . . . . . . . . 6:45 a.m.-M.
News Service . . . . . . . . . . . . . . . UP
Transcription Service . . . . . . Associated Representative
President . . . . . . . . . . . . . . . John H. Stenger, Jr.
General Manager . . . . . . . . . John H. Stenger, III
Program Director . . . . . . . . . Ed Kuzma
Chief Engineer . . . . . . . . . . . . . . . John H. Stenger, Jr.
Asst. Chief Engr. . . . . . . . . . . . . . . . Milan J. Krupa

WBRE
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
Air Time . . . . . . . . . . . . . . . 6:30 a.m.-1 a.m.
News Service . . . . . . . . . . . . . . . AP
Transcription Service . . . . . . World Representative
Membership . . . . . . . . . . . . . . . NARTB, BAB
Pres., Gen. Mgr. . . . . . . . . . . . . . . Louis G. Baltimore
Station Mgr. . . . . . . . . . . . . . . . David M. Baltimore
Commercial Mgr. . . . . . . . . . . . A. C. Baltimore
Program Director . . . . . . . . . . Franklin D. Coslett
Chief Engineer . . . . . . . . . . . . . . . Charles Sakoski, Sr.
WILK
WILKES-BARRE—1946
ABC-QUAKER

Frequency: 980 Kc......Power: 5000 Watts d.
1000 Watts n.
Bus.-Studio Address........ 88 No. Franklin St.
Phone Number .................. 44666
Air Time .................. Full Time
News Service .................. AP
Transcription Service: Lang-Worth, Thesaurus
Representative .................. Avery-Knodel
Membership .................. NARTB, BAB
President .................. Dr. I. C. Morgan
Exec. V.P., Gen. Mgr. ........ Roy E. Morgan
Station Mgr. .................. Thomas P. Shelburne
Commercial Manager .......... Jerry Butler
Program Director ........... Hal Berg
Promotion Manager ........... Malcolm Dale
Chief Engineer ............... Theodore French
Publicity Director .......... Dorothy Albee

WLYC
WILLIAMSPORT—1951

Frequency: 1050 Kc......Power: 1,000 Watts d.
Owned-Operated By: Lycoming Bcstg. Co.

Address .................. 331 Pine St.
Phone Number .................. 24676
News Service .................. AP
Transcription Service: Thesaurus
Representative ............... Donald Cooke, Inc.
Gen., Sta. Mgr. ............. James H. Fitzpatrick
Commercial Manager .......... Royal Worth
Program Director ........... Morris F. Doty
Promotion Manager .......... George R. Long
Publicity Director ........... Curt E. Beyer

WRAK
WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc......Power: 250 Watts
Owned-Oper. By: WRAK, Inc.
Address .................. 244 West 4th St.
Phone Number .................. 2-6116
Air Time .................. 6:30 a.m.-12:05 a.m.
News Service .................. AP
Transcription Service ........ Associated
Representative ............... Everett McKinney
Membership .................. NARTB, BAB
Pres., Gen. Mgr. ............ George E. Joy
Comm. Mgr. .................. J. Wright Mackey
Pgm. Mgr. .................. Leon E. Kelly
Promotion Manager .......... Everett W. Rubendall
Chief Engineer ............... Glen L. Sherman

IN NORTH CENTRAL PENNA.

The right combination for a
REAL selling campaign in the
Williamsport market.

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK CHICAGO LOS ANGELES

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
**PENNSYLVANIA - RHODE ISLAND**

**WWPA**

**WILLIAMSPORT — 1949 — CBS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By:... Williamsport Radio Bcastg. Assoc., Inc.

Address: 330 Government Pl.

Phone Number: 7119

Air Time: 6:30 a.m.-12:05 a.m.

News Service: AP

Transcription Service: World

Representative: Burn-Smith

Membership: NARTB, BAB

President: Harry J. W. Kessling

Gen. Sta. Manager: Woodrow W. Ott

Program Director: Louis C. Cate

Sales Prom. Mgr.: Phil Lane

Publicity Dir.: John B. Willman

Chief Engineer: Carl Steinbacher

Chief Engineer: Willis N. Weaver

Publicity Director: J. Edward Schwalm

**WORK**

**YORK — 1932 — NBC-MBS**


Owned-Operated By:... York Bcastg. Co.

Business-Studio Address: 13 S. Beaver St.

Phone Number: 6629

News Service: UP

Transcription Service: Thesaurus

Representative: Robert Meeker

Station Executive: Clair R. McCollough

Station Manager: Clare I. Miller

Newt. Sales Mgr.: J. Robert Galick

Program Director: Glenn M. Brillhart

Technical Director: J. E. Mathiot

**WNOW**

**YORK — 1948 — KBS**

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By:... Helm Coal Co.

Business-Studio Address: 25 S. Duke St.

Phone Number: 8-2911, 8-2952

Air Time: 6 a.m.-local sunset

News Service: AP

Transcription Service: Associated

Representative: Robert S. Keller, Inc.

Membership: NARTB, BAB

General Manager: Lowell W. Williams

Commercial Manager: John O. Border

Program Director: H. E. Daugherty

Sales Promotion Manager: Edwin L. Jay

**WSBA**

**YORK — 1942 — ABC-QUAKER**

Frequency: 910 Kc. Power: 1000 Watts


Address: 53 N. Duke St.

Phone Number: 82676 - 81308

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 Prom. Mgr.: Philip K. Eberly

Program Director: Fred Shaffer

Chief Engineer: Llewellyn Jones

**RHODE ISLAND**

Pop. April 1, 1953 (Est.) 833,000 — Total Housing Units 246,000

Families April 1, 1953 (Est.) 222,000 — Stations in State 11

**WRJM**

**NEWPORT — 1948 — KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.

Owned-Oper. By:... The Aquidneck Bcastg. Corp.

Business-Studio Address: 217 Reservoir Rd.

Phone Number: 4673

Air Time: Daytime

News Service: AP

Transcription Service: World

Representative: Deveny & Co.

President: Columbus O'Donnell

V.P., Gen., Comm. Mgr.: Wallace A. Walker

Chief Engineer: Jos. Britto

**WPAW**

**PAWTUCKET — 1949 — KBS**

Frequency: 1380 Kc. Power: 1000 Watts d.


Address: 34 N. Union St.

Phone Number: 5-9000

Transcription Service: MacGregor

News Service: UP

President: Dominick Hysko


Program Director: Charles Stevens

Chief Engineer: John Costa

611
<table>
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<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner/Oper.</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>President</th>
<th>Program Director</th>
<th>Chief Engineer</th>
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<tbody>
<tr>
<td>WPRO</td>
<td>1220 Kc</td>
<td>1000 Watts</td>
<td>Providence</td>
<td>34 Main St.</td>
<td>1-4512</td>
<td>5 a.m. to 11 p.m.</td>
<td>AP, UP</td>
<td>AP, UP</td>
<td>Thesaurus</td>
<td>Paul H. Rynner</td>
<td>William S. Cherry, Jr.</td>
<td>John A. Owen</td>
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<tr>
<td>WPRO</td>
<td>630 Kc</td>
<td>5000 Watts</td>
<td>Providence</td>
<td>144 Westminster St.</td>
<td>1-4211</td>
<td>5 a.m. to 11 p.m.</td>
<td>AP, UP</td>
<td>AP, UP</td>
<td>Thesaurus</td>
<td>Paul H. Rynner</td>
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**RHODE ISLAND**

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<th>Owner/Oper.</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>President</th>
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<td>1220 Kc</td>
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<td>34 Main St.</td>
<td>1-4512</td>
<td>5 a.m. to 11 p.m.</td>
<td>AP, UP</td>
<td>AP, UP</td>
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SOUTH CAROLINA

Pop. April 1, 1953 (Est.) 2,213,000—Total Housing Units 562,000

Families April 1, 1953 (Est.) 525,000—Stations in State 46

WAKN
Aiken—1952
Frequency: 990 Kc. Power: 1000 Watts d.
Address: Old Augusta Hwy.
Phone Number: Graniteville 187
News Service: AP
Transcription Service: World, Capitol
President: B. T. Whitmire
General Manager: John Mare
Vice-Pres.: J. P. Williamson
Sta. Mgr., Prog. Dir.: Randy Davidson
Chief Engineer: J. C. Akin

WAIM
Anderson—1935—CBS
Palmetto Net
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address-Trans. Loca.: 1 Martin St.
Phone Number: 3800-1-2
Air Time: Full Time
News Service: INS
Newspaper Affiliation: Independent, Daily
Mail
Transcription Service: World, Lang-Worth
Representative: Burn-Smith, Dora—Clayton
President: Wilton E. Hall
General Manager: Glenn P. Warnock
Prom., Comm. Mgr.: G. P. Browne
Sales Prom. Mgr.: V. Barath
Program Director: Ray Barath
Chief Engineer: John Willis

WANS
Anderson—1949—MBS-KBS
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Carolina Bcstrs.
Address: Box 211
Phone Number: 3262
Transcription Service: Standard
Representative: Devney, Ayers
Membership: NARTB

WBSC
Bennettsville—1947—MBS
Frequency: 1590 Kc. Power: 10,000 Watts d.
Business-Studio Address: Box 639
Phone Number: 1080
Air Time: Full Time
News Service: AP
Representative: Joseph Hershey McGillvra
President: John W. Orvin
Gen., Comm. Mgr.: Malcolm A. Young
Prog., Publ. Director: Neil Terrell
Chief Engineer: John Gronert

WACA
Camden—1948
Owned-Operated By: Camden Bcsg. Co.
Address: Camden
Phone Number: 80
News Service: UP
Transcription Service: World
President: Haygood S. Bowden
General Manager: Tom Richards
Commercial Manager: Chuck Ballard
Chief Engineer: Joe Toher

WCSC
Charleston—1930—CBS
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By: WCSC, Inc.
Address: Francis Marion Hotel
Air Time: Full Time
News Service: UP
Transcription Service: World
**WHAN**  
**CHARLESTON—1945—ABC**
Frequency: 1340 Kc.    Power: 250 Watts  
Business Address: 152 Market St.  
Phone Number: 3-1643  
News Service: UP  
Transcription Service: Capitol  
Representative: Forjoe, Dora-Clayton  
General Manager: E. H. Keown  
Commercial Manager: G. R. Connor  
Chief Engineer: William P. Birchfield

**WPAL**  
**CHARLESTON—1947**
Frequency: 730 Kc.    Power: 1000 Watts d.  
Owned-Oper. By: Palmetto Bcstg., Inc.  
Business-Studio Address: 149 Wentworth St.  
Phone Number: 3-6428-9  
Representative: Forjoe, Dora-Clayton  
Membership: NARTB  
President: George A. Weiss  
General Manager: Laurens Moore  
Sta., Comm. Mgr.: Bob Chrystie  
Sales Prom. Mgr.: Walt Hanna  
Program Director: Louise Withrock  
Publicity Director: R. Schwartz  
Chief Engineer: A. H. Messer

**WTMA**  
**CHARLESTON—1939—NBC**
Owned-Oper. By: Atlantic Coast Bcstg. Co.  
Business Address: 133 Church St.  
Phone Number: 2-2981  
Air Time: Full Time  
News Service: AP  
News Affil.: Evening Post, News & Courier  
Transcription Service: Associated  
Representative: John Blair  
Membership: NARTB  
President: Edward Manigault  
Gen. Sta., Mgr.: Douglas M. Bradham  
Comm. Mgr.: Grange S. Cuthbert, Jr.  
Program Director: Newton S. Smyth  
Chief Engineer: Gordon Knight

**WUSN**  
**CHARLESTON—1946—MBS**
Frequency: 1450 Kc.    Power: 250 Watts  
Address: Box 154  
Phone Number: 2-2652  
News Service: UP  
Air Time: 6 a.m.-M.  
Representative: Radio Reps.  
Pres., Gen., Sta., Comm. Mgr.: J. Drayton Hattie  
Promotion Manager: Ben Hutto  
Program Director: Henry Hoppe  
Publicity Director: Clayton Schutt  
Chief Engineer: Walter Nelson

**WGCD**  
**CHESTER—1948—MBS—KBS**
Frequency: 1490 Kc.    Power: 250 Watts  
Address: 138 Main St. Press-Radio Bldg.  
Phone Number: 1171 & LD955  
Air Time: 6 a.m.-11:30 p.m.  
News Service: AP  
President: A. B. Craig  
General Mgr.: M. J. Craig  
Com. Mgr., Pgm. Dir.: Arthur Cornwall  
Promotion Director: James Kennedy

**WCOS**  
**COLUMBIA—1939—ABC**
Frequency: 1400 Kc.    Power: 250 Watts  
Owned-Oper. By: Radio Columbia  
Address: Cornel Arms Bldg.  
Phone Number: 2-2177  
Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Representative: Headley-Reed  
Membership: NARTB, BAB  
Pres., Gen. Mgr.: Charles W. Pittman  
Commercial Manager: Law Epps  
Program Director: Stewart Spencer  
Chief Engineer: Robert D. Lambert, Jr.

**WIS**  
**COLUMBIA—1930—NBC**
Frequency: 560 Kc.    Power: 5000 Watts  
Owned-Oper. By: Bcstg. Co. of the South  
Business-Studio Address: 1111 Bull St.  
Phone Number: 3-6431  
Air Time: Full Time  
News Service: AP  
Transcription Service: SESAC, Thesaurus  
Representative: Free & Peters  
Membership: NARTB, BAB  
President: B. Calhoun Hipp  
General Manager: G. Richard Shafto  
Station Manager: J. Dudley Saunemin  
Local Sales Mgr.: W. Miller Montgomery  
Program Director: Frank Harden  
Chief Engineer: Herbert G. Eldson, Jr.
WMSC
COLUMBIA—1945—CBS
Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By......Marseco Bcstg. Corp.
Business-Studio Address...1127 Lady St.
Phone Number............2-8659
News Service..............UP
Transcription Service, Lang-Worth, Associated
Representative........H-R Representatives
Membership...............NARTB, BAB
Publicity Director............Don Clark
Program Director............Grenville Seibels
Chief Engineer.............John C. Cosby

WNOK
COLUMBIA—1947—MBS
Frequency: 1230 Kc......Power: 250 Watts
Owned-Oper. By.......Palmetto Radio Corp.
Address..............1811 Main St., Box 5307
Phone Number............39401
News Service..............AP
Representative..........Raymer
Membership...............NARTB, BAB
General Manager.........H. Moody McElveen
Sales Prom. Mgr.........Pat Conder
Commercial Manager......W. C. Bochman
Program Director........David Campbell
Publicity Director........Roy O. Darby
Chief Engineer...........Don Willoughby

W LAT
CONWAY—1945—MBS
Frequency: 1490 Kc......Power: 250 Watts
Owned-Oper. By......Coastal Bcstg. Co.
Business-Studio Address..P. O. Box 497
Phone Number............340
Representative........Joseph Hershey McGillvra

WDSC
DILLON—1946
Frequency: 800 Kc......Power: 1000 Watts d.
Owned-Oper. By......Border Bcstg. Co., Inc.
Address................Box 231
Phone Number...............470-1
Air Time........................Sunrise-Sunset
News Service..............UP
Transcription Service....Thesaurus
Membership...............NARTB, BAB
Pres., Gen. Sta. Mgr.......Joseph Martin
Commercial Manager....Adelaide C. Monroe
Sales Prom. Mgr........Lee Lumpkin
Program Director............J. E. Murff, Jr.
Publicity Director..........Ella Rauch
Chief Engineer..............Ray Allen

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......Capitol
News Service..............AP
Representative.............Indie Sales
Membership...............BAB
President.................J. Lake Williams
General Manager.........Robert O. Moran
Commercial Manager.......Cleatus Brazzell
Chief Engineer...........H. O. McDonald, Jr.

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
Air Time............................Full Time
News Service..............UP
Transcription Service.....World, Thesaurus
Representative............Walker
President...............Eugene E. Stone
Gen., Sta. Mgr.........Paul H. Benson, Jr.
Chief Engineer...........Frank Jenne

WOLS
FLORENCE—1937—KBS
Frequency: 1230 Kc......Power: 250 Watts
Business-Studio Address.151 S. Dargan St.
Phone Number...........3271-2
Air Time............................Full Time
News Service..............UP
Transcription Service.....SESAC
Representative............Joseph Hershey McGillvra
Membership...............NARTB
Pres., Gen. Mgr.........Malvin Purvis
Station Manager.........A. P. Skinner
Commercial Manager.......Dick Jones
Chief Engineer...........W. A. Pritchett

WFGN
GAFFNEY—1948—KBS
Frequency: 1570 Kc......Power: 2500 Watts d.
Owned-Oper. By......Cherokee Radio Co., Inc.
Address..................P. O. Box 759
Phone Number............4795-6
News Service..............UP
Transcription Service.....Lang-Worth, SESAC
President...............A. Ray Godshall
Gen., Sta. Mgr........Morton E. Green
Comm., Prom. Manager.....Mrs. E. Stacy
Program Director..........V. Gertz
Publicity Director.........J. Hambright
Chief Engineer...........J. E. Parker
Your Best Buy (as always) in South Carolina's Leading Market is WFBC Greenville ...

Here's NEW* proof

With a daytime audience of 122,520 homes

WFBC Leads

Station "B" by 70%
Station "C" by 111%
Station "D" by 319%
Station "E" by 503%

... And with a nighttime audience of 86,670 homes

WFBC Leads

Station "B" by 79%
Station "C" by 230%
(Stations "D" and "E" do not broadcast at night)

In audience growth from 1949 to 1952

WFBC Is Up

In Daytime 26.4%
In Nighttime 24.2%

Full NBC Service For the Greenville, Spartanburg and Anderson Markets

* New data given here is from the 1952 national-wide Survey by A. C. Nielsen Co.
Figures for 1949 were from BMB. Detailed information will be given gladly on request.
**WGZN**

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.       Power: 250 Watts
Owned-Operated By: Georgetown Bcstg. Co. 
Address, Trans. Loc.            216 Fraser St.
Phone Number                    3-3421

Ken (Mrs.)                      2-6711
Grenco, F.                      5-7406

**Wake**

GREENVILLE—CBS-MBS

Frequency: 1490 Kc.       Power: 250 Watts
Address, Trans. Loc.            400 Mayberry St.
Phone Number                    5-7406

Air Time          Full Time

News Service       INS
Transcription Service       Associated
Representative            Pearson
President                   V. D. Ramseur
Gen. Mgr., Prog. Dir.      J. F. McDonough
Publicity Director        Inez Anders
Chief Engineer            H. A. Morris

**WESC**

GREENVILLE—1947

Owned-Operated By: Greenville Bcstg. Co. 
Business-Studio Address            1 College St.
Phone Number                    2-8241

Air Time          Sunrise-sunset

News Service       AP
Transcription Service       Lang-Worth
Representative            Rambeau
Membership       NARTB

President            (Mrs.) Scott Russell
General Manager       W. Ennis Bray
Commercial Manager     C. G. Goodyear
Program Director       David Moss
Chief Engineer        F. B. Bailey

**WFBC**

GREENVILLE—1933—NBC

Frequency: 1330 Kc.       Power: 5000 Watts
Owned-Oper. By: Greenville News Piedmont 
Business-Studio Address          Poinsett Hotel
Phone Number                    2-7616-7

Air Time          Full Time
Newspaper Affiliation    News-Piedmont Co.
News Service       UP
Transcription Service       Thesaurus
Representative            Avery-Knodel
President                B. H. Peace, Jr.
General Manager          E. T. Whitmire
Commercial Mgr.          R. Q. Glass, Jr.
Program Director          Norvin Duncan
Chief Engineer            William Garrison

**WMRC**

GREENVILLE—1940—ABC

Frequency: 1440 Kc.       Power: 5000 Watts
Owned-Operated By: Textile Bcstg. Co. 
Bus.-Studio Address             Prevost Bldg.
Phone Number                    3-2751

Air Time          Unlimited
News Service       AP
Transcription Service       World
Representative            Weed & Co.
Membership       NARTB
President            R. A. Jolley, Sr.
Program Director        William T. Arrington
Publicity Director      Lidie Walters
Chief Engineer            George D. Tate

**WMUU**

GREENVILLE—1949

Frequency: 1260 Kc.       Power: 1000 Watts d.
Owned-Oper. By: Bob Jones Univ. 
Address            Greenville
Phone Number                    2-5711

Air Time          Day Time
News Service       AP, INS
Transcription Service       SESAC, Associated
Membership       BAB
President            Dr. Bob Jones, Jr.
General Manager       R. K. Johnson
Station Manager       Jim Ryerson
Commercial Manager     Glen Schunk
Sales Prom. Mgrs.     K. Ouellette, J. Baehe
Program Director       Paul Schultz
Publicity Director      Bob Osterberg
Chief Engineer        Paul Matthew

**WCBS**

GREENVILLE—1941—NBC

Frequency: 1450 Kc.       Power: 250 Watts
Owned-Operated By: Greenco, Inc. 
Address            P. O. Box 868
Phone Number                    4300

News Service       AP
Transcription Service       Thesaurus, Associated
Representative            Thomas Clark
President                Douglas Featherstone
Gen. Mgr., Prog. Dir.      Dan Crossland
Commercial Manager       Ralph Norman
Chief Engineer            Charlie Sparks

**WEAB**

GREER—1949—KBS

Frequency: 800 Kc.       Power: 250 Watts d.
Address            P. O. Box 151
Phone Number                    1057-8

Air Time          Daytime
News Service       UP
Transcription Service       UP

Chief Engineer            E. A. Burch
Co-Owner........................................W. Ryan Frier
Program Director..............................Betty Beers
Chief Engineer....................................Joe Cole

**WHSC**
*HARTSVILLE—1946—MBS-KBS*
Frequency: 1450 Kc................................Power: 250 Watts
Business-Studio Address.......................College Ave.
Phone Number..................................1450
Air Time........................................Full Time
News Service....................................AP
Representative....................................McGillivra
Transcription Service............................AP
President.........................................Charles H. Campbell
General Manager..............................Raymond Caddell
Commercial Manager.........................Gerald Quick
Chief Engineer....................................Donald A. Brilsen

**WDK D**
*KINGSTREE—1949*
Frequency: 1300 Kc................................Power: 1000 Watts d.
Owned-Operated By:..............................Palmetto Bscg. Co.
Address............................................Kingstree
Phone Number...................................6761
News Service.....................................AP
Transcription Service............................AP
General Manager..............................E. G. Robinson, Jr.
Program Director................................T. J. Robinson
Chief Engineer.................................D. H. I. Owens

**WLC M**
*LANCASTER—1951*
Frequency: 1360 Kc................................Power: 1000 Watts d.
Owned-Operated By:..............................Royal Bscg. Co.
Address............................................103 S. Catawba St.
Phone Number................................1406
Air Time.........................................Full Time
News Service.....................................AP
Transcription Service............................AP
Pres., Gen. Mr....................................Milton D. Scarboro
Comm., Sales Prom. Mgr.........................D. C. Phillips
Program Director..............................Joann McManus
Publicity Director.............................Claudine Watson
Chief Engineer.................................Robert Shileniantski

**WLB G**
*LAURENS—1948—KBS*
Frequency: 860 Kc................................Power: 250 Watts d.
Owned-Operated By:..............................WLBG, Inc.
Business Address..............................Box 642, Laurens
Phone Number................................2-2331
Air Time..........................................Sunrise-Sunset
News Service.....................................UP
Transcription Service............................World
President........................................James C. Todd
General Manager..............................Richards Todd
Program Director..............................Carrol Sexton
Sls. Prom. Mgr...................................Steve Stevenson
Chief Engineer.................................Jack Taylor

**WJAY**
*MULLINS—1949—KBS*
Frequency: 1280 Kc................................Power: 1000 Watts d.
Phone Number...................................390 (Marion, 3901 (Mullins)
Air Time..........................................Daytime
News Service.....................................UP
Transcription Service............................Langworth
President........................................W. G. Smith
Gen., Sta., Comm. Mgr..........................James F. Ramsey
Pgm., Pro. Dir.................................Kenneth Gasque
Chief Engineer.................................George Magara

**WMRA**
*MYRTLE BEACH—1948*
Frequency: 1450 Kc................................Power: 250 Watts
Owned-Oper. By:.................................Elizabeth Evans
Address...........................................Ocean Forest Hotel
Phone Number....................................5061
Air Time.........................................Full Time
Pres., Gen. Mgr..................................Elizabeth Evans
Commercial Manager..........................S. W. Monroe
Program Director..............................Crosby Brunson
Chief Engineer.................................W. C. Evans
Promotion Manager.............................Tom Garmer

**WKDK**
*NEWBERRY—1946—MBS-KBS*
Frequency: 1240 Kc................................Power: 250 Watts
Address, Trans.................................11 Radio Dr., Box 211
Phone Number.................................1403
Air Time.........................................6 a.m.-12 M.
News Service.....................................AP
Transcription Service.............................AP
Pres., Gen., Sta. Mgr.............................James F. Coggins
Comm., Sales Prom. Mgr.........................Emory Bedenbaugh
Publ. Dir.........................................Marcia Coggins
Chief Engineer.................................Ray Gilliam

**WRNO**
*ORANGEBURG—1946—ABC-KBS*
Frequency: 1450 Kc................................Power: 250 Watts
Owned-Operated By:..............................WRNO, Inc.
Phone Number.................................1420
Air Time.........................................Unlimited
News Service.....................................AP
Transcription Service............................Thesaurus
Membership.....................................BA B
President.......................................Charles S. Henery
Commercial Mgr...............................Norman M. Mathews
Chief Engineer.................................Gus Browning

**WTND**
*ORANGEBURG—1948*
Frequency: 920 Kc................................Power: 1000 Watts d.
Owned-Operated By..............................WTND, Inc.
SPARTANBURG—1929—CBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Beasting, Co. of the So.
Business-Studio Address .. 224 E. Main St.
Phone Number .................... 33621
News Service ...................... UP
Air Time .......................... Full Time
Transcription Service .......... Standard
Representative .................... Blair, Cummings
Membership ....................... NARTB
Managing Director ............... Roger A. Shaffer
Commercial Manager ............ Ross M. Holmes
Program Director ............... Ed McGrath
Publicity Director ............... Jane Dalton
Chief Engineer .................... H. R. Beckholt

SUMTER—1940—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WFIG, Inc.
Business-Studio Address ...... Radio Center Bldg.
Phone Number .................... 1940
News Service ...................... AP
Transmission Service ...... World
Representative ..................... Joseph Heshey McGillvra
Pres., Comm. Mgr. ............... Fulton B. Creech
Manager ......................... T. Doug Youngblood
Commercial Mgr. ............. William H. Moore, Jr.
Program Director ............ Paul Reidy
Chief Engineer ................ Richard Elam

UNION—1949—ABC
Frequency: 1460 Kc. Power: 1000 Watts
Address ......................... 210 East Main St.
Phone Number .................... 1200
Air Time .......................... 6:00 a.m. to 12:00 M.
News Service ...................... UP
Transmission Service .......... Continental
Station Repr. ..................... E. H. Hughes
President ......................... Thesaurus
General Manager ............... Edward L. B. Osborne
Program Director ............ Ethel Lancaster
Chief Engineer ................ T. W. Weathers

WALTERBORO—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Studio Address .................. Box 12
Phone Number .................... 3861
News Service ...................... AP
President ......................... R. M. Jeffries
Program Director ............ Louise Long
SOUTH DAKOTA
Pop. April 1, 1953 (Est.) 675,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 178,000—Stations in State 13

KABR
ABERDEEN—1952
Owned-Operated By: Aberdeen Bcstg. Svc.
Address: Hway. No. 281 N.
Phone Number .................. 4573
News Service .................. AP
Representative .............. Weed
President .................. Henry J. Schmitt
Sta. Gen. Manager ............. Byron McElligott
Commercial Manager .......... Russa Osborne
Program Director ............ E. C. Pieplow
Chief Engineer .............. George Crocker
Bus.-Studio Address ........... 217-219 H. Main
Phone Number .................. 621
Air Time .................. 9 a.m.-M.
News Service .................. UP
Transmission Service .... Lang-Worth
Membership .............. NARTB
Pres., Gen., Sta. Mgr. ....... Raymond V. Eppel
Comm., Sales Prom. Mgr. .... B. Harland Ohde
Chief Engineer .............. J. R. Doherty

KSDN
ABERDEEN—1948—MBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By: Aberdeen News Co.
Phone Number .................. 4573
Air Time .................. 6 a.m.-12 M.
News Service .................. AP
Representative .............. Weed
President .................. Henry J. Schmitt
Sta. Gen. Manager ............. Byron McElligott
Commercial Manager .......... Russa Osborne
Program Director ............ E. C. Pieplow
Chief Engineer .............. George Crocker

KDSJ
DEADWOOD—1947—MBS
Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By: John, Eli & Harry Daniels
Address .................. P. O. Box 462
Phone Number .................. 186
Transmission Service ....... World
News Service .................. UP
Membership .............. NARTB
Gen. Mgr., Chief Engr. ....... Eli Daniels
Commercial Manager .......... Harry Daniels
Program Director ............ Bonnie Laughlin
Chief Announcer ............ Bill Lynn

KIJV
HURON—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: James Valley Bcstg. Co., Inc.
Bus.-Studio Address ........ 1726 Dakota Ave., S.
Phone Number .................. 765
Transmission Service ....... Thesaurus
Membership .............. NARTB
Pres., Gen. Mgr., Chief Engr. .. Max F. Staley
Comm. Mgr. .................. Dwight Coursey
Program Dir. ............... Dale Larson

KORN
MITCHELL—1947—MBS
GOLDEN PHEASANT
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Michell Bcstg. Assn.

KGFX
PIERRE—1936—KBS
Owned-Oper. By: Estate of Dana McNeil
Bus.-Studio 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 .............. Lawson
President .................. Ida A. McNeil
Chief Engineer .............. Selwyn Ronning

KOTA
RAPID CITY—1936—CBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By: Black Hills Bcstg. Co. of Rapid City
Business Address ........... 1819 W. St. Joe St.
Phone Number .................. 2000
Air Time .................. Full Time
News Service .................. UP
Representative .............. Headley-Reed, Bulmer & Johnson
Transmission Service ...... World, Capitol
Membership .............. NARTB, BAB
President .................. Robert J. Dean
Gen., Sta., Comm. Mgr. .... Abner H. George
Chief Engineer .............. A. E. Griffiths

KELO
SIOUX FALLS—1937—NBC
Frequency: 1320 Kc. Power: 5000 Watts
Bus.-Studio Address ....... Kelo Bldg.
Phone Number ............... 45841
Air Time .................. 5:45 a.m.-1 a.m.
News Service .................. UP
Transmission Service .... Capitol, Standard
Representative .............. Taylor
Membership .............. NARTB, BAB
President, Gen. Mgr. ....... Joe Floyd
Station Manager ............ Evans Nord
Pgm., Prod. Dir. ............. Jim Burt
Publicity Director ........... Dave Dedrick
Chief Engineer .............. Lester Froke

620
KIHO
SIOUX FALLS—1948—MBS
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By: Big Sioux Bcastg. Co., Inc.
Address: 218 South Main Ave.
Phone Number: 47736
News Service: AP
Representative: Paul H. Raymer Co.
President: Dr. J. D. Conner
General Manager: David J. Kempeks
Commercial Manager: Richard C. Morenus
Program Director: Fred W. Schweikher
Vice President: George R. Hahn
Station Manager: George "Bill" Rohn
Commercial Manager: Rollie R. Williams
Program Director: Ray Loftness
Sales Prom. Mgr.: E. C. Stangland
Chief Engineer: Max Pierce

KISD
SIOUX FALLS—1948—KBS
Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KISD, Inc.
Bus.-Studio Address: 311 S. Phillips Ave.
Phone Number: 45571
Transmitter Location: W. 12th St.
News Service: AP
President: H. R. Alton
Gen. Mgr., Prog. Dir.: Verl Thompson
Commercial Manager: Gabe Caffrey
Sales Prom. Mgr.: Helen Achats
Publicity Dir.: Bud Bird
Chief Engineer: Duane Decker

KSOO
SIOUX FALLS—1927
Frequency: 1140 Kc. Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By: Sioux Falls Bcastg. Assn., Inc.
Address: 317 S. Phillips Ave.
Phone Number: 47545
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

WNAX
YANKTON—1923—CBS
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Cowles Bcastg. Co.
Bus.-Studio Address: WNAX Bldg.
Phone Number: 442
Air Time: 5:30 a.m.-M.
Newspaper Affiliation: Des Moines Register and Tribune
News Service: AP, UP
Transcription Service: Capitol
Representative: Kats
Membership: NARTB, BAB
President: Gardner Cowles, Jr.
Gen., Sta. Manager: Robert R. Tincher
Commercial Manager: Donald D. Sullivan
Prom., Pub. Mgr.: Richard T. Harris
Program Director: Herb Howard
News Director: Arthur J. Smith
Chief Engineer: Clifton M. Todd
TENNESSEE

Radiophone Vann Morrie 215 Lang-Worth

B. 5:30 DOME AP 6-5684

Helen Dale B. 7-1128 AP 6-5117 R.

5:00 UP Gene E. 5:30 WAPO AP Power: Hamilton D

WDOD

NARTB. D. Watts

George Power: Ken J. AP, 6-1114 AP NARTB

Capitol R. Carter 8-6141 Campbell Capitol

Joseph Earl 6-4146 6414 James WDXB, Glenn George

Power: Thesaurus Power: Byron Service W.

Forjoe 5:55 NARTB. Rambeau Power: NARTB.

Mrs. Cliif Langworth Tenn. South NARTB

5:30 Brody WDEF WMFS. W.

Pearson Power: Hotel Frank B.

Bum-Smith Service W. Pearson Power:

1925—CBS

CHATTANOOGA— Frequency: 1310 Kc. Power: 5000 Watts


Address: Hamilton Natl. Bank Bldg.

Phone Number: 6-5117

Air Time: 5:30 a.m.-12:30 a.m.

News Service: AP, UP

Transcription Service: Standard, World

Representative: Paul H. Raymer

Membership: NARTB


Commercial Manager: Norman K. Thomas

Publicity Dir.: Gene Allen Carr

Program Director: Frank A. Hubs

Chief Engineer: W. Roy Owens

WDXB

CHATTANOOGA—1948

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By: WDXB, Inc.

Address: Dome Bldg.

Phone Number: 6-1114

Representative: Fred

News Service: AP

President: Joseph Bloom

Vice-President: David E. Cohen

General Manager: J. M. Brown

Chief Engineer: Byron E. Fincher

WMFS

CHATTANOOGA—1951

Frequency: 1280 Kc. Power: 1000 Watts d.

Owned-Operated By: WMFS, Inc.

Address: 215 W. Ninth St.

Phone Number: 6-4146

News Service: INS

Representative: Bob

President: Brody Timm

Gen. Sta. Mgr.: Russell E. Offhaus

Comm. Prom. Mgr.: Dave Smith

Publicity Dir.: Mrs. Evelyn Cato

Chief Engineer: Glenn Channells

WJZM

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By: Campbell & Sheftall

Business-Studio Address: 411 Media St. Phone Number: 6414

News Service: AP

Transcription Service: Capitol

Membership: NARTB. BABS

Pres. Gen-Sta. Mgr.: E. T. Campbell

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts


Address: Hotel Patten

Phone Number: 7-1128

Air Time: 5:55 a.m. to 12 M.

News Service: AP

Transcription Service: Langworth

Station Repr.: Vann Campbell

General Manager: Cliff Bowers

Comm. Mgr.: Marie Schlieff

Program Director: George McMurtrie

WAPL

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.

Owned-Oper. By: WAPL Bcstg. Service

Business-Studio Address: Read House

Phone Number: 6-6141

Air Time: 5:00 a.m.-12M.

News Service: AP

Transcription Service: Thesaurus

Representative: Avery-Knodel

Membership: NARTB. BAB


Comm. Mgr.: B. J. Bush

Program Director: Frances Harley

Sales Prom. Mgr.: R. N. Krepps

Publicity Dir.: Helen Patterson

Chief Engineer: B. B. Barnes

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts


Bus.-Studio Address: 420 Volunteer Bldg.

Phone Number: 6-5664

Air Time: 5:30 a.m.-M.

News Service: UP

Transcription Service: Capitell

Representative: Branham

Membership: NARTB

President: Carter M. Parham

Gen., Sta., Comm. Mgr.: Ken Flenniken

Program Director: Morrie Quave

Chief Engineer: B. C. Baker
WBC
CLEVELAND—1945—MBS
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . Robert Rounsaville
Business-Studio Address . . . . . . Box 677
Phone Number . . . . . . 62
Air Time . . . . . . 6:00 a.m.-10:30 p.m.
News Service . . . . . . UP
General Manager . . . . . . R. W. Rounsaville
Station Manager . . . . . . Thad F. Fitch
Program Director . . . . . . Mike Dodd
Chief Engineer . . . . . . William D. Stuart

WKRK
COLUMBIA—1946—MBS-KBS
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . The Middle Tennessee
Bstg. Co., Inc.
Bus.-Studio-Transmitter Address . . . . . . P. O. Box 71
Phone Number . . . . . . 1340
Air Time . . . . . . 5 a.m.-M.
News Service . . . . . . AP
Transcription Service . . . . . . . . . . . . . . World
Membership . . . . . . NARTB, B.B.
Sales Prom. Mgr. . . . . . . Mel Dugger
Publ. Pgm. Dir. . . . . . . Al Knott
Chief Engineer . . . . . . Cameron McKay

WHUB
COOKEVILLE—1940—CBS-KBS
Frequency: 1400 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . WHUB, Inc.
Bus.-Studio Address . . . . . . 315 E. Spring St.
Phone Number . . . . . . 789
Transmitter Location . . . . . . . . . . . . . . 807 Hickory St.
News Service . . . . . . UP
Representative . . . . . . Continental Radio Sales
Membership . . . . . . NARTB, B.B.
General Manager . . . . . . M. L. Medley
Station Director . . . . . . Joe Mabry
Publicity Director . . . . . . Stacey Mott
Chief Engineer . . . . . . G. W. Daughtery

WDG
DYERSBURG—1946
MBS-KBS-MID-SOUTH
Frequency: 1450 Kc. . . . . . . Power: 250 Watts
Address . . . . . . Box 58
Phone Number . . . . . . 77
Air Time . . . . . . 6 a.m.-11 p.m.
Transcription Service . . . . . . . . . . . . World
News Service . . . . . . AP
President . . . . . . Russel M. D. Bruce
General Manager . . . . . . Frank Armstrong

WBEJ
ELIZABETHTON—1946—MBS
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . Robert Rounsaville &
George Clark
Business-Studio Address . . . . . . Elk Ave.
Phone Number . . . . . . 2-1241
News Service . . . . . . UP
Senior Partner & Mgr. . . . . . . R. W. Rounsaville
Comm. Sta. Manager . . . . . . Frazier Cochrane
Comptroller . . . . . . S. A. Wade
Program Dir. . . . . . . Art Selley
Publicity Dir. . . . . . . John H. Mullaney
Chief Engineer . . . . . . Condon Bowers, Jr.

WEKR
FAYETTEVILLE—1948—MBS-KBS
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Business-Studio Address . . . . . . Box 825
Phone Number . . . . . . 1240
President . . . . . . John R. Crowder
General Manager . . . . . . James Porter Clark
Station Manager . . . . . . Jim Tate
Program Director . . . . . . Tedd Barnes
Chief Engineer . . . . . . Ernest Tucker

WHIN
GALLATIN—1948
Frequency: 1010 Kc. . . . . . . Power: 1000 Watts d.
Address . . . . . . Gallatin
Phone Number . . . . . . 1010
Transmitter Location . . . . . . Highway 109
News Service . . . . . . UP
Representative . . . . . . Indie Sales, Inc.
Membership . . . . . . NARTB, B.B.
President . . . . . . A. B. Perkins
Gen., Sta., Prog. Mgr. . . . . . . J. B. Thomas
Commercial Manager . . . . . . Charles Brewer
Chief Engineer . . . . . . Maxwell R. Bennett

WGRV
GREENEVILLE—1946—MBS
Frequency: 1340 Kc . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . Radio Greeneville, Inc.
Address . . . . . . Radio Bldg.
Phone Number . . . . . . 4147
News Service . . . . . . UP
Transcription Service . . . . . . . . . . . . Capitol
Pres., Gen. Mgr. . . . . . . Paul Metcalfe
Commercial Manager . . . . . . Hugh Pickel
Program Director . . . . . . Lynn Peters
Chief Engineer . . . . . . Lalie Hampton
W H B T
HARRIMAN—1947—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Bus-Studio Address: Harriman Phone Number: 661
Air Time: 6:15 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World Representative: Continental Membership: BAB

W I R J
HUMBOLDT—1949—MID-SOUTH KBS
Frequency: 740 Kc. Power: 250 Watts
Address: 210 N. 22nd Ave. Phone Number: 740
Air Time: Daytime News Service: UP

W D X I
JACKSON—1948—MBS-KBS
Frequency: 1310 Kc. Power: 5000 Watts d.
1000 n.
Business-Studio Address: Williams Bldg. Phone Number: 7-9811
Air Time: Unlimited News Service: UP
Transcription Service: World Representative: Burn-Smith Membership: NARTB, BAB

W P L I
JACKSON—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: George Arthur Smith
Address: 201½ N. Market St.
Phone Number: 7-8541
Air Time: Full Time
News Service: UP
Transcription Service: World Representative: McHilivra
President: George Arthur Smith
Chief Engineer: Dave Jordan

W T J S
JACKSON—1931—ABC-MID-SOUTH
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: The Sun Publishing Co. Business-Studio Address: Jackson Phone Number: 7-3316
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: World Representative: Branhman Membership: NARTB, BAB
Exec. V-P.: A. A. Stone Station Manager: Frank S. Proctor Publicity Dir.: Peggy McKinnie Studio Director: Sam D. Lollar Chief Engineer: Robert M. Gordon

W J H L
JOHNSON CITY—1938—ABC
1000 Watts n.
Owned-Oper. By: WJHL Inc. Business-Studio Address: 145 W. Main St. Phone Number: 2780
Air Time: 6 a.m.-M.
News Service: AP, UP

W E T B
JOHNSON CITY—1947
Frequency: 790 Kc. Power: 1000 Watts d.
Air Time: 6 a.m.-Sunset
Newspaper Affiliation: "Press Chronicle" News Service: AP
W K I N
KINGSPORT—1951—KBS
Frequency: 1320 Kc.        Power: 1000 Watts d.
Owned-Operated By.        Cy N. Bahakel
Address.                   338 E. Center St.
Pres., Gen. Mgr.            Cy N. Bahakel

W K P T
KINGSPORT—1940—NBC
Frequency: 1400 Kc.        Power: 250 Watts
Business-Studio Address   222 Commerce St.
Phone Number.             .2870
Transcription Service     Thesaurus, World
Representative            Donald Cooke
Membership                NARTB, BAB
President                 C. P. Edwards, Jr.
Gen., Sta. Manager        Paul L. Overbay
Commercial Mgr.           Phil Weaver
Program Dir.              Martin Karant
Publicity Dir.             Jim Davis
Chief Engineer            Thomas Phillips

W B I R
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
Air Time.                 5:30 a.m.-M.
Transcription Service     Thesaurus
Representative            Bolling
Membership                NARTB, BAB
President                 Gilmore N. Nunn
Gen., Sta., Com. Mgr.     John P. Hart
Program Director          Neal Branch
Chief Engineer            J. Rex Horton

W K G N
KNOXVILLE—1947—MBS
Frequency: 1340 Kc.        Power: 250 Watts
Owned-Operated By.        WGNB Bcstg. Co.
Business-Studio Address   Park Natl. Bank Bldg.
Phone Number.             .4-0766
Air Time.                 6 a.m.-M.
News Service              AP
Transcription Service     Lang-Worth
Representative            Fordoe
Membership                NARTB
Publicity Director        R. C. Wolfe
Chief Engineer            Milton L. Jones

W N O X
KNOXVILLE—1921—CBS
Frequency: 990 Kc.         Power: 10,000 Watts
Business-Studio Address    110-112 S. Gay St.
Phone Number.             .3-3171
Air Time.                 5 a.m.-1105 a.m.
Newspaper Affiliation      "News Sentinel"
News Service              UP
Transcription Service     Standard
Representative            Brancham
President                 Jack R. Howard
Gen.-Station Mgr.         R. B. Westergaard
Comm.-Sales Prom. Mgr.    O. L. Smith
Program Dir.              C. A. McMahon
Chief Engineer            Ray Evans

W R O L
KNOXVILLE—1927—NBC
Frequency: 620 Kc.         Power: 5000 Watts
Business-Studio Address   612 Gay St.
Phone Number.             .2-7111
Transmitter Location      Holston Hills
Air Time.                 20 hrs.
News Service              UP
Transcription Service     World
Representative            Avery-Knodel
Membership                NARTB, BAB
President                 Paul Mountcastle
Gen., Sta. Mgr.           W. H. Linebaugh
Commercial Manager       J. T. McCloud
Program Dir.              J. H. Reese
Prom., Pub. Director      Wayne Hudson
Chief Engineer            Fred Andrews

W D X E
LAWRENCEBURG—1951—MBS
KEYSTONE
Frequency: 1370 Kc.        Power: 500 Watts d.
Address.                   Lockie Bldg.
Phone Number.             .4411
News Service              UP
Transcription Service     SESAC, World
Representative            Burn-Smith
President                 Aaron B. Robinson
General Manager           George Eubanks
Program Director          Ken Marston
Publicity Dir.             Francis Baxter
Promotion Manager         Bud Sawyer
Chief Engineer            Noble G. Morgan

W C O R
LEBANON—1949—KBS
Owned-Operated By.        Lebanon Bcstg. Co., Inc.
Address.                   Cumberland Ave.
Phone Number.             .1540
News Service              UP
Station Manager            Theo. F. Ezell, Jr.
Comm. Mgr.                 Michael R. Freeland
Program Director          Jack Hendrickson
Chief Engineer            William Johnston
**W L I L**
LENOIR CITY—1950
Frequency: 730 Kc. . . . Power: 500 Watts d.
Owner. . . . Arthur Wilkerson Lumber Co.
Address. . . . 406 E. Broadway
Phone Number . . . . 1095
Transcription Service . . . . SESAC
News Service . . . . UP
Owner, Gen. Mgr. . . . Arthur Wilkerson

**W E A K**
MEMPHIS—1951
Frequency: 1480 Kc. . . . Power: 1000 Watts d.
Address . . . . 215 Madison Ave.
Phone . . . . 37-8833
Transcription Service . . . . SESAC, Lang-Worth
News Service . . . . INS
President . . . . E. C. Krausnick, Jr.
V. P., Gen. Mgr. . . . Charles DeVols
Commercial Manager . . . . Dick Palmere
Program Director . . . . Ted Roney
Chief Engineer . . . . Ben Enochs

**W J J M**
LEWISBURG—1947—MBS-KBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . . Estate of James J. Murray
Address . . . . East Hill
Phone Number . . . . 780
News Service . . . . AP
Comm., Gen. Mgr. . . . Louis D. Lingner
Chief Engineer . . . . J. E. Sowell

**W G A P**
MARYVILLE—1947
Frequency: 1400 Kc. . . . Power: 250 Watts
Address . . . . 503 Blount Natl. Bank Bldg.
Phone Number . . . . 2480-1
Membership . . . . NARTB
Air Time . . . . 5 a.m.-12 M.
News Service . . . . AP
Transcription Service . . . . Thesaurus
Co-owners . . . . F. H. Corbett, H. C. Weaver
Gen., Sta. Mgr. . . . F. H. Corbett
Commercial Manager . . . . Walter Moore
Program Dir. . . . . Joe F. Wheeler
Chief Engineer . . . . Curtis Lamarr

**W M M T**
McMINNVILLE—1947—MBS
KEYSTONE
Frequency: 1230 Kc. . . . Power: 250 Watts
Address . . . . McMinnville
Phone Number . . . . 401
President . . . . Dr. Sam J. Albritton

**W D I A**
MEMPHIS—1947
Frequency: 730 Kc. . . . Power: 250 Watts d.
Owned By . . . . Bluff City Bstg. Co.
Operated By . . . . John Pepper, Bert Ferguson
Business-Studio Address . . . 2074 Union Ave.
Phone Number . . . . 36-2703
Air Time . . . . Daytime
News Service . . . . UP
Representative . . . . Pearson, Dora-Clayton
Membership . . . . NARTB, BAB
Gen. Mgr. . . . . Bert Ferguson
Commercial Manager . . . . Harold F. Walker
Program Director . . . . Christine Spindel
Publicity Dir. . . . . Henry N. Fones
News Dir. . . . . Marie Wathen

**W H B Q**
MEMPHIS—1925—MBS
Frequency: 560 Kc. . . . Power: 5000 Watts
Bus.-Studio Address . . . Hotel Chisca
Phone Number . . . . 8-8688
Air Time . . . . Full Time
News Service . . . . UP
Transcription Service . . . . Associated Representative
Membership . . . . NARTB, BAB
Gen., Sta. Mgr. . . . John Cleghorn
Comm. Mgr. . . . Bill Grumbles
Pgm. Dir. . . . Gordon Lawhead
Sales Prom. Mgr. . . . Frank Willis
Publicity Dir. . . . Mark Forrester
Chief Engineer . . . . Welton Roy Consulting Engr.

**W H H M**
MEMPHIS—1946
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . . Mid-South Bstg. Corp.
Business-Studio Address . . . Sterick Bldg.
Phone Number . . . . 37-4422
Air Time . . . . 6 a.m.-12 M.
News Service . . . . UP
Representative . . . . Forjoe
Membership . . . . NARTB
President . . . . P. E. Furlow
Gen. Sta. Mgr. . . . C. K. Beaver
Commercial Manager . . . Alan Avery
Program Dir. . . . Jay Black
Chief Engineer . . . . William Marsh

**W M C**
MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY
Frequency: 790 Kc. . . . Power: 5000 Watts
Bus.-Studio Address . Goodwyn Institute Bldg.
**WMPS**

**MEMPHIS—1925—ABC**

Frequency: 680 Kc. Power: 10,000 Watts d.
5000 Watts n.

Owned-Operated By: WMPS, Inc.
Business-Studio Address: Radio Center
Phone Number: 5-2663
Air Time: 5 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Standard
Representative: Radio Representatives
Membership: NARTB
Pres., Gen. Mgr.: Harold R. Krelstein
Station Mgr.: George B. Faulder
Sales Prom. Mgr.: W. B. Rudner
Program Dir.: W. E. Crump
Publicity Dir.: Virginia Waters
Chief Engineer: J. E. Deaderick

**WMAC**

**NASHVILLE—1948—MBS**

Frequency: 1300 Kc. Power: 5000 Watts
Address: Maxwell House
Phone Number: 4-3411
Transmitter Location: Hyde's Ferry Rd.

President: Herbert S. Walters
Program Director: John Frank McCrary
Chief Engineer: James R. Redden

**WGNS**

**MURFREESBORO—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: WGNS, Inc.
Address: F. O. Box 456
Phone Number: 1-1540
News Service: AP
Representative: Holman
Translation Service: World
News Service: NAB
Membership: NARTB
Program Director: John D. Hood
Chief Engineer: Will Dunn

**WKDA**

**NASHVILLE—1947**

Frequency: 1240 Kc. Power: 250 Watts
Bus-Studio Address: 1st American Natl. Bank Bldg.
Phone Number: 4-0511
Air Time: 5 a.m.-1 a.m.
News Service: AP
Translation Service: Capitol, Standard
Representative: Balling
Membership: NARTB
(Owners) Owners: T. B. Baker, Jr. & A. G. Beaman
General Manager: T. B. Baker, Jr.
Program Director: Alfred G. Kengott, Jr.
Chief Engineer: Oscar C. Griffin, Jr.
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner/Oper. By.</th>
<th>Address</th>
<th>Phone Number</th>
<th>Time</th>
<th>Frequency</th>
<th>Program Dir., Chief Announcer</th>
<th>Chief Engineer</th>
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<tbody>
<tr>
<td>WATO</td>
<td>Oak Ridge</td>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td>WATO, Inc.</td>
<td>Municipal Market Bldg.</td>
<td>5-3536</td>
<td>6:00 a.m.</td>
<td>Unlimited</td>
<td>Marshall H. Pengra</td>
<td>Marvin Paul</td>
</tr>
<tr>
<td>WTPR</td>
<td>Paris</td>
<td>710 Kc.</td>
<td>250 Watts</td>
<td>Paris Bcast. Co.</td>
<td>Poplar St.</td>
<td>1-700</td>
<td>6:00 a.m.</td>
<td>1066-67</td>
<td>J. M. Cecil</td>
<td>Don Somerville</td>
</tr>
<tr>
<td>WKS R</td>
<td>Pulaski</td>
<td>1420 Kc.</td>
<td>1000 Watts</td>
<td>The Richland Bcast. Co.</td>
<td>Jones Bldg.</td>
<td>250</td>
<td>6:00 a.m.</td>
<td>Sunrise-Sunset</td>
<td>W. K. Jones</td>
<td>Charles Christian</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>650 Kc.</td>
<td>50,000 Watts</td>
<td>Nat'l Life &amp; Acc. Ins. Co.</td>
<td>301 7th Ave., N.</td>
<td>8-7181</td>
<td>6:00 a.m.</td>
<td>AP,fone</td>
<td>Wm. R. McDaniel</td>
<td>George A. Reynolds</td>
</tr>
<tr>
<td>WDBL</td>
<td>Springfield</td>
<td>1450 Kc.</td>
<td>1000 Watts</td>
<td>Springfield Bcast. Co., Inc.</td>
<td>P. O. Box 464</td>
<td>1287</td>
<td>5-439</td>
<td>World</td>
<td>Howard M. Peters</td>
<td>Tim Marsh</td>
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</tbody>
</table>
W J I G
TULLAHOMA—1948
Owned-Oper. By: Raymond L. Prescott, Jr.
Business Address: West End Drive
Phone Number: 2607-8
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World
Comm. Mgr.: Mrs. Raymond L. Prescott, Jr.
Program Dir.: Gene Bennett
Chief Engineer: William C. Spraggins

W E N K
UNION CITY—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Phone Number: 1240-1
Air Time: 5 a.m.-11 p.m.

K R B C
ABILENE—1936—ABC—TEXAS
Business Address: Windsor Hotel
Phone Number: 4-6255
Air Time: 6 a.m.-11 p.m.
News Service: Associated
Transcription Service: John E. Pearson
Representative: Mrs. Eva M. Hanks
President: Howard Barrett
General-Station Mgr.: John Mingus
Commercial Manager: Forest Lane
Sales Prom. Manager: Troy Mallon

K W K C
ABILENE—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address: 25th & Butternut Sts.
Phone Number: 4-7236
Air Time: 18 hrs.
News Service: AP, UP
Transcription Service: Taylor
Representative: NARTB
President: W. P. Wright
Gen., Sta. Mgr.: A. C. Etter
Commercial Manager: Tyler Stewart

TENNESSEE—TEXAS

W C D T
WINCHESTER—1946—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Arthur D. Smith, Jr.
Address: Box 1103
Phone Number: 2201
Air Time: Full Time
News Service: UP
Commercial Manager: Harry W. Sullivan
Program Director: Jack Jones
Chief Engineer: Frank Spencer

K B K I
ALICE—1947—MBS
Frequency: 1070 Kc. Power: 1000 Watts
Business Address: Box 731
Phone Number: 2070
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: E. G. Lloyd, Jr.
Commercial Manager: Bob Grimes
Sales Prom. Mgr.: Irma Salas
Program Dir.: J. Allen Frye
Publicity Director: Gloria Sanchez
Chief Engineer: S. L. Spencer

K V L F
ALPINE—1947—MBS-KBS-CACTUS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Big Bend Bestg.
Business Address: P. O. Box 779
Phone Number: 37
News Service: UP
Representative: H. F. Best
Transcription Service: Thesaurus
President: Barney H. Hubbs
General Manager: Jack Hawkins
Station Manager: Gene Hendryx
Program Director: Bill Hubbs
Chief Engineer: Earl McCall

**KAMQ**
AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.
500 Watts n.
Address: 1301 Polk St.
Phone Number: 2-6543
Representative: Forjoe
Transcription Service: Thesaurus
News Service: AP
Gen., Sta. Mgr.: R. D. Houck
Commercial Manager: Jess Richardson
Program Director: Webb Smith
Publicity Director: Johnny Hathcock
Chief Engineer: Stewart Parsons

**KFDA**
AMARILLO—1939—ABC

Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address: Box 1400
Phone Number: 6-5343
News Service: UP
Transcription Service: World
Representative: Branhan Co.
Membership: NARTB
President: Wendall Mayes
Sec. Treas.: Charles B. Jordan
Sta. Mgr.: Leslie E. Smith
Program Director: Bill Fairley
Publicity Director: Ruth Hall
Chief Engineer: W. B. Spiller

**KGNC**
AMARILLO—1922—NBC

Frequency: 710 Kc. Power: 10,000 Watts
Address: P. O. Box 751
Phone Number: 3-4242
Air Time: Full Time
News Service: AP, AP
Transcription Service: Lang-Worth, M. M. Cole
Representative: Taylor Co.
Membership: NARTB
President: B. E. Walker
Gen., Sta. Mgr.: Tom Kritzer
Sales Promotion Mgr.: Beverly Smith
Comm. Mgr., Prog. Dir.: Bob Watson
Publicity Director: Marianne Johnson
Chief Engineer: W. H. Torrey

**KLYN**
AMARILLO—1949—CBS

Frequency: 940 Kc. Power: 1000 Watts
Address: 1014 West Seventh
Phone Number: 2-6773
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: John Blair & Co.
Membership: NARTB, BAB
President: R. G. Hughes
Gen., Comm. Mgr.: Howard Roberson
Publicity Director: Mae Dorsey
Chief Engineer: Gene Fennimore

**KBUD**
ATHENS—1948

Business Address: Box 309
Phone Number: 2277
Transmitter Location: Highway 19
Air Time: Daytime, UP
News Service: J. B. McNutt, Jr.
Sta., Gen. Mgr.: Merl Saxon
Consulting Engr.: H. W. 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: A. N. Dowd
Program Director: Norm Dale
Chief Engr.: James L. Waites

**KNOW**
AUSTIN—1936—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address: 520 Capital Natl. Bank Bldg.
Phone Number: 2-6213
Air Time: 8 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Pearson
Membership: NARTB
President: Wendell W. Mayes
Sta. Mgr.: Louis R. Cook
Program Director: Norwood McLendon
Chief Engineer: James E. Lewis
**KTBC**

**AUSTIN—1939—CBS**


Owned-Oper. By: Texas Bcstg. Corp.

Bus.-Studio Address: P. O. Box 717

Phone Number: 2-2424

Air Time: 6 a.m.-12 M.

News Service: UP

Transcription Service: World Representative: Taylor Co.

President: Claudia T. Johnson

Gen. Sta. Mgr.: J. C. Kellam

Sales Manager: Sam Plyler

Sales Prom. Mgr.: Harry Voelker

Program Director: Richard S. Pryor

Chief Engineer: A. B. Hearn

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**KRUN**

**BALLINGER—1947—KBS**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By: Runnels County Bcstg. Co.

Address: Zappe Bldg.

Phone Number: 3151

Air Time: Full Time

News Service: AP

Representative: Best

President: Walter G. Russell

Gen., Comm. Mgr.: R. F. McGarvey

Program Director: Helen Hampton

Chief Engineer: W. C. Kelley

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**KTXN**

**AUSTIN**

Frequency: 1370 Kc. Power: 1000 Watts

Owned-Oper. By: Radio KTXN, Inc.

Address: P. O. Box 1102

Phone Number: 74476

Representative: Harlan G. Oakes

President: Ed C. James

Gen., Sta. Mgr.: Frank Stewart

Commercial Manager: Harry O'Connor

Sales Promotion Manager: Larry Jones

Program Director: Lilia Guzman

Chief Engineer: Paul Lindhom

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**KIOX**

**BAY CITY—1947—MBS-KBS**

Frequency: 1270 Kc. Power: 1000 Watts

Owned-Oper. By: Bay City Bcstg. Co.

Address: Box 1391

Phone Number: 4642-3

Air Time: Full Time

News Service: UP

Transcription Service: World Representative: Van Parr

President: J. G. Long

General Manager: Bryan Powell

Station Manager: Vernon Townsend

Commercial Manager: Boyd Porter

Program Director: Bob French

Chief Engineer: Paul Lindhom

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**KVET**

**AUSTIN—1946**

Frequency: 1300 Kc. Power: 1000 Watts


Business-Studio Address: 113 West 8th

Phone Number: 8-8521

Air Time: Full Time

Transmitter Location: Bull Creek Rd.

News Service: UP

Transcription Service: Lang-Worth Representative: Forjoe

Membership: NARTB

President: John B. Connally

General Manager: Willard Deason

Commercial Manager: Charles Howell

Pub., Pgm., Dir.: Dave Smith

Chief Engineer: Williis Morter

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**KRCT**

**BAYTOWN—1947—KBS**


Owned-Operated By: Tri-Cities Bcstg. Co.

Address: Box 629

Phone Number: 8251

News Service: AP

President: W. B. Bates


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**KREL**

**BAYTOWN—1947**

Frequency: 1360 Kc. Power: 1000 Watts


Business Address: P. O. Box 419

Phone Number: 8211-2

News Service: UP

Transcription Service: World Representative: R. D. Hendon

President: Robert Matherne

Gen. Mgr.: William M. Lightfoot

Commercial Manager: Ford Robertson

Sales Prom. Mgr.: R. D. Hendon

Program Director: Mary Lightfoot

Chief Engineer: Mack S. Malpee
Hit Three Great Markets with One Effort

**KFDM**
BEAUMONT, TEXAS

... ONE station delivering a 3-city market — Orange, Beaumont, Port Arthur — plus the fabulous Sabine area.

★ 886,900 — combined population including 12 counties in Texas and 12 parishes in Louisiana.
★ 243,000 — Radio Families
★ $705,076,000 — Retail Sales
★ $16,671,000 — Net Effective Buying Income

**Source:** 1952-53 Consumer Markets and 1952 Survey of Buying Power

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**KFD M**
BEAUMONT—1924—ABC

Frequency: 560 Kc. Power: 5000 Watts
Address P. O. Box 2950, 1420 Calder Ave.
Phone Number 2-7758
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Free & Peters, Inc.
Membership NARTB
President D. A. Cannon
Gen., Sta., Comm. Mgr. C. B. Locke
Chief Engineer Harold W. Bartlett

**KPBX**
BEAUMONT—1947

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By KPBX Bcstg., Inc.
Address 2285 Calder Ave.
Phone Number 2-0201
Representative Forjoe
News Service AP
Transcription Service Capitol
Trustee Joe B. Carrigan

**KTRM**
BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
Owned-Oper. By KTRM, Inc.
Business-Studio Address 230 Orleans St.
KIBL
BEEVILLE—1949
Address: P. O. Box 650
Phone Number: 1490
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
General Manager: John D. Rossi
Program Director: Bill Bennett
Chief Engineer: Harry W. Wardell

KBST
BIG SPRING—1936—ABC
TEXAS STATE
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address: 702 Johnson St.
Phone Number: 1490
Air Time: Full Time
News Service: AP
Transcription Service: Standard Representative
Commercial Manager: William L. Cox
Pub., Pgm. Dir.: J. N. Young, Jr.
Sales Prom. Mgr.: Jack Wallace
Chief Engineer: Andrew M. Jones

KTXC
BIG SPRING—1949—KBS
Frequency: 1400 Kc. Power: 100 Watts
Address: Big Spring City Park
Phone Number: 3300
Air Time: Full Time
Transcription Service: World
News Service: UP
Representative: Hil F. Best
Pres., Gen. Mgr.: V. T. Anderson

KFYN
BONHAM—1948
Owned-Operated By: Bonham Publ. Co.
Bus.-Studio Address: 903 E. 9th St.
Phone Number: 915
Air Time: Sunrise-sunset
News Service: Associated Press
Transcription Service: Universal
President: T. Frank Stewart
Commercial Manager: Lee Dacus
Program Director: Faye Thornton
Promotion Manager: Ed Tolson
Chief Engineer: Tommy Tomlinson

KHUZ
BORGER—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: KHUZ, Inc.
Business Address: Box 110
Phone Number: 1600
Air Time: 6:30 a.m.-12:30 p.m., 2 p.m.-6 p.m.
News Service: AP, World, SESAC
Transcription Service: NARTB
President: R. G. Hughes
Manager: Jack Roberts
Commercial Manager: Louis Roberts
Chief Engineer: Herman Kreiger

KNEL
BRADY—1935—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: G. L. Burns
Business-Studio Address: 1490
Phone Number: 7777
Air Time: Full Time
News Service: AP
Representative: Hil F. Best
Pres., Gen. Manager: G. L. Burns
Commercial Manager: J. S. Slone
Program Director: Gene Burns
Chief Engineer: Cecil Nellin

KSTB
BRECKENRIDGE—1947—KBS
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: Stephens County Bcastg. Co.
Business-Studio Address: Miller Bldg.
Phone Number: 1430
Air Time: 2 p.m.-6 p.m.
News Service: AP
Transcription Service: Lang-Worthy
Representative: Best Melville
Comm. Mgr., Prog. Dir.: Sidney Foster
Chief Engineer: I. E. Smith

KWII
BRENHAM—1947
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Tom S. Whitehead
Business Address: 108½ Main St.
Phone Number: 3611
Air Time: 6:30 a.m.-12:30 p.m., 2 p.m.-6 p.m.
News Service: AP
Transcription Service: World, SESAC
Pres., Gen. Mgr.: Tom S. Whitehead
Commercial Manager: J. C. Price
Chief Engineer: Bill Horn
<table>
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<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Program Director</th>
<th>Chief Engineer</th>
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<tr>
<td><strong>KTFY</strong></td>
<td>1300 Kc</td>
<td>1000 Watts</td>
<td>Terry Cty. Bcstg. Co.</td>
<td>Box 1032</td>
<td>1000</td>
<td>Daytime</td>
<td>UP</td>
<td>Transcription Service</td>
<td>C. R. Scott</td>
</tr>
<tr>
<td><strong>KBOR</strong></td>
<td>1600 Kc</td>
<td>1000 Watts</td>
<td>Brownsville Bcstg. Co.</td>
<td>Box 472</td>
<td>2-5877</td>
<td>6 a.m.-12</td>
<td>UP</td>
<td>Trans. Service</td>
<td>M. J. Wilson</td>
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<tr>
<td><strong>KBWD</strong></td>
<td>1380 Kc</td>
<td>1000 Watts</td>
<td>Brown County Bcstg. Co.</td>
<td>800 Hawkins St</td>
<td>2401</td>
<td>Full Time</td>
<td>AP</td>
<td>Represent.</td>
<td>A. W. Stewart</td>
</tr>
<tr>
<td><strong>KORA</strong></td>
<td>1240 Kc</td>
<td>250 Watts</td>
<td>Bryan Bcstg. Co.</td>
<td>604 Varisco Bldg</td>
<td>3-1240</td>
<td>6 a.m.-M.</td>
<td>UP</td>
<td>Pres., Ch. Eng., Gen. Mgr.</td>
<td>Mike Mistoich</td>
</tr>
<tr>
<td><strong>KDET</strong></td>
<td>930 Kc</td>
<td>1000 Watts</td>
<td>Center Bcstg. Co., Inc.</td>
<td>205 Austin St</td>
<td>1199</td>
<td>Local</td>
<td>Associated Representative</td>
<td>Harlan Riley</td>
<td></td>
</tr>
<tr>
<td><strong>KCTX</strong></td>
<td>1510 Kc</td>
<td>250 Watts</td>
<td>Golden West Bcstg. Co., Inc.</td>
<td>2171½ N. Main</td>
<td>1085-6</td>
<td>Local sunrise-sunset</td>
<td>BAB</td>
<td>Program Director</td>
<td>Harlan Riley</td>
</tr>
<tr>
<td><strong>KSTA</strong></td>
<td>1000 Kc</td>
<td>250 Watts</td>
<td>Coleman County Bcstg. Co.</td>
<td>Box 432</td>
<td>8406</td>
<td>Local</td>
<td>SESAC, World</td>
<td>Jean Larson</td>
<td></td>
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</tbody>
</table>
### WTAW
**COLLEGE STATION—1922**
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: A. & M. College of Tex.
Bus. Studio Address: College Station
Phone Number: 66724
Air Time: 6 a.m.-local sunset
News Service: AP
Sta. Mgr.: Richard L. Webb
Commercial Manager: Elsie Patranella
Pgm. Dir.: John Scogin
Sta. Mgr.: Richard L. Webb
Chief Engineer: Jerry Marryman

### KRIS
**CORPUS CHRISTI—1935—NBC-TQN**
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By: Gulf Coast Bcsig. Co.
Address: P. O. Box 840
Phone Number: 4-6354
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Free & Peters
Pres., Gen. Mgr.: T. Frank Smith
Commercial Manager: William Elkner
Program Director: Charles Nethery
Promotion Manager: Dick Watkins
Chief Engineer: Don Morris

### KSIX
**CORPUS CHRISTI—1947**
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Corpus Christi Bdsig. Co., Inc.
Address: Show Room Bldg.
Phone Number: 2-3242
Air Time: Full Time

### KUNO
**CORPUS CHRISTI—MBS**
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: KUNO, Inc.
Address: P. O. Box 4286
Phone: 4-5203
Air Time: Unlimited
Transcription Service: Associated
Membership: NARTB
President: E. T. Blackmon, Jr.
Commercial Manager: Peggy Lindsay
Program Director: H. E. Barrera
Chief Engineer: A. D. Hayslip

### KWBU
**CORPUS CHRISTI—1944**
Frequency: 1030 Kc. Power: 50,000 Watts d.
Owned-Oper. By: Texas Baptist Convention
Address: Baptist Bldg.
Representative: Bramham
News Service: AP
Pres., General Manager: Carr F. Collins
Sta. Sales Prom., Comm. Mgr.: Harry H. Hayes
Program Director: George Wilcox
Chief Engineer: Nestor Cuesta

### KAND
**CORSICANA—1937**
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Allo, Inc.
Phone Number: 2486
News Service: UP
Transcription Service .................................. World. Thesaurus
Representative ......................................... Branham
Pres., Gen. Mgr. ........................................ Luther A. Johnson, Jr.
V.P., Prog. Dir. ......................................... Perry Taylor

**KIVY**  
CROCKETT—1949
Address ................................................ Crockett
Phone Number ........................................ 222
News Service .......................................... AP
Transcription Service ................................. Lang-Worth
News Service .......................................... UP
Prog. Director ........................................ Bill Carter
Gen. Mgr., Chief Engr. ............................... Hamilton H. Callen

**KCFH**  
CUERO—1949
Frequency: 1600 Kc.  Power: 500 Watts d.
Owned-Oper. By ....................................... A. M. Respondek
Address ................................................ Cuero
Phone Number ........................................ 700
Air Time ................................................ Daytime
Pres., Gen. Mgr., Chief Engr. ....................... A. M. Respondek

**KXIT**  
DALHART—1948—KBS
Owned-Operated By ................................. Dalrad Associates
Address ................................................ Dalhurt
Phone Number ........................................ 740
News Service .......................................... UP
Representative ........................................ Best
Transcription Service ............................... Lang-Worth
Gen., Sta., Comm. Mgr. ............................... Ken Bishop
Program Director .................................... Ed Hussman
Chief Engineer, Prom. Mgr. ......................... Bill Smith

**KIXL**  
DALLAS—1947
Frequency: 1040 Kc.  Power: 1000 Watts d.
Owned-Operated By ................................. Variety Bcstg. Co., Inc.
Business-Studio Address .......................... 1401 S. Akard St.
Phone Number ........................................ 4521
News Service .......................................... AP
Transcription Service ............................... Standard, World
Representative ........................................ Forjoe
President ............................................. Lee Segall
General Manager .................................... T. W. Massey
Chief Engineer ....................................... Bob E. Tripp

**KLIF**  
DALLAS—1948
Frequency: 1190 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By ..................................... Trinity Bcstg. Corp.
Business-Studio Address .......................... 2104 Jackson St.
Phone Number ........................................ 7121
Air Time ................................................ 24 hrs.
News Service .......................................... UP
Representative ........................................ H.R. Reps.
President .............................................. B. R. McLendon
General Manager .................................... Gordon McLendon
Sta., Comm. Mgr. .................................... Bill Weaver
Program Director .................................... Hal Bakke
Publicity Director ................................... Les Vaughan
Chief Engineer ....................................... Glenn Callison

**KRLD**  
DALLAS—1926—CBS
Frequency: 1080 Kc.  Power: 50,000 Watts
Owned-Operated By ................................. KRLD Radio Corp.
Address ................................................ Dallas Square
Phone Number ........................................ RAndolph 6811
Air Time ................................................ Full Time
News Service .......................................... UP, INS
Transcription Service ............................... Standard, SESAC
Newspaper Affiliation ............................... “Times Herald”
Representative ........................................ Branham
Membership ............................................ NARTB
President .............................................. Clyde W. Rembert
Commercial Mgr. .................................... William A. Roberts
Sales Prom. Mgr., Publ. Dir. ....................... A. J. Putnam
Program Director .................................... Fred Parrino
Chief Engineer ....................................... Bill B. HONEYCUTT

**KSKY**  
DALLAS—1941
Frequency: 660 Kc.  Power: 1000 Watts d.
Owned-Operated By ................................. SKY Bcstg. Service
Business-Studio Address .......................... Hotel Stoneleigh
Phone Number ........................................ RAndolph 6183
Air Time ................................................ Sunrise-sunset
News Service .......................................... UP
Membership ............................................ NARTB
President .............................................. A. L. Chilton
Gen., Prom. Manager ................................. R. G. Terrill
Commercial Manager ............................... R. L. Kanatzar
Program Director .................................... Leonard Holland
Chief Engineer ....................................... Morris M. Ming

**WF AA**  
DALLAS—1922—NBC-ABC  
TEXAS QUALITY
Frequency: 820 Kc.  Power: 50,000 Watts
Frequency: 570 Kc.  Power: 5000 Watts
Owned-Operated By ................................. Dallas Morning News
Business-Studio Address .......................... 1122 Jackson St.
Phone Number ........................................ Riverside 9631
Air Time ................................................ Unlimited
News Service .......................................... AP, UP
Trans. Serv. .......................................... Lang-Worth
Representative ........................................ Edward M. Petry
Membership ............................................ NARTB, BAB
President .............................................. E. M. Dealey
Supervisor ............................................ Martin B. Campbell
Station Manager ..................................... Alex Keese

636
Texas

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc........... Power: 5000 Watts
Owned-Oper. By.............. City of Dallas
Business Address............. Municipal Radio Bldg.
Phone Number................... 6101
News Service .................... AP
Transcription Service ........... Associated
Representative .................. John Blair
Membership .................... NARTB, BAB
Gen., Comm. Mgr., Chief Engr., Durward Tucker
Prog. & Sales Coordinator..... Pete Teddie
Program Director.............. Richard Workman

K DDS D
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
Program Director.............. Bill Lask

K U R V
EDINBURG—1947

Frequency: 710 Kc............. Power: 250 Watts d.
Owned-Operated By............. J. C. Looney
Address......................... Edinburg
Phone Number.................. 710
Air Time....................... Sunrise-Sunset
News Service.................... UP
Transcription Service ........... McGregor
Representative.................. Forje
Membership..................... NARTB
President...................... James Cullen Looney
Gen. Mgr....................... Albert C. Ryan
Sales Prom. Mgr.............. Lloyd Barham
Program Director.............. Bryant Arbuckle
Chief Engineer.................. Irvan Williams

K D S X
DEL RIO—1945—KBS

Frequency: 1230 Kc............. Power: 250 Watts
Owned-Operated By............. Del Rio Bcstg. Co.
Business Address............. P. O. Box 1162
Phone Number.................. 1745
News Service.................... UP
Transcription Service ........... Standard
General Manager.............. Don R. Howard
Program Director.............. Edward Williams
Chief Engineer.................. Pat Jeter

K U L P
EL CAMPO—1948

Frequency: 1390 Kc............. Power: 500 Watts d.
Owned-Oper. By.............. Wharton County Bcstg. Co.
Business Address............. 515 E. Jackson St.
Phone Number.................. 1390
Air Time....................... 6 a.m.-Local Sunset
News Service.................... UP
Transcription Service ........... Long-Worth
President...................... Culp Krueger
General Manager.............. Bob Hathaway
Sales Prom. Mgr.............. Ruth Hilton
Chief Engineer.................. Joe Miller

K D N T
DENTON—1938

Frequency: 1440 Kc............. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By............. Harwell V. Shepard
Address................. Radio Center
Phone Number........... Central 4144
News Service.............. UP
Transcription Service ....... Thesaurus
Owner & Manager........... Harwell V. Shepard

K E L P
EL PASO—1947

Frequency: 920 Kc............. Power: 1000 Watts
Owned-Oper. By.............. Trinity Bcstg. Corp.
Address......................... Hills Bldg.
Phone Number.................. 3-3650
Representative.................. Pearson
President...................... B. R. McLendon
General Manager.............. Joe Roddy, Jr.
Commercial Manager.......... Don Brooks
Program Director.............. Ralph Webb, Jr.
Chief Engineer.................. Ed Duty
KEPO
EL PASO—1948—ABC
Frequency: 690 Kc. Power: 10,000 Watts
Owned-Oper. By KEPO, Inc.
Address 2419 N. Piedras St.
Phone Number 5-2731
Air Time Full Time
News Service UP
Transcription Service Standard, Lang-Worth
Representative Avery-Knodel, Inc.
Membership NARTB, BAB
Pres., Gen. Mgr. Miller C. Robertson
Sta., Comm. Mgr. Willard L. Kline
Chief Engineer E. L. Gemoets

KROD
EL PASO—1940—CBS
Frequency: 600 Kc. Power: 5000 Watts
Business Studio Address 2201 Wyoming St.
Phone Number 2-6551
News Affill. The Times
News Service AP
Transcription Service Capitol

KSET
EL PASO—1949—MBS
Frequency: 1340 Kc. Power: 250 Watts
Address 904 Magoffin
Phone Number 326-23
Representative McGillvra
Transcription Service Capitol
News Service AP
President Fred Harvey
General Manager George R. Thady
Commercial Manager Don Brooks
Program Director Juanita Wells
Promotion Manager Sheldon Turner
Chief Engineer Frederick Sheehan

KTSM
EL PASO—1929—NBC
Frequency: 1380 Kc. Power: 1000 d. 500 n.

AP SELLS
For Stations and Sponsors—

For instance... KONO

"KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage."

BOB A. ROTH, SR.,
Commercial Manager,
KONO, San Antonio, Texas

KFLD

FLOYDADA—1951—KBS
Owned-Operated By West Texas Bcstgs. Inc. Address Floydada Phone Number 903 News Service Standard, UP Transcription Service Continental, Kellar Membership NARTB, BAB President Ed Holmes Gen., Sta., Comm. Mgr. W. Robison Program Director Carl Minor Chief Engineer Jack Clark

KCNC

FORT WORTH—1947

KCOL

FORT WORTH—1946
Owned-Oper. By East-West Bcstg. Co. Address 9607 Camp Bowie Blvd. Phone Number Sunset 8555 Air Time Full Time News Service AP Representative Burn-Smith Transcription Service Thesaurus

Pres., Gen., Sta. Mgr. Jas. G. Ulmer Commercial Manager Bill Hightower Sales Promotion Manager W. E. Moore Program Director Herb Golombek Chief Engineer R. L. McAlister

KFFZ

FORT WORTH MBS—TEXAS STATE

KWBC

FORT WORTH 1946
Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By Worth Bcstg. Co. Bus-Studio Address Box 7116 Phone Number VA 1278 News Service UP Representative Rumbleau President Judge P. W. Seward General Manager Lewis Love Commercial Manager Pat McFathers Sales Prom. Mgr. Charles Lewis Program Director Dean McClain Publicity Director Charles H. Hobbie Chief Engineer Melvin Parsons

KXL

FORT WORTH—1947
Here's the TV story of WBAP!

FACILITIES—finest in the Southwest! 78,000 square feet of floor space, three studios, engineering and maintenance shops and storage rooms, a 502 foot tower 1,138 feet above sea level!

COVERAGE—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition, WBAP-TV offers the advertiser a BONUS VALUE—dominance of the extensive non-metropolitan audience as well.

MARKET—WBAP-TV delivers a $1½ Billion Market—the No. 1 Market in the South! In the WBAP-TV Primary Area of 16 counties, total buying income amounted to $1,950,527,870 during 1951. Over 700,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV’s proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of $2,059,150,000.

No doubt about it—you'll find TOP facilities, TOP coverage, and the South's No. 1 Market—delivered by WBAP-TV!

Here's the AM-FM story of WBAP!

The Fort Worth-Dallas area, the No. 1 Market in the South, plus most of the Great Southwest is blanketed by WBAP with top quality local programs and shows from NBC, ABC and independent producers. Top Hooper ratings prove—it's WBAP for quick, certain sales results in this booming, bustling market.

In the combined Tarrant-Dallas County market area alone, total buying income was $1,751,959,000 during 1951. Total retail sales during the same period were $1,356,542,000.

WBAP facilities are the finest in the business—six studios, each with its own control room, color scheme and acoustical design, a master control room capable of handling ten programs at one time plus a completely equipped recording room housing Ampex Tape Recorders and RCA Disc Type Recorders. Field recording equipment also is available.

Check these latest BMB figures:

WBAP-820: 50,000 watts, clear channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB, 1,078,200 families, 511 counties, 16 states.

WBAP-570: 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

Look to WBAP-AM-FM-TV for the BEST in coverage, facilities, market and programming.
**WBAP**  
**FORT WORTH—1922**  
**NBC-ABC-TQN**  
Frequency: 820 Kc.  
Power: 50,000 Watts  
Frequency: 570 Kc.  
Power: 5000 Watts
Business Address . 3900 Barnett St.  
Phone Number  . Ft. Worth LO-1981
Air Time . Full Time  
News Service . AP  
Representative . Free & Peters
Membership . NARTB
Bd. Chairman . Amon Carter, Sr.  
President . Amon Carter, Jr.  
Director . Harold Hough  
General Manager . George Cranston
Commercial Manager . Ray Bacus
Program Director . Ed Lolly
Promotion Manager . Thaine Engle
Chief Engineer . R. C. Stinson

**KNAF**  
**FREDERICKSBURG—1947—MBS-KBS**  
Frequency: 1340 Kc.  
Power: 250 Watts
Business-Studio Address . P. O. Box 347
Phone Number . 311
Air Time . Full Time  
News Service . AP  
Representative . Hil F. Best
President, Co-o . Walter T. McKay
V.P., Co-o . Mrs. Marle Moore

**KGAF**  
**GAINESVILLE—1947—KBS**  
Frequency: 1580 Kc.  
Power: 250 Watts d.
Address . Box 222  
Phone Number . 248, 1600
Air Time . Sunrise-Sunset
News Service . AP  
Transcription Service . Standard, Ulman
President . Joe M. Leonard, Sr.
General Manager . Joe M. Leonard, Jr.
Comm. Mgr . Earl Leonard  
Program Director . Frank Fancher
Chief Engineer . Cordell Martin

**KGBC**  
**GALVESTON—1947**  
Frequency: 1540 Kc.  
Power: 1000 Watts d., 250 n.
Business-Studio Address . P. O. Box 1138
Phone Number . 3-4329
Air Time . 6:30 a.m.-M.
News Service . AP  
Transcription Service . SESAC

**KLUF**  
**GALVESTON—1922**  
Frequency: 1400 Kc.  
Power: 250 Watts
Business-Studio Address . 300 Haden Bldg.
Phone Number . 5-6676  
Air Time . Unlimited
News Service . AP  
Representative . William G. Rambeau
Program Director . Braden E. Clough
Chief Engineer . Lee Clough

**KSIJ**  
**GLADEWATER—1949**  
Frequency: 1450 Kc.  
Power: 1000 Watts d.
Address . T. W. Lee Bldg.
Phone Number . 2181
News Service . AP  
News. Affil . Daily Mirror
Transcription Service . Capitol
Representative . Hil F. Best
President . T. W. Lee
Gen., Sta. Mgr . D. C. Reeh
Commercial Manager . Robert Keith
Sales Prom. Mgr . Tom Perryman
Program Director . Thomas Reeh
Chief Engineer . Lloyd Johnson

**KCTI**  
**GONZALES—1947—KBS**  
Frequency: 1450 Kc.  
Power: 250 Watts
Business Address . 425 St. George St.
Phone Number . 770
Air Time . Full Time  
News Service . AP  
Transcription Service . SESAC
Representative . Gene Grant, Cooke
Frank Wilson, Jr.

**KSWA**  
**GRAHAM—1948**  
Frequency: 1330 Kc.  
Power: 500 Watts d.
Owned-Oper. By . Southwestair, Inc.
Address . Box 1050
Phone Number . 1200
News Service . UP
President . Clay E. Thompson, Jr.
Program Director . Eugene Turner
**TEXAS**

**KGVL**
GREENVILLE—1946
MBS-TEXAS STATE-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Trueett Kimsey
Address: Box 1015
Phone Number: 2066
Air Time: 16 hrs.
News Service: AP
Representative: Pearson
General Manager: Leo Hackney
Program Director: James D. Jones
Chief Engineer: Stafford E. Davis

**KGRI**
HENDERSON—1947
Frequency: 1000 Kc. Power: 250 Watts d.
Business-Studio Address: Box 1111
Phone Number: 4528
News Service: UP
Representative: Best
Transcription Service: World, SESAC
President: Roy B. Cannon
Manager: Cliff Crawford
Program Director: John T. Cauley
Chief Engineer: John M. Bolin

**KCLW**
HAMILTON—1948
Bus.-Studio Address: Box 592
Phone Number: 500
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
President: Clyde Weatherby
Prom. Mgr., Prog. Dir: A. B. Scott
Chief Engineer: Carl Knolly

**KGBS**
HARLINGEN—1941—CBS
Frequency: 1240 Kc. Power: 250 Watts
Phone Number: 2200
Air Time: Full Time
News Service: UP
Transcription Service: Associated, Standard
Representative: Pearson
President: McHenry Tichenor
Gen. Sta. Manager: Troy McDaniel
Commercial Manager: Dave Bennett
Chief Engineer: Al Beck

**KSOX**
HARLINGEN—1951—MBS
Frequency: 1530 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By: Roy Holohan
Address: Houston, Tex.
News Service: UP
Representative: H. R. Reps.
President: Roy Holohan
General Manager: Cleve Griffin
Commercial Manager: Jack Crownwelt
Program Director: Johnny Goodman
Publicity Director: Pat Davis
Chief Engineer: Harold Jones

**KPAN**
HEREFORD—1948—KBS
Owned-Oper. By: Marshall Formby
Address: P. O. Box 686
Phone Number: 680
Representative: Best
Transcription Service: Standard
News Service: UP
President: Marshall Formby
Gen. Sta. Mgr: Joe Martin
Commercial Manager: Dennis Surber

**KHB**
HILLSBORO—1948
Owned-Operated By: Hill County Bestg. Co.
Phone Number: 594
Membership: BAB
President: Ray J. Williams

**KATL**
HOUSTON—1947
Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By: Texas Bdcsters., Inc.
Address: 412 Main St.
Phone Number: Preston 3108
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

**KCOH**
HOUSTON—1948
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: William A. Smith
Business-Studio Address: 1 Main St.
KLBS
HOUSTON—1948
Frequency: 610 kc. ... Power: 5000 Watts
Owned-Oper. By ... Trinity Bstg. Corp.
Business-Studio Address ... Milby Hotel
Phone Number ... Preston 1161
Air Time ... Full Time
News Service ... UP
Transcription Service ... World
Membership ... NARTB
President ... B. R. McLendon
General Manager ... Ray A. Lewis
Commercial Manager ... Bill Hall
Program Director ... Webb Hunt
Chief Engineer ... Harold Weinzel
Asst. Gen. Mgr. ... Glenn Douglas

KNUZ
HOUSTON—1948
Frequency: 1230 kc. ... Power: 250 Watts
Owned-Oper. By ... Veterans Bstg. Co.
Business-Studio Address ... 4701 Caroline St.
Phone Number ... Keystone 2581
Air Time ... 24 Hours
News Service ... UP
Transcription Service ... Lang-Worth
Representative ... Forjeo
Membership ... NARTB
President ... Max F. Jacobs
Gen., Sta. Mgr. ... David Morris
Commercial Manager ... Jack Healy
Prog. Dir., Sls. Prom. Mgr. ... Ken Grant
Publicity Director ... S. Dixon
Chief Engineer ... O. C. Crossland

KPRC
HOUSTON—1925
NBC—T. Q. N.
Frequency: 950 kc. ... Power: 5000 Watts
Owned-Oper. By ... The Houston Post Co.
Address ... Lamar Hotel
Phone Number ... FAirfax 7101
News Service ... AP
Transcription Service ... Thessaurus
Representative ... Edw. Petr & Co.
President ... W. P. Hobby
Vice-Pres., Gen. Mgr. ... Jack W. Harris
Commercial Manager ... Jack McGrew
Promotion Manager ... Marsh Callaway
Program Director ... Frances Sullivan
Chief Engr. ... Harvey T. Wheeler

KHT
HOUSTON—1944—MBS
Frequency: 790 kc. ... Power: 5000 Watts
Owned-Oper. By ... Roy Hofheinz
Bus.-Studio Address ... 4005 Travis St.
Phone Number ... Keystone 5535
Air Time ... 5:30 a.m.-12 M.
News Service ... AP
Representative ... H-R Reps.
President ... Roy N. Hofheinz
Gen., Comm. Sta. Mgr. ... Bill Bennett
Prom. Mgr., Pub. Dir. ... Lauri Schutt
Program Director ... Tim Osborne
Chief Engineer ... O. B. Johnson

KTRH
HOUSTON—1930—CBS-TEXAS
Frequency: 740 kc. ... Power: 50,000 Watts
Owned-Oper. By ... KTRH Bdstg. Co.
Phone Number ... Preston 4361
News Service ... AP, INS
News, Affil. ... The Chronicle
Transcription Service ... World
Representative ... John Blair
President ... B. F. Orr
Station Manager ... Roy Herndon
Promotion Mgr. ... Helen Bender
Program Director ... Tom Jacobs
Engineers ... Tom Hiner, Lester Mallan

KXYZ
HOUSTON—1930—ABC
Frequency: 1320 kc. ... Power: 5000 Watts
Owned-Oper. By ... Shamrock Bdstg.
Address ... Gulf Bldg.
Phone Number ... CApitol 6151
Air Time ... Unlimited
News Service ... AP, UP
Newspaper Affiliation ... Citizen Newspapers
Transcription Service ... World
Representative ... Free & Peters, Inc.
Membership ... NARTB, BAB
President ... Glenn H. McCarthy
V.P., Gen. Mgr. ... Fred Nahas
Sta. Comm. Manager ... Ted Hills
Program Director ... Ken Bagwell
Publicity Director ... Rita Zenzen
Chief Engineer ... Gerald R. Chinski

KSAM
HUNTSVILLE—1938—KBS-MBS
Frequency: 1480 kc. ... Power: 250 Watts
Owned-Oper. By ... M. B. Cauthen, T. F. Lott
Address ... Highway 75 So.
Phone Number ... 30
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Capitol, SESAC
Membership ... NARTB
President: M. B. Cauthen
Gen. Sta. Mgr.: Ted Lott
Comm., Sales Prom. Mgr.: Roy Greer
Chief Engineer: Albert W. Strong

KEBE
JACKSONVILLE—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Bill A. Laurie
Phone Number: 2211
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: Lang-Worth
Gen. Mgr.: Bill A. Laurie
Station Manager: Mrs. B. A. Laurie
Commercial Manager: J. D. Spencer
Chief Engineer: Eugene R. Kintz

KTXJ
JASPER—1948
Frequency: 1240 Kc. Power: 250 Watts
Address: Texas Theatre Bldg.
Phone Number: 580
President: Joe Fisher

KMBL
JUNCTION—1951
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Kimble County Bestg. Co.
Phone Number: 70
Owner, Mgr.: Farrell M. Brooks

KERB
KERMIT—1950
Frequency: 600 Kc. Power: 1000 Watts d.
Address: Hway. 302
Phone Number: 3481
Transcription Service: Thesaurus, SESAC
News Service: UP
President: George H. Cook
General Manager: H. I. Porter
Program Director: Ray Boyd Kilman
Chief Engineer: Truitt C. Howard

KERV
KERVILLE—1948
Frequency: 1230 Kc. Power: 250 Watts
Address: P. O. Box 791
Phone Number: 990 and 999
News Service: AP
Transcription Service: Thesaurus, Capitol
Membership: NARTB
President: Hal Peterson
Gen. Sta. Mgr.: William G. Felld
Prog., Pub. Dir.: Carl Woodard
Chief Engineer: James B. Lamb

KOCA
KILGORE—1936—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Sta. KOCA, Inc.
Address: Box 989
Phone Number: 2001
Air Time: Full Time
News Service: AP
Transcription Service: World
President: Roy G. Terry
Gen., Sta. Mgr.: H. A. Degner
Sls. Prom. Mgr.: J. F. Davis
Program Director: Bob Dupape
Chief Engineer: Karem O. Soule

KINE
KINGSVILLE—1948
Frequency: 1330 Kc. Power: 1000 Watts d.
Address: 205 E. King St.
Phone Number: 1317
Air Time: Day Time
News Service: UP
Representative: Hil F. Best
Membership: NARTB
President: James H. Clement
General Manager: Ben A. Glusing
Comm., Sta. Mgr.: Eston R. Pace
Program Director: Jerry Fullerton
Chief Engineer: R. T. Whitaker

KPET
LAMESA—1947—KBS
Frequency: 690 Kc. Power: 250 Watts
Business Address: 502 S. First
Phone Number: 4707 and 2404
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Membership: NARTB
Gen.-Sta. Mgr.: Bob Bradbury
Commercial Mgr.: Clayton Barkhurst
Sales Prom. Mgr.: Paul Singer
Program Dir.: Frances Singer
Publicity Dir.: Bob Harris
Chief Engineer: Roland Ovelett

KHIT
LAMPASAS—1948
Frequency: 1450 Kc. Power: 250 Watts
Address: P. O. Box 228
Phone Number: 721
President: Lee H. Gupon
KVOS
LAREDO—1952—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Border Bcstg., Inc.
Address: P. O. Box 1498
Phone Number: 3-4396
News Service: UP
Representative: Continental
President: W. J. Harpole
General Manager: Burney Jones
Commercial Manager: Bill Douthitt
Program Director: Evelyn Jones
Chief Engineer: Frank Manuel

KLVT
LEVELLAND—1949
Frequency: 1230 Kc. Power: 250 Watts
Address: P. O. Box 866
Phone Number: 1030
News, Affil.: "Hockney County Herald."
"Daily News Sun"
News Service: AP
Transcription Service: World
Station Representative: Melville
President: Forrest Weimold
General Manager: V. King
Membership: BAB
Commercial Manager: V. Larsen

KVOW
LITTLEFIELD—1947—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Southwestern Bcstrs.
Business Address: Box 192
Phone Number: 192
News Service: AP
Transcription Service: SESAC
President: J. C. Rothwell
General Manager: J. B. McShan
Program Director: Othell W. Whitson
Chief Engineer: Herbert Rains

KFRO
LONGVIEW—1934
ABC-KBS-TEX. STATE
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Oper. By: Voice of Longview
Bus.-Studio Address: Curtis Bldg.,
P. O. Box 792
Phone Number: 1370, 411
Air Time: 1000
News Service: AP
Transcription Service: Lang-Worth
Representative: Donald Cooke
Membership: BAB, NARTB
President: James R. Curtis

KLTI
LONGVIEW—1948
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: LeTourneau Radio Corp.
Address: P. O. Box 1866
Phone Number: 4331
News Service: UP
Transcription Service: Associated, Standard
Representative: Pearson
Membership: NARTB
President: R. G. LeTourneau
Gen. Sta. Mgr.: Arthur L. Greene
Com. Prom. Mgr.: Alvin E. Vinson
Prog., Pub. Dir.: George D. Womack
Chief Engineer: Ken Maxwell

KCBD
LUBBOCK—1946—MBS
Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By: Caprock Bcstg. Co.
Business-Studio Address: 1803 Broadway
Phone Number: 5-6348
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: John E. Pearson
Membership: NARTB, BAB
President, General Mgr.: Joe H. Bryant
Assistant Manager: Robert L. Snyder
Commercial Manager: George L. Tarier
Prom., Pub. Dir.: Leroy L. Land
Program Dir.: Robert L. Sanders
Chief Engineer: Frank Lee

KFYO
LUBBOCK—1927—ABC
Frequency: 790 Kc. Power: 5000 Watts
1000 Watts n.
Business-Studio Address: 914 Ave. J
Phone Number: 5-5587
Air Time: 6 a.m.-M.
News Service: AP, UP
Trans. Serv.: Standard, Capital, Thesaurus
Representative: Taylor Co.
Membership: NARTB
Vice Pres.: Parker F. Prouty
Sta. Mgr.: Gordon Thompson
Program Dir.: John Kennedy
Publicity Dir.: Jerry Henderson
Chief Engineer: Scott Bledsoe

KSEL
LUBBOCK—1946
Frequency: 950 Kc. Power: 1000 Watts
500 Watts n.
 Owned-Operated By: Lubbock Bcstg. Co.
Business Address: Box 1524
**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: 6-5454
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Representative: Weed
President: Gene L. Cagle
Gen. Manager: Stanley Wilson
Program Dir.: Normand Mann
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
Transmission Service: World
Station Manager: Miss Denise Adkins
Comm., Sales Prom. Mgr.: Melvin Belew
Consulting Engineer: C. W. Rampy

**KCRS**
MIDLAND—1935—ABC
TEXAS STATE

Owned-Oper. By: Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address: Box 1072
Phone Number: 2-4393
Air Time: 6 a.m.-M.
News Service: UP
Transmission Service: Thesaurus
Representative: John E. Pearson
Membership: NARTB
President: Clarence Scharbauer, Jr.
Gen., Sta. Mgr.: Wallace R. Jackson
Comm. Mgr.: Eleanor McDonald
Prog., Pub. Dir.: Dean Baker
Sales Prom. Mgr.: Robert L. Warren
Chief Engineer: Tom Yates

**KJBC**
MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: Jack Cecil
Address: Box 1658
Phone Number: 4-5152
News Service: UP
KORC
MINERAL WELLS—1946—KBS
Frequency: 1140 Kc. Power: 250 Watts d.
Owned-Operated By: J. Elroy McCaw
Address: 1615 S.E. 14th Ave.
Phone Number: 319
News Service: AP
President: J. Elroy McCaw
Gen., Comm., Prom. Mgr.: Vic Rugh
Chief Engineer: W. M. McCready, Jr.

KVKM
MONAHANS—1947—MBS-KBS
Owned-Oper. By: Monahans Bcstrs., Inc.
Address: Radio Center
Phone Number: 438
News Service: UP
Transcription Service: World
Representative: H. F. Best
Membership: NARTB
General Manager: J. R. Rucker
Commercial Manager: Joe Collins
Program Director: Bert Mitchell
Chief Engineer: Don Bossman

KIMP
MOUNT PLEASANT—1948
Frequency: 960 Kc. Power: 1000 Watts d.
Business Address: Box 990
Phone Number: 915
News Service: AP
Transcription Service: Standard
Membership: NARTB, BAB
President, General Mgr.: Winston O. Ward
Program Director: Ruby Stanley
Chief Engineer: Cliff Taylor

KOSF
NACOGDOCHES—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Kelly Bell
Address: Allen Blvd., Midland
Phone Number: 1230
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: Kelly Bell
General Manager: J. C. Stallings
Comm. Mgr.: Frank Murray
Program Director: R. C. Atherton
Chief Engineer: Frank Murray

KSFA
NACOGDOCHES—1947
Frequency: 860 Kc. Power: 1000 Watts
Address: 2107 North St.
Phone Number: 860
Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus
Pres., Gen., Sta., Comm. Mgr.: Wilbur C. Fouts
Sales Promotion Manager: Sara Jane Moon
Prog., Comm. Dir.: Mrs. Betty Barnett
Chief Engineer: Leroy Morgan

KGNB
NEW BRAUNFELS—1950
Frequency: 1420 Kc. Power: 1000 Watts d.
Address: 184 Castell
Phone Number: 1612
Transcription Service: Thesaurus
News Service: AP
President: Charles W. Scruggs
General Manager: F. T. Wilson
Pgm., News Dir.: Howard Edwards
Chief Engineer: G. R. Coker

KECK
ODESSA—1947
Frequency: 920 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Ector County Bcstg. Co.
Business Address: Box 1369
Phone Number: 6-5791
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Forjoe
Commercial Manager: Sol Scherman
Prod., Prg. Director: Roy Elaner
Chief Ann., News Editor: Tom Rollins
Chief Engineer: Glenn Cook, Jr.

KOSA
ODESSA—1947—CBS-SOUTHWEST
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Odessa Bcstg. Corp.
Business-Studio Address: 115 W. 8th
Phone Number: 6-4301
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Representative: Taylor Co.
Membership: NARTB
Pres., General Manager: Cecil L. Trigg
Commercial Manager: Jay Mehaifey
Sales Prom. Mgr.: Ed Costello
Program Manager: John Vacca
Publicity Director: Charlie King
Chief Engineer: James Simpson
KRIG
ODESSA—1945—MBS-KBS
Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By: Oil Center Bcstg. Co., Inc.
 Address: Crane Hwy.
 Phone Number: 6-6871-2
 Air Time: 6 a.m.-m.
 News Service: UP
 Transcription Service: World
 Representative: Hil F. Best
 President: R. O. Canon
 General Manager: Jack W. Hawkins
 Promotion Manager: Joe Wallace
 Commercial Manager: Spec Gammon
 Station Manager: Marquette Larue
 Program Director: Jack Lee
 Chief Engineer: Jody Singleton

KOGT
ORANGE—1948—KBS
Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By: Sabine Area Bcstg. Corp.
 Address: Lucas Bldg.
 Phone Number: 6-2021
 News Service: UP
 Transcription Service: Associated
 President: M. L. Jacobs
 General Manager: Ed Lovelace
 Commercial Manager: Frank Dusenbury
 Program Director: Jerome Oppel
 Sales Prom. Mgr: Harry Harrison
 Chief Engineer: S. J. Woodworth

KNET
PALESTINE—1936—KBS
Frequency: 1450 Kc. Power: 250 Watts
 Business-Studio Address: P. O. Box 649
 Phone Number: 8686
 Air Time: 8:30 a.m.-10 p.m.
 News Service: UP
 President: B. A. Laurie
 Chief Engineer: J. W. Kriegel

KPAT
PAMPA—1951
Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: J. C. Daniels
 Address: N. Hobart
 Phone Number: 2511
 News Service: UP
 Transcription Service: Capitol
 Representative: Pearson
 President: J. C. Daniels
 General Manager: Tom Capps
 Program Director: Al Goodnight
 Chief Engineer: Edward Murphree

KPDN
PAMPA—1936—MBS
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: W. Hasse, C. Palmer
 Address: Hughes Bldg.
 Phone Number: 1100
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 Membership: NAB, BAB
 Gen., Sta. Manager: G. W. Palmer
 Comm. Mgr: Kay Fancher
 Chief Engineer: Garth W. Osborn

KFTV
PARIS—1950—KBS
Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By: Lamar Bcstg. Co., Inc.
 Address: First Nat'l Bank Bldg.
 Phone Number: 166
 News Service: UP
 Transcription Service: SESAC
 Representative: Best
 Pres., Comm. Mgr: D. W. Brawner
 Gen., Sta. Mgr: James F. Hendrix
 Chief Engineer: Travis Fodge

KPLT
PARIS—1936—ABC—TEXAS STATE
Frequency: 1490 Kc. Power: 250 Watts
 Phone Number: 124
 Address: Hwy. 124
 Air Time: 5:30 a.m.-11 p.m.
 News Service: AP
 Representative: John E. Pearson
 Pres., Gen. Mgr: Fred Kincaid
 Commercial Manager: Bob Pickard
 Sales Prom. Mgr: Bill Hoque
 Program Dir: Bill Davis
 Publicity Dir: Marion Wagner
 Chief Engineer: Paul H. Daniels

KLVL
PASADENA—1950
Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Felix H. Morales
 Address: Pasadena State Bank Bldg.
 Phone Number: Grand 2-1361
 President, Gen. Mgr: Felix H. Morales
 Station Mgr: C. B. Rice
 Comm. Mgr: Alberto Rodriguez
 Program Director: Victor Lara Ortega
 Chief Engineer: Eugene C. McNally

KIUN
PECOS—1935—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
KEYE
PERRYTOWN—1948—MBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Jack Hawkins, Barney Hubbs
Business-Studio Address: 308 S. Sedar St.
Phone Number: 999-8
Transmitter Location: 1 Mi. N. of Town
Air Time: 6:30 a.m.-10:30 p.m.
News Service: UP
Representative: Hil F. Best
General Manager: Jack Hawkins
Commercial Manager: David Martin
Program Director: W. D. Martin, Jr.
Publicity Dir.: Barney Hubbs
Consulting Chf. Engr.: Harry W. Boehnemann

KVOP
PLAINVIEW—1944—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: KVOP, Inc.
Business-Studio Address: Veigel Bldg.
Phone Number: 1400
News Service: AP
Membership: NARTB
President: W. J. Harpole
Gen. Sta. Manager: Kermit Ashby
Commercial Mgr.: Bill Harrell
Program Dir.: Doug Sewell
Chief Engineer: Hugh Smith

KBOP
PLEASANTON—1951—KBS
Frequency: 1380 Kc.  Power: 1000 Watts d.
Owned-Operated By: Atascosa Bcstg. Co.
Phone Number: 4871
Transcription Service: World, SESAC
Representative: Best
News Service: INS
General Manager: Ben L. Parker
Commercial Manager: Cloyd Royal
Chief Engineer: Mona Parker

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
Gen., Sta. Mgr.: Orville L. Jenkins
Commercial Manager: Helen Norris
Prog. Dir. & Ch. Eng.: Richard O. Dormier

KFRD
ROSENBERG—1948
Frequency: 980 Kc.  Power: 1000 Watts d.
Business Address: P. O. Box 832
Phone Number: 980
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Lang-Worth
Gen., Comm., Sales Prom. Mgr.: Jim Hairgrove
Chief Engineer: Frank Wood

KGKL
SAN ANGELO—1928—ABC
Frequency: 980 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: KGKL, Inc.
Business-Studio Address: P. O. Box 850
Phone Number: 6715
Air Time: 6 a.m.-11 p.m.
News Service: AP
Representative: John E. Pearson
Membership: NARTB
President: H. C. Ragsdale
General Manager: Lewis O. Selbert
Program Director: Franklin Rainey
Chief Engineer: William Poteet

KPAC
PORT ARTHUR—1934—MBS
Frequency: 1250 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Port Arthur College
Bus.-Studio Address: 1500 Procter St.
Phone Number: 5-7458
Air Time: 8 a.m.-12 M.
News Service: Standard
Transcription Service: Represent.
Representative: Pearson
Membership: NARTB
Comm. Mgr.: George Crouch, Jr.
Sales Prom. Mgr.: Corrine Enos
Program Dir.: Jane Crouch
Publicity Director: Mack Newberry
Chief Engineer: M. Glenn Boatright
**KTXL**
SAN ANGELO—1947
MBS-LONE STAR
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Westex Bcstg, Co., Inc.
Bus.-Studio Address: 1901 W. Bearegaurd
Phone Number: 7183
News Service: UP
Representative: Robert Benson
President: Armistead D. Rust
General Manager: Robert McClennen
News Dir., Comm. Mgr.: Walton Foster
Chief Engineer: Robert Benson

**KIWW**
SAN ANTONIO—1948
Owned-Oper. By: Good Neighbor Bcstg, Co.
Address: 518 W. Houston St.
Phone Number: Fannin 5254
Air Time: Daylight
Representative: McGilvra
President: Joe Olivares
Station Manager: L. E. Richards
Commercial Manager: Gene Johnson
Chief Engineer: L. E. Richards

**KABC**
SAN ANTONIO—1926—ABC
Frequency: 680 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Oper. By: Alamo Bcstg, Co., Inc.
Business-Studio Address: Milam Bldg.
Phone Number: Fannin 3126
Air Time: 5 a.m.-12 M.
News Service: AP
Membership: BAB
Representative: John Blair
President: Gene L. Cagle
Station Mgr.: Bill Michaels
Comm. Mgr.: Bill Joekel
Prog. Prom. Director: Jim Wiggins
Chief Engineer: Joseph B. Haigh

**KMAC**
SAN ANTONIO—1926—MBS
Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By: The Walmac Co.
Address: KMAC Bldg.
Phone Number: Belmont 3-8211
Representative: Hollingberry
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
Frequency: 860 Kc. Power: 5000 Watts
Owned-Oper. By: Mission Bcstg, Co.
Address: 317 Arden Grove
Phone Number: Fannin 5171
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
Commercial Manager: Bob Roth
Program Director: Robert F. Jenkins
Publicity Director: Jack Roth
Chief Engineer: George Ing

**KITE**
SAN ANTONIO—1947
Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Station KITE
Business-Studio Address: 310 Transit Tower
Phone Number: Fannin 0335
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Pearson
Membership: BAB
Pres., Gen. Mgr.: Charles W. Bulthrove
Asst. Sta. Mgr.: Alex A. Goe
Chief Engineer: John Siercovich

**KTSA**
SAN ANTONIO—1922—CBS
Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By: Sunshine Bcstg, Co.
Business-Studio Address: Ave. E. & 3rd St.
Phone Number: Garfield 1251
News Service: AP, UP
Transcription Service: Associated, MacGregor
Representative: Free & Peters
President: Frank G. Huntress, Jr.
Genl., Comm. Mgr.: Charles D. Lutz
Program Director: H. H. Carr
Chief Engineer: W. G. Egerton
W O A I
SAN ANTONIO—1922—NBC-TQN
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 ................. World
Representative ..................... Edward Petry & Co., Inc.
Membership .......................... BAB
President ......................... Hugh A. L. Halff
Gen., Sta. Manager ................. Arden X. Pangborn
Commercial Manager .......... Rex Preis
Sales Promotion Manager ...... Dallas Wyatt
Publicity Director ................ Imogene Stanley
Chief Engineer ...................... Charles L. Jeffers

K C N Y
SAN MARCOS—1934—KBS
Owned-Oper. By: Central Brcstg. Co.
Address .................................... P. O. Box 32
Phone Number .......................... 888
Transcription Service ................. Long-Worth
Station Representative .............. Hil F. Best
President .............................. Edw. C. James
General Mgr. ............................. Tom C. Fleet
Comm. Mgr. .............................. Princess J. Fleet
Sales Prom. Mgr. .................. Charles P. Riley
Program Dir. ............................ Tom Loy
Chief Engineer ......................... Charles Sinzel

K W E D
SEGUIN—1948
Frequency: 1580 Kc. Power: 1000 Watts d.
Business-Studio Address .......... 200 S. Camp St.
Phone Number .............. 1580
Air Time .......................... Daytime
News Service .......................... UP
Membership .......................... NARTB
Representative ..................... Hil F. Best
General Manager ................. Garfield Kiel
Comm. Sta. Mgr. .................. Stan McKenzie
Prog. Dir., Chief Announcer .. Henry Lehnhoff
Chief Engineer .................... Louis Sowder

K S E Y
SEYMOUR—1950
Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By: W. C. Moss, Jr.
Address ................................ W. Seymour
Phone Number ................. 2525
News Service .......................... AP
Transcription Service ................. Lang-Worth
Representative ..................... Hil F. Best
Program Dir. ..................... Elizabeth Moss
Chief Engineer ..................... Luke M. Stribling

K R R V
SHERMAN-DENISON—1936
MBS-TEX STATE
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: Red River Valley Bcstg. Corp.
Address ................................ Box 94 (Denison)
Phone Number .................. 423 (Denison); 201 (Sherman)
Representative ..................... G. H. Wilcox
Transcription Service ................. Associated, World
News Service .......................... UP
President .............................. Tom E. Spellman (Sherman)
General Manager .................. Al Donaldson (Denison)
Commercial Manager .......... George Myers
Program Director .................. Earl Ellington
Chief Engineer ..................... Tom Johns

K T A N
SHERMAN—1947—KBS
Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Operated By: Sherman Best. Corp.
Business-Studio Address .......... Box 661
Phone Number .......................... 2910
Air Time .............................. Daytime
K X O X
SWEETWATER—1939—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Bus-Studio-Transmitter Address: Box 570
Phone Number: 4655-6
Air Time: 6:15 a.m.-11 p.m.
News Service: UP
Representative: Hil F. Best
President: J. S. McBeath
Gen., Sta. Manager: J. Harley Hubbard
Comm., Sales Prom. Mgr.: Elwood Fritch
Program Dir.: Dale Wood
Chief Engineer: J. T. Allen

K T A E
TAYLOR—1948
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By: KTAE, Inc.
Business Address: 121 E. Second St.
Phone Number: 1260
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: Graham Gillis Conoley
Commercial Manager: John M. Wehby
Prod., Pgm., News Dir.: R. S. Heller
Chief Engineer: Gordon W. Rainey
Promotion Manager: Bob Mitchell

K T E M
TEMPLE—1936—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bell Bcstg. Co., Inc.
Business-Studio Address: 17 S. Third St.
Phone Number: 3-5252
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: Frank W. Mayborn
General Manager: Burton Bishop
Chief Engineer: Curtis M. Casey

K T E R
TERRELL—1950
Frequency: 1570 Kc. Power: 250 Watts
Address: Terrell
Phone Number: 1710
Transcription Service: SESAC, Thesaurus
News Service: UP
Membership: NARTB, BAB
Pres., Gen. Mgr.: Paul A. Wnorowski
Pub., Prom. Mgr.: Lee Dacus
Program Dir.: Bill Collins
Chief Engineer: Fred Wnorowski
| **KCMC** |
| TEXARKANA—1932 |
| ABC-TEX. STATE |
| Frequency: 1230 Kc. | Power: 250 Watts |
| Owned-Oper. By: | KCMC, Inc. |
| Business-Studio Address: | 317 Pine St. |
| Phone Number: | 3-6151 |
| Air Time: | 6 a.m.-M. |
| News Service: | AP |
| Transcription Service: | Lang-Worth, Associated Representative |
| Membership: | NARTB, BAB |
| General Manager: | Frank O. Myers |
| Program Director: | Donald Myers |
| Chief Engineer: | Harvey Robertson |

| **KTFS** |
| TEXARKANA—1946 |
| Frequency: 1400 Kc. | Power: 250 Watts |
| Owned-Oper. By: | KTFS, Inc. |
| Bus.-Studio Address: | Radio Center Bldg. |
| Phone Number: | 3-5123 |
| 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: | Fred Parks |

| **KTLW** |
| TEXAS CITY—1948—KBS |
| Frequency: 920 Kc. | Power: 1000 Watts d. |
| Owned-Oper. By: | Long Radio Enterprises |
| Business-Studio Address: | Bay City |
| Phone Number: | 5-4418 |
| News Service: | UP |
| President: | John G. Long |
| Gen. Sta. Mgr.: | Joe Brown |
| Commercial Manager: | Edson Foster |
| Program Director: | Guy H. Popham, Jr. |
| Chief Engineer: | Burl N. Campbell |

| **KGBK** |
| TYLER—1930—MBS |
| Frequency: 1490 Kc. | Power: 250 Watts |
| Owned-Oper. By: | Lucille Buford Lansing |
| Bus.-Studio Address: | 115 South College |
| Phone Number: | 23875 |
| Air Time: | 5:30 a.m.-M. |
| Transcription Service: | AP |
| Transcription Service: | World |
| Representative: | Pearson |
| Membership: | NARTB |
| President: | Lucille Buford |
| General Manager: | Marshall Pengra |
| Program Dir.: | Gerald Lansing |
| Chief Engineer: | Hudson C. Collins |

| **KTBB** |
| TYLER—1947—TSN |
| Frequency: 600 Kc. | Power: 500 Watts d. |
| Business-Studio Address: | Blackstone Hotel |
| Phone Number: | 4-7278 |
| News, Affil.: | "Courier Times Telegraph" |
| Air Time: | 6 a.m.-M. |
| News Service: | UP |
| Transcription Service: | Lang-Worth |
| Representative: | Taylor Co. |
| Membership: | NARTB, BAB |
| Director: | S. H. Bothwell |
| General Mgr.: | M. E. Danbom |
| Comm., Prom. Mgr.: | Herbert Golombeck |
| Program Dir.: | Don Jackson Tausch |
| Publicity Dir.: | David H. Bothwell |
| Chief Engineer: | R. A. Wileman |

| **KVOU** |
| UVALDE—1947—MBS-KBS |
| Frequency: 1450 Kc. | Power: 250 Watts |
| Owned-Oper. By: | E. J. & W. J. Harpole |
| Address: | 1450 Batesville Rd. |
| Phone Number: | 717 |
| News Service: | UP |
| Membership: | BAB |
| General Manager: | Edward J. Harpole |
| Station Mgr.: | Bob Hicks |
| Comm., Prom. Mgr.: | Joe Watson, Jr. |
| Program Dir.: | Sally Adams |
| Chief Engineer: | Les Miller |

| **KVWC** |
| VERNON—1939 |
| Frequency: 1490 Kc. | Power: 250 Watts |
| Business-Studio Address: | 1813 Wilbarger |
| General Manager: | W. R. Hixon |

| **KNAL** |
| VICTORIA—1949 |
| Frequency: 1410 Kc. | Power: 500 Watts |
| Address: | Box 642 |
| Phone Number: | 1410 |
| News Service: | UP |
| Trans. Serv.: | Capitol, SESAC, Thesaurus Representative |
| President: | A. A. B. Alkerk |
| Gen., Comm., Prom. Mgr.: | Robert Tharp |
| Program Director: | Sam Sitterle |
| Chief Engineer: | Douglas Smith |

| **KVIC** |
| VICTORIA—1940—MBS-KBS |
| Frequency: 1340 Kc. | Power: 250 Watts |

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653
KVIC

R. City

Texoma UP

NARTB

Power: M.

AP 2-5214

O. Jesse

Blaine Power:

Wilburn John

Byron NARTB

Power: O.

UP 375

6a.m.-M.

Power:

Taylor 9171/2 L.

6

Power:

World. 5:30 James AP 4181

Douglas Rex

Weed Taylor World

Lang-Worth UP Boyd Bob

KWTX NARTB Sid

NARTB BAB


5:30 5.45 J.

Darrold NARTB, 2-8668 1106-7

Hans Box 3-7331 Frontier AP.

World Herbert Bob AP Pearson 26x407

Frequency:

Representative

News

Membership

Transcription

Sales

Owned-Operated

Frequency:

Chief

Sales

Commercial

Transcription

Gen.,

Business

Air

Transcription

Program

Chief

Engineer...

Ed Lamprecht

KWTX

WACO—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By KWTX Bcstg. Co.

Business-Studio Address P. O. Box 3128

Phone Number 3-7331

News Service AP Transcription Service World

Representative Everett McKinney Membership NARTB

Gen., Sta. Manager M. N. Bostick Commercial Manager J. M. Brinegar

Sales Prom. Mgr. Rex Bodoi

Program Dir. Bob Walker

Chief Engineer L. R. Grubbs

KRGV

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc. Power: 5000 Watts

Owned-Operated 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 Transcription Service World. SESAC

Representative Taylor Co.

Membership NARTB

President O. L. Ted Taylor

General Manager Byron W. Ogle

Sales Prom. Mgr. Ted Cressner

Program Director James D. Cook

Chief Engineer O. Lewis Hartwig

KFDX

WICHITA FALLS—1947—ABC

Frequency: 990 Kc. Power: 10,000 Watts d.; 1,000 Watts n.

Owned-Operated By Wichtex Radio and Tel. Co.

Address City Natl. Bldg.

Phone Number 2-6668

Air Time 5:30 a.m.-12 M.

News Service UP Transcription Service World. SESAC

Station Representative Taylor Co.

Membership NARTB


Station Manager John White

Commercial Manager Moll M. Johnson

Program Director Warren Silver

Chief Engineer John Adams

KTRN

WICHITA FALLS—1949—MBS


Owned-Operated By Texoma Bcstg. Co.

Address 917½ Scott St.

Phone Number 2-5214

News Service AP Representative Pearson

Pres., Gen. Manager Boyd Kelley

Commercial Manager Sid Grayson

Program Director Bill Edgar

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

Air Time 5:30 a.m.-11:30 p.m.

News Service UP Transcription Service Lang-Worth

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
### KBUH
**BRIGHAM CITY—KBS**
- **Frequency:** 800 Kc.
- **Power:** 250 Watts d.
- **Owned-Operated By:** Wade Ebeling
- **Address:** 948 W. Forrest St.
- **Phone Number:** (655) 948-9
- **Air Time:** Sunrise-sunset
- **News Service:** UP
- **Membership:** BAB
- **Pres., Gen., Comm. Mgr.:** Wade Ebeling
- **Sales Prom. Mgr.:** Thomas Mehan
- **Prog., Pub. Dir.:** Melvin Richardson
- **Chief Engineer:** Samuel Stevans
- **President:** Oral J. Wilkinson
- **Gen., Sta. Manager:** Howard Pingree
- **Program Director:** Mitzi Patterson
- **Chief Ann., Engr.:** Fred Weibell

### KSUB
**CEDAR CITY—1937—CBS**
- **Frequency:** 590 Kc.
- **Power:** 1000 Watts
- **Owned-Oper. By:** So. Utah Bcstg. Co.
- **Address:** 189 N. Main St.
- **Phone Number:** 398-9
- **Air Time:** Full Time
- **News Service:** UP
- **Transcription Service:** World Reps., Bonneville, CBS Spot
- **Membership:** NARTB, BAB
- **President:** Ivor Sharp
- **General Manager:** Arthur Higbee
- **Sales Mgr.:** W. V. Lowe
- **Program Director:** Robert Heyborne
- **Chief Engineer:** Richard Gunn

### KVNU
**LOGAN—1938**
**MBS-INTERMOUNTAIN-KBS**
- **Frequency:** 610 Kc.
- **Power:** 1000 Watts
- **Owned-Oper. By:** Cache Valley Bcstg. Co.
- **Address:** 1393 N. Main St.
- **Phone Number:** 1400
- **Air Time:** 6:00 a.m. to 12:00 p.m.
- **News Service:** UP
- **Transcription Service:** World
- **President:** Herschel Bullen
- **Gen., Sta. Mgr.:** Reed Bullen
- **Comm., Sales Prom. Mgr.:** W. W. Kirkland
- **Program Director:** Morgan White
- **Chief Engineer:** Wm. Jones

### KMUR
**MURRAY—1948**
- **Frequency:** 1230 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Murray Bcstg. Service
- **Address:** 4646 S. State St.
- **Phone Number:** 9-9222
- **Air Time:** 6 a.m.-11 p.m.
- **News Service:** UP
- **Transcription Service:** Lang-Worth

### KLO
**OGDEN—1924**
**MBS-INTERMOUNTAIN**
- **Frequency:** 1430 Kc.
- **Power:** 5000 Watts
- **Owned-Oper. By:** Interstate Bcstg. Corp.
- **Address:** 425 23th St. Hotel Ben Lomond
- **Phone Number:** 5721
- **Air Time:** Full Time
- **News Service:** UP
- **Transcription Service:** World
- **Representative:** Avery-Knodel
- **Membership:** NARTB, BAB
- **President:** Edris Glasmann
- **General Manager:** A. L. Glasmann
- **Station Manager:** Collin W. Lowder
- **Commercial Manager:** W. Kimball Ward
- **Publicity Director:** Bruce Thornton
- **Chief Engineer:** Robert V. Beadles

### KOPP
**OGDEN—1947—KBS**
- **Frequency:** 730 Kc.
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** KOPP, Inc.
- **Address:** W. 12th St.
- **Transcription Service:** Lang-Worth
- **President:** G. Stanley Brewer
- **General Manager:** King Harmon

### KVOG
**OGDEN—1948**
- **Frequency:** 1490 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** United Bcstg. Co.
- **Business Address:** 1538 Gibson Ave.
- **Phone Number:** 2-7535
- **Representative:** Biddick
- **Transcription Service:** Capitol
- **News Service:** AP
- **Pres., Gen., Comm. Mgr.:** Arch G. Webb
- **Chief Engineer:** Al Condrey
- **Station Manager:** David B. Affleck

### KOAL
**PRICE—1936**
**MBS-INTERMOUNTAIN—KBS**
- **Frequency:** 1230 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Eastern Utah Bcstg. Co.
- **Address:** Price
- **Phone Number:** Price 200
- **Representative:** Avery-Knodel
- **Sls. Prom. Mgr., Pgm. Dir.:** Carl P. Wolf from
**KCSU**

**PROVO—1947—ROCKY MT.-ABC**

Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Oper. By: Central Utah Bestg. Co., Inc.
Address .................. P. O. Box 550
Phone Number .......... 2802
Representative .......... Hollingbery
News Service ............. UP
Co-owner, V.P., Prom. Mgr. .......... Harold E. Van Wagenen
Chief Engineer .......... Dallin H. Oaks

**KEYY**

**PROVO—1949**

Frequency: 1450 Kc. .......... Power: 250 Watts
Address .................. 307 So. 17th W.
Phone Number .......... 4060
Air Time .................. Full Time
Transcription Service .......... Thesaurus
Representative .......... Continental
President .......... Spencer D. Grow
Gen., Sta. Manager .......... Garn Carter
Commercial Manager .......... Edwin M. Ellis
Sales Prom. Mgr. .......... John Crawford
Program Director .......... James Sauls
Publicity Director .......... Ron Balle
Chief Engineer .......... Francis Boyer

**KOVO**

**PROVO—1939**

**MBS-INTERMOUNTAIN**

Frequency: 960 Kc. .......... Power: 5000 Watts
Owned-Operated By: KVOO Bestg. Co.
Business-Studio Address: 108 W. Center St.
Phone Number .......... 1680
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

**KSVC**

**RICHFIELD—1947**

**INTERMOUNTAIN**

Frequency: 690 Kc. .......... Power: 1000 Watts d.
Owned-Operated By: Sevier Valley Bestg. Co.
Business Address .......... 690 Tower Lane
Phone Number .......... 620
Air Time .................. Sunrise-Sunset
News Service ............. UP

**KALL**

**SALT LAKE CITY—1945**

**MBS-INTERMOUNTAIN**

Frequency: 910 Kc. .......... Power: 1000 Watts
Owned-Oper. By: Salt Lake City Bestg. Co., Business-Studio Address: 146 S. Main St.
Phone Numbers .......... 4-3561
Air Time .................. 6 a.m.-1 a.m.
News Service ............. AP
Representative .......... Avery-Knodel, Inc.
Membership .......... NARTB, BAB
Prom., Publ. Mgr. .......... John Brophy
Program Director .......... KayRichins
Chief Engineer .......... W. D’Orr Cozens

**KDYL**

**SALT LAKE CITY—1922**

**NBC**

Frequency: 1320 Kc. .......... Power: 5000 Watts
Business-Studio Address .......... 143 S. Main
Phone Number .......... 5-2991
Air Time .................. Unlimited
News Service ............. UP
Transcription Service .......... Associated, Thesaurus
Representative .......... John Blair
Pres.-General Mgr. .......... S. S. Fox
National Sales Dir. .......... Holly Moyer
Exec. Vice-Pres. .......... Easton Woolley
Program Director .......... Mildred Bcker
Publicity Dir. ............. Del Loeson
Chief Engineer .......... John M. Baldwin

**KNBK**

**SALT LAKE CITY—1945**

Owned-Operated By: Granite District Radio Bestg. Co.
Business-Studio Address: 1042 So. 6th W.
Phone Number .......... 4-3685
News Service ............. UP
Representative .......... Forjoe
President .......... Howard D. Johnson
General Manager .......... Thomas M. Ivory
Commercial Manager .......... Marvin R. Briggs
Program Director .......... Eldon Walton
Chief Engineer .......... Lyle Wahlquist
Your Key
to a billion
plus
dollar empire
in the Mountain West

Your Key
to a billion
plus
dollar empire
in the Mountain West

KSL RADIO SALT LAKE CITY, UTAH
REPRESENTED BY CBS RADIO SPOT SALES
*BMB - 50% to 100%: 1952 SALES MANAGEMENT

KSL Radio and only KSL Radio with its 50,000 watts can effectively take your product to Mountain West buyers for less than 12c per thousand family prospects.*
### Vermont

**Pop. April 1, 1953 (Est.) 402,000—Total Housing Units 124,000**

**Families April 1, 1953 (Est.) 104,000—Stations in State 10**

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### WTS A

**BRATTLEBORO—1950—GRANITE**

- **Frequency:** 1450 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Granite State Bcastg. Co.
- **Address:** Putney Rd.
- **Phone Number:** 1700
- **Representative:** Rambeau
- **News Service:** UP
- **President:** Theodore Feinstein
- **Gen., Sta. Com. Mgr.:** P. C. Terhune
- **Program Director:** Harold Shaw
- **Publicity Director:** Loren C. Smith
- **Chief Engineer:** Edward D. Somes

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### WCAX

**BURLINGTON—1927—CBS**

- **Frequency:** 620 Kc
- **Power:** 5000 Watts
- **Owned-Oper. By:** WCAX Bcastg. Corp.
- **Business-Studio Address:** 135 Main St.
- **Phone Number:** Burlington 3-3437
- **Air Time:** Unlimited
- **News Service:** AP
- **Transcription Service:** World
- **Representative:** Weed
- **Membership:** NARTB, BAB
- **President, Gen. Mgr.:** C. P. Hasbrook
- **Sta. Mgr.:** J. D. Swan
- **Commercial Manager:** T. B. Brainne
- **Chief Engineer:** James W. Tierney

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### WJOY

**BURLINGTON—1946—ABC**

- **Frequency:** 1230 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Vermont Bcastg. Corp.
- **Bus.-Studio-Transmitter Location:** 633 Main St.
- **Phone Number:** 4-5774
- **Transcription Service:** Thesaurus
- **Air Time:** Full Time
- **News Service:** AP
- **Representative:** William G. Rambeau
- **Membership:** BAB
- **President:** David W. Howe
- **Progr. Pub. Dir.:** Richard Burt
- **Sta. Comm. Mgr.:** Alfred E. Spokes
- **Chief Engineer:** John C. Quill

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### WSK I

**MONTPELIER-BARRE—1947**

- **Frequency:** 1240 Kc
- **Power:** 250 Watts
- **Owned By:** Montpelier-Barre Bcastg. Co.
- **Business Address:** Union Mutual Bldg.
- **Phone Number:** Montpelier 1740
- **Air Time:** Full Time
- **News Service:** AP
- **Representatives:** Borgatti, W. S. Grant
- **Membership:** BAB
- **Pres., Gen., Comm. Mgr.:** C. W. Grinnell

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### WIKE

**NEWPORT—1952**

- **Frequency:** 1490 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Memphremagog Bcastg. Co.
- **Phone Number:** 832-3
- **Transcription Service:** World
- **News Service:** UP
- **Reps.:** McGilvra, Ketel-Carter
- **Pres., Gen. Mgr.:** E. D. Finney
- **Prog. Dir., Ch. Eng.:** D. A. Thurston

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### WWHB

**RUTLAND—1949**

- **Frequency:** 1000 Kc
- **Power:** 1000 Watts
- **Owned-Oper. By:** Central Vt. Bcastg. Corp.
- **Address:** 24½ Center St.
- **Phone Number:** 3200
- **Air Time:** Day Time
- **News Service:** AP
- **Phone Number:** 3200
- **Transcription Service:** Capitol
- **Representative:** Ketel-Carter
- **Pres., Gen., Sta. Mgr.:** Vena M. Bates
- **Program Director:** Shirley Neilson
- **Publicity Director:** Thomas Kibbe
- **Chief Engineer:** Willard H. Buttes

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### WSYB

**RUTLAND—1930**

- **Frequency:** 1380 Kc
- **Power:** 1000 Watts
- **Owned-Oper. By:** Philip Weiss Music Co.
- **Bus.-Studio Address:** 35 Washington St.
- **Phone Number:** 1247
- **Air Time:** Unlimited
- **Representative:** Joseph Hershey McGilvra
- **Station Manager:** J. H. Weiss

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### WWSR

**ST. ALBANS—1940—YANKEE**

- **Frequency:** 1420 Kc
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** Vermont Radio Corp.
- **Business-Studio Address:** 75 N. Main St.
- **Phone Number:** 1390
- **Air Time:** daytime
- **News Service:** UP
- **Transcription Service:** World
- **Representative:** Walker, Bannon
- **Pres.-Gen. Mgr.:** Lloyd Squier
- **Sta. Comm., Sales Prom. Mgr.: Richard W. Hill
- **Publicity Director:** C. Stuart Perry
- **Program Director:** Raymond Turner
- **Chief Engineer:** Theodore Boisvert

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**658**
**VTN-VIRGINIA**

**WTWN**

ST. JOHNSBURY—1949

Frequency: 1340 Kc.  Power: 250 Watts

Owned-Operated By: Twin State Bcast. Inc.
Address: Concord Ave.  Phone Number: 2344

Air Time: Full Time

News Service: UP

Transcription Service: Thesaurus, World

Representative: McGilvray, Ketel-Carter

Membership: NARTB, BAB

Pres., Gen. Mgr.: E. Dean Finney

Program Director: Guy O. Austin

Chief Engineer: Gerald D. Johnson

**WDEV**

WATERBURY—1931—MBS

Frequency: 550 Kc.  Power: 1000 Watts

Owned-Oper. By: Lloyd E. Squier
Address: 8 Stowe St.  Phone Number: 400-1

Air Time: 6:00 a.m.-12 M.

News Service: UP

Transcription Service: World

Representative: Walker

Owner, Gen.-Sta. Mgr.: Lloyd E. Squier


Program Director: Craig S. Parker

Chief Engineer: Warren Chase

**Virginia**

Pop. April 1, 1953 (Est.) 3,486,000—Total Housing Units 910,000

Families April 1, 1953 (Est.) 821,000—Stations in State 59

**WPIK**

ALEXANDRIA—1945

Frequency: 730 Kc.  Power: 1000 Watts d.

Address: Virginia Theatre Bldg.
Phone Number: OVerlook 3-3000

Membership: NARTB, BAB

News Service: AP

Pres., Gen., Comm. Mgr.: Carl L. Lindberg

Station Manager: Art Kellar

Traffic Manager: Barbara Power

Program Director: Phil Long

Publicity Director: Mary V. Lindberg

Technical Supervisor: B. A. Terrier

**WBLT**

BEDFORD—1950—MBS

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Operated By: Bedford Bcastg. Co.
Address: P. O. Box 406
Phone Number: 8245

News Service: AP

Transmission Service: Thesaurus


Commercial Manager: R. A. Owen

Program Director: R. A. Scott, Jr.

**WARM**

ARLINGTON—1947

Frequency: 780 Kc.  Power: 1000 Watts d.

Bus-Studio Address: 5232 Lee Hwy.
Phone Number: Jackson 7-7800

Air Time: Sunrise-sunset

News Service: UP

President: Lou Poller

General Manager: Cy Blumenthal

Program Director: Ray Armand

Publicity Director: George Crump

Chief Engineer: Stephen Hart

**WKLY**

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.  Power: 250 watts

Phone Number: Communication Bldg.

Air Time: 6 a.m.-11 p.m.

News Service: AP

President: H. L. Umstead

Station Manager: Dennie Perkins

Publicity Director: Frank Elliott

Chief Engineer: Theodore Benn, Jr.
WCYB
BRISTOL—1946
(See Also Bristol, Tenn.)
Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Oper. By: Appalachian Bcastg. Corp.
Address: Front & Cumberland Sts.
Phone Number: North 3560
Air Time: Daytime
News Service: AP, UP
Transcription Service: World, Cole, Associated
Membership: NARTE, BAB
President, Gen. Mgr.: Robert H. Smith
V.P., Sales Mgr.: J. Fey Rogers
Chief Engineer: R. V. Robinson

WFHG
BRISTOL—1946—MBS-CBS
Frequency: 980 Kc. Power: 1000 Watts
Address: Valley Drive
Phone Number: 3620
News Service: UP
Transcription Service: Thesaurus
Representative: Walker
Membership: NARTB
Pres., Gen. Mgr.: W. C. Ninger
Commercial Manager: Jack Martin

WCYB
Serving the Tri-Cities
Bristol, Va.-Tenn., Kingsport
and Johnson City, Tenn.
from
Bristol
10,000 Watts — 690 Kc.
Clear Channel
Represented by
GILL-PERNA, Inc.

WCHV
CHARLOTTESVILLE—1933—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Barham & Barham
Bus.-Studio-Transmitter Address: Rose Hill Dr.
Phone Number: 2-6177
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Walker
Managing Director: Charles Barham, Jr.
Prog. Pub. Dir.: R. G. Sketchby
Promotion Manager: Charles Smith
Chief Engineer: Walter W. Gray

WINA
CHARLOTTESVILLE—1949
Frequency: 1280 Kc. Power: 1000 Watts, d.
Owned-Oper. By: Charlottesville Bcastg. Corp.
Address: P. O. Box 1230
Phone Number: 2-5121
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Membership: NARTB
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
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
President: W. G. Matthews, Jr.
Gen., Sta., Com. Manager: Sidney H. Tear
Promotion Director: John Echols
Chief Engineer: Grover H. Fulk

WKEY
COVINGTON—1941—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Earl M. Key
Business Address: Main St. at Bridge
Phone Number: 8351
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
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.
Owned-Oper. By...So. Virginia Bstg. Corp.
Business Address...117 Carter St.
Phone Number...Crewe 5000
News Service...........AP
Transcription Service...World
Representative.........BAB
President..............Calvin S. Willis
General Manager......John E. Sadler
Commercial Manager...W. Brown Hofer
Program Director......Frank H. Watkins
Chief Engineer........C. E. Wilson

WCVA
CULPEPER—1949—KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By...Culpeper Bstg. Co.
Address...............Hendricks Aves
Phone Number..........8338
Air Time..............Unlimited
News Service.........AP
Transcription Service...Standard
Representative.......George P. Hollingbery
Membership...........NARTB
President.............L. N. Dibrell
General Manager......Edward G. Gardner
Comm. Mgr...............John Holland
Prog. Dir., Sales Prom. Mgr...Millon Adams
Chief Engineer........Lyle C. motley

WBVM
DANVILLE—1930—ABC
Frequency: 1330 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By...Piedmont Bstg. Corp.
Bus. Studio Address...Hotel Danville Bldg.
Phone Number..........2350
Air Time..............Full Time
News Service.........AP
Transcription Service...World
Representative.......George P. Hollingbery
Membership...........NARTB
President.............L. N. Dibrell
General Manager......Edward G. Gardner
Comm. Mgr...............John Holland
Prog. Dir., Sales Prom. Mgr...Millon Adams
Chief Engineer........Lyle C. motley

WDVA
DANVILLE—1947—MBS
Frequency: 1250 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By...Va.-Carolina Bstg. Corp.
Address............American Natl. Bank Bldg.
Phone Number.........5300
Air Time...........4:00 a.m.-2:00 a.m.
News Service.........UP
Transcription Service...Lang-Worth
Representative.....Burn-Smith, Dora-Clayton
Membership...........NARTB, BAB
President............J. D. Pruitt
General Manager......Emerson J. Fryor
Commercial Mgr.......Stover Morris, Jr.
Program Director.....Richard Campbell

WEVA
EMPIRIA—1952
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By...Stone Bdstg. Co.
Address........Washington St. & Delaware Ave.
Phone.................2133
Transcription Service...Associated
News Service.........AP
Pres., Gen. Mgr........M. E. Stone
Commercial Manager...H. L. Umsleid
Chief Engineer........E. A. Short, Jr.

WFAX
FALLS CHURCH—1948
Owned-Operated By...Lamar A. Newcomb
Address..............Box L
Phone Number..........0900
News Service.........AP
Pres., Gen. Mgr........Lamar A. Newcomb
Program Director.....Genevieve Main
Chief Engineer........Richard Fanning

WFLO
FARMVILLE—1947
Frequency: 870 Kc.  Power: 1000 Watts d.
Owned-Operated By...Colonial Bstg. Co.
Business Address...118 W. Third St.
Phone Number..........870
News Service.........UP
Transcription Service...Capitol, Thesaurus
Representative.......Carol B. Keys
Station Manager......Charles R. Maillet
Commercial Manager...Ray Ryan
Sales Prom. Mgr.......John D. Wilson
Program Director.....John Calhoun
Chief Engineer........Charles K. Chrismon

WFVA
FREDERICKSBURG—1939—ABC-KBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By...Fredericksburg Bstg. Corp.
Business Address...P. O. Box 289
Phone Number..........1281
Manager..............Walter F. Harris, Jr.
Chief Engineer........John Burrets

WFTR
FRONT ROYAL—1948—MBS
Owned-Oper. By...Sky Park Bstg. Corp.
Address.............P. O. Box 192
Phone Number..........750
News Service.........UP
President............E. H. Stokes
Program, News Director...Tom Gibson
Chief Engineer........Claude F. Jones
**VIRGINIA**

**WBOB**
**GALAX—1947—MBS**
Frequency: 1400 Kc. . . . . . . Power: 250 Watts
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., Sta. Manager: Joseph P. Crockett
Program Director: Muriel Bell
Commercial Manager: Brice J. Parks
Chief Engineer: W. Edward Boyer

**WVEC**
**HAMPTON—1948**
Frequency: 1490 Kc. . . . . . . Power: 250 Watts d.
Studio-Trans. Address: Hampton-Buckroe Rd.
Phone Number: 6332
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Wm. G. Rambeau
Membership: NARTB, BAB
President: Thomas P. Chisman
General Manager: Harrol A. Brauer, Jr.
Pgm., Pub. Dir.: L. W. Kliwer
Chief Engineer: James E. Swafford

**WSVA**
**HARRISONBURG—1935—NBC**
Frequency: 550 Kc. . . . . . . Power: 1000 Watts
Owner-Oper.: Shenandoah Valley Bcstg. Corp.
Business-Studio Address: Rawley Pike
Phone Numbers: 530, 875
Air Time: Full Time
News Service: 6:00 a.m.-12 m.
Representative (Eastern): Devney & Co.
Membership: NARTB, BAB
President: Frederick L. Allman
Sales Prom., Comm., Mgr.: Robert B. Harrington
Program Director: Richard H. Johnson
Production Director: Charles McGlinley
Chief Engineer: Warren L. Braun

**WHAP**
**HOPEWELL—1949**
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Business Address: P. O. 621
Phone Number: 801
Air Time: 6:00 a.m.-12 m.
News Service: AP
Transcription Service: Thesaurus
Representative: Donald S. Cook

**WREL**
**LEXINGTON—1948—NBC-KBS**
Frequency: 1450 Kc. . . . . . . Power: 250 Watts
Owned-Operated By: Rockbridge Bcstg. Co.
Bus-Studio Address: First Nat'l Bank Bldg.
Phone Number: Lexington 6000
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
President: Marshall L. Wilmer
Gen., Sta., Comm. Mgr.: Milton H. Henson
Program Director: Andrew Peterson
Chief Engineer: James I. Bray, Jr.

**WLVA**
**LYNCHBURG—1930**
Frequency: 590 Kc. . . . . . . Power: 1000 Watts
Owned-Oper. By: Lynchburg Bcstg. Corp.
Address: 925 Church St.
Phone Number: 2-1242
Air Time: 6:00 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: George P. Hollingbery
Membership: NARTB, BAB
President: Edward A. Allen
Gen., Sta. Manager: Philip P. Allen
Commercial Manager: Joseph F. Wright, Jr.
Sales Prom. Mgr.: C. A. Larsen
Prog. Publ. Dir.: Warren Utual
Chief Engineer: John T. Orth

**WWOD**
**LYNCHBURG—1947—MBS**
Frequency: 1390 Kc. . . . . . . Power: 1000 Watts
Owned-Oper. By: Old Dominion Bcstg. Corp.
Address: P. O. Box 918
Phone Number: 2-3441
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World, Thesaurus
Representative: Walker
Membership: NARTB, BAB
President: David Hugh Dillard
Gen., Sta. Mgr.: Wm. T. Howard, Jr.
Commercial Manager: Richard E. Gooch
Prog. Publ. Dir.: Graydon V. Olive, Jr.
Chief Engineer: Forest J. Pinkerton

**WMEV**
**MARION—1948—ABC-KBS**
Frequency: 1010 Kc. . . . . . . Power: 1000 Watts d.
Owned-Oper. By: Mountain Empire Bcstg. Corp.
Address: Park Boulevard

President: Augustus Robbins, Jr.
General Manager: Charles M. Mark
Sta. Mgr., Prom. Dir., Ch. Eng.: Larry Kay

662
WMVA
MARTINSVILLE—1941—NBC-KBS
Frequency: 1450 Kc. Power: 250 Watts
Address .Chatham Heights
Phone Number .Virginia 2152
News Service .AP
President .L. Preston Collins
Pgm. Dir. .Mrs. R. C. Wollenden
Chief Engineer .Edward Surfa

WGH
NEWPORT NEWS—1928—ABC
Frequency: 1310 Kc. Power: 500 Watts
Bus.-Studio Address .500 Portlock Bldg.
Number .Norfolk-2-7031
News Service .AP
Transcription Service .Associated
Representative .Free & Peters
Membership .NARTB
President .Raymond B. Bottom
Gen. Sta. Manager .Edward E. Bishop
Prog. Director .Robert J. McBride
Chief Engineer .Alois Braun

WHYU
NEWPORT NEWS—1947
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By .Eastern Bstg. Corp.
Business-Studio Address .114 W. 24th St.
Number .3-1631
Air Time .daytime
News Service .UP
Transcription Service .Capitol
President .John Doley
General Manager .Frederic F. Clair
Commercial Manager .E. Patterson
Program Dir. .Tom Bradshaw, Jr.
Chief Engineer .Percy C. Magoun

WCAV
NORFOLK—1947
Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By .Cavalier Bstg. Corp.
Bus.-Studio Address .Helena Bldg.
Phone Number .2-3266
News Service .UP
Representative .Indie Sales, Inc.
Membership .NARTB
President .Mrs. Joseph Light
General Manager .William M. Manrov
Program Director .Jack Lynn
Chief Engineer .W. M. Manrov

WLOW
NORFOLK—1946—
Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio Address .21st & Manteo Sts.
Number .4-5678
Air Time .24 hrs.
News Service .UP
Representative .Forjoe
President .E. L. Scott
General Manager .Wm. Carpenter
Station Manager .Joseph B. Matthews
Program Director .Robert Drepperd

WNOR
NORFOLK—1949
Frequency: 1230 Kc. Power: 250 Watts
Address .1028 Boisseveain Ave.
Number .27071
Air Time .24 hrs.
News Service .AP
Transcription Service .Lang-Worth
Representative .Walker
President .Louis H. Peterson
Program Mgr. .Jack Black
Sales Prom. Mgr. .Dave Pritchard
Publicity Director .Tom Matthias
Chief Engineer .Howard Sheets

WRAP
NORFOLK—1952
Frequency: 1050 Kc. Power: 500 Watts
Owned-Operated By .Rollins Bstg., Inc.
Address .300 Portlock Bldg.
Number .4-8307
News Service .AP
President .John W. Rollins
General Manager .Glen A. Harmon
Chief Engineer .Glen Frazier

WTAR
NORFOLK—1923—NBC
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By .WTAR Radio Corp.
Bus.-Studio Address .720 Boush St.
Number .56711
Air Time .Full Time
News Service .AP
WSAP
PORTSMOUTH—1943
Frequency: 1350 Kc...Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address..205 Professional Bldg.
Phone Number................7-3489
Air Time...................6:00 a.m.-1 a.m.
News Service................UP
Transcription Service.....Thesaurus
Representative............Burn-Smith
President..................Tom E. Gilman
Gen.-Sta.-Comm. Mgr......Jack Norfleet
Chief Engineer............John Brigman

WPUV
PULASKI—1946—NBC
Frequency: 1230 Kc...Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Corp.
Address....................Dora Highway
Phone Number.............3-3931
Air Time....................Full Time
News Service..............AP
Transcription Service.....World
Representative............Sears & Ayer
Pres., Gen. Mgr............Mason C. Deaver
Commercial Manager......Larry Schoenfeld
Program Director.........Maruma R. Deaver
Chief Engineer............John A. Columbus

WRAD
RADFORD—1950
Frequency: 1340 Kc...Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number.............2461
Air Time....................Full Time
Transcription Service, Thesaurus, Associated
Representative............Pearson
Membership................NARTB, BABS
News Service..............AP
President..................John W. Rollins
Gen., Sta., Comm. Mgr.....Wendell H. Siler
Sales Prom. Mgr...........Ben Johnson, Jr.
Program Director.........Alfred L. Mills
Chief Engineer............Fitzgerald McDaniel

WRIC
RICHLANDS—1951
Frequency: 1050 Kc...Power: 1000 Watts d.
Owned-Oper. By.....Clinch Valley Bcstg. Corp.
Address.....................Box 218
Phone Number..............450
Transcription Service.....Thesaurus, SESAC
News Service..............AP
Membership................NARTB, BABS
President..................J. Powell Royal, Jr.
Gen., Sta. Mgr., Chi. Eng.?Max M. Blakemore
Program Director.........Harry D. Taylor
Comm., Prom. Mgr.........Joe J. Webb
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!

THE BEST BUY FOR YOU IN ’52—WRNL

910 KC 5 KW ABC AFFILIATE RICHMOND VIRGINIA

WRNL NATIONAL REPRESENTATIVES EDWARD PETRY & COMPANY, INC.
President D. Tennant Bryan  
Station Manager E. S. Whitlock  
Sales Manager Joseph Sierer  
Program Director Don Martin  
Publicity Director Morris Kenig  
Chief Engineer Vincent Wolstenholme

**WRVA**  
RICHMOND—1925—CBS  
Frequency: 1140 Kc.  
Power: 50,000 Watts  
Owned-Oper. By Larsus & Brother Co.  
Business Address Hotel Richmond  
Phone Number 3-6633  
Transmitter Location Edgeworth  
News Service World, Lang-Worth  
Representative Radio Sales  
Membership NAB  
General Manager C. T. Lucy  
Commercial Manager Barron Howard  
Promotion Manager Jack Stone  
Sales Manager James D. Clark  
Program Service Mgr. Samuel S. Carey  
Production Manager John B. Tansey  
Public Relation Dir. Walter R. Bishop  
Chief Engineer David C. Woods

**WXGI**  
RICHMOND—1947  
Frequency: 950 Kc.  
Power: 1000 Watts d.

**WDBJ**  
ROANOKE—1924—CBS  
Frequency: 960 Kc.  
Power: 5000 Watts  
Owned-Oper. By Times-World Corp.  
Address 124 W. Kirk Ave.  
Phone Number 8131  
Air Time 6 a.m.-12:05 a.m.  
News Service World, Times, World News  
Representative Free and Peters, Inc.  
Membership NARTE, BAB  
President J. P. Fishburn  
General Manager John W. Harkrader  
Commercial Manager Paul E. Reynolds  
Program Director Charles A. Ballou  
Publicity Director Benton B. Boggs  
Chief Engineer J. Edward Newman

---

**AP SELLS**  
For Stations and Sponsors—

For instance . . . WLPM

"We have no trouble keeping sponsors of AP news happy. They always stay on the air longer than any others. Sponsors perk up when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!"

FRED L. HART,  
WLPM, Suffolk, Virginia
### VIRGINIA

**WROV**

**ROANOKE—1946—ABC**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By: Radio Roanoke, Inc.

Bus.-Studio Address: 600 Mountain Trust Bldg.

Phone Number: 3-4444

Air Time: Unlimited

News Service: Lang-Worth

Representative: Burn-Smith

Membership: NARTB, BAB

President: Leo F. Henebry

Gen.-Sta.-Comm. Mgr.: Frank E. Koehler


Chief Engineer: J. W. Robertson

Exec. Vice President: James H. Moore

Chief Engineer: J. P. Briggs

Commercial Manager: Horace Fitzpatrick

**WSLS**

**ROANOKE—1940—NBC**

Frequency: 610 Kc. Power: 1000 Watts

Owned-Oper. By: Shenandoah Life Stations, Inc.

Business-Studio Address: Shenandoah Bldg.

Phone Number: 9227

Air Time: Unlimited

News Service: AP

Transcription Service: Thesaurus

Representative: Avery-Knodel

Membership: NARTB, BAB

President: Paul C. Buford

**WHLF**

**SOUTH BOSTON—1947—KBS—ABC**

Frequency: 1400 Kc.

Power: 250 Watts

Owned-Operated By: Shenandoah Life Stations, Inc.

Business-Studio Address: Shenandoah Bldg.

Phone Number: 9227

Air Time: Unlimited

News Service: AP

Transcription Service: World

Membership: BAB


Program Director: Gordon R. Phillips

Chief Engineer: J. W. Robertson

**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

Air Time: Full Time

Membership: NARTB, BAB

Gen.-Sta.-Comm. Mgr.: Charles P. Blackley

Program Director: Gordon R. Phillips

Chief Engineer: J. W. Robertson

**WROV LEADS IN RETAIL ADVERTISING IN ROANOKE**

<table>
<thead>
<tr>
<th>LOWEST RATES!</th>
<th>Because...</th>
<th>HIGHEST RATINGS!</th>
<th>Because...</th>
<th>CONSISTENT RESULTS!</th>
</tr>
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<tbody>
<tr>
<td><strong>260-TIME RATE</strong></td>
<td><strong>ABC</strong></td>
<td><strong>MBS</strong></td>
<td><strong>ABC</strong></td>
<td><strong>MBS</strong></td>
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<tr>
<td>20-sec. Class A</td>
<td>9.75</td>
<td>4.65</td>
<td>7.50</td>
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<tr>
<td>20-sec. Class B</td>
<td>6.75</td>
<td>3.04</td>
<td>5.06</td>
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<tr>
<td>20-sec. Class C</td>
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<tr>
<td>1-min. Class A</td>
<td>12.00</td>
<td>5.72</td>
<td>9.00</td>
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<td>1-min. Class B</td>
<td>8.75</td>
<td>3.76</td>
<td>6.37</td>
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<tr>
<td>1-min. Class C</td>
<td>6.75</td>
<td>3.58</td>
<td>4.50</td>
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</tr>
<tr>
<td>Mon. thru Fri. 8 a.m.-12 noon</td>
<td>25.6</td>
<td>26.7</td>
<td>15.5</td>
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<td>Mon. thru Fri. 12 noon-6 p.m.</td>
<td>13.3</td>
<td>18.5</td>
<td>16.2</td>
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<tr>
<td>Mon. thru Fri. 7 p.m.-8 p.m.</td>
<td>14.7</td>
<td>18.5</td>
<td>16.2</td>
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<tr>
<td>Sun. thru Sat. 8 p.m.-10 p.m.</td>
<td>14.7</td>
<td>18.5</td>
<td>16.2</td>
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WROV — Roanoke, Va.

FOR AVAILABILITIES CALL BURN SMITH COMPANY, INC., O R FRANK KOEHLER, GEN. MGR., WROV, ROANOKE
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operator</th>
<th>Business 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>Gen., Sta. Mgr.</th>
<th>Commercial Manager</th>
<th>Sales Prom. Mgr.</th>
<th>Program Director</th>
<th>Chief Engineer</th>
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<tbody>
<tr>
<td>WNT</td>
<td>690 Kc</td>
<td>250 Watts</td>
<td>No. Neck &amp; Tidewater Bcstg. Co.</td>
<td></td>
<td>680</td>
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<tr>
<td>WAYB</td>
<td>1490 Kc</td>
<td>250 Watts</td>
<td>Waynesboro Bcstg. Corp.</td>
<td>526 Main St.</td>
<td>6066</td>
<td>Full Time</td>
<td>AP</td>
<td>World</td>
<td>NARTB, BAB</td>
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<tr>
<td>KBKW</td>
<td>1450 Kc</td>
<td>250 Watts</td>
<td>KBKW, Inc.</td>
<td>701 E. Heron St.</td>
<td>1015, 1016</td>
<td>6 a.m.-11 p.m.</td>
<td>AP</td>
<td></td>
<td>NARTB, BAB</td>
<td>Archie Taft, Jr.</td>
<td>Don. G. Bennett</td>
<td>John Berg</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>KXRO</td>
<td>1320 Kc</td>
<td>1000 Watts</td>
<td>KXRO, Inc.</td>
<td>207½ E. Market St.</td>
<td>4098</td>
<td>7 a.m.-11:15 p.m.</td>
<td>AP</td>
<td></td>
<td>NARTB, BAB</td>
<td>Harry R. Spence</td>
<td>Fred G. Goddard</td>
<td>Philip True</td>
<td></td>
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</tbody>
</table>

**Washington**

Pop. April 1, 1953, (Est.) 2,534,000—Total Housing Units 819,000
Families April 1, 1953 (Est.) 792,000—Stations in State 54
**K P U G**

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.  Power: 1000 Watts
Owned-Operated By: KPUG, Inc.
Business Address: P. O. Box: 655
Phone Number: 6200
News Service .............. UP
Transcription Service .... Lang-Worth
Representative ............ Cooke
President ................. Jessica L. Longston
Station Mgr. .......... James Hamstreet
Comm. Mgr. ............ Alex DeSchweinitz
Prom. Mgr. ............. Dick Rapp
Program Dir. ........... Jeanne Smith
Chief Engineer .......... Donald R. Finney

**K V O S**

BELLINGHAM—1927—ABC

Frequency: 790 Kc.  Power: 1000 Watts
Owned-Operated By: KVOS, Inc.
Bus.-Studio Address: 1321 Commercial St.
Phone Number: Bellingham 790
News Service .............. UP
Transcription Service .... MacGregor, World
Representative ........... Meeker
Membership ................ NARTB, BAB
President .................. Rogan Jones
Gen., Comm. Mgr. ......... Jack Clarke
Sales Prom. Mgr. .......... Fred Elshehagen
Prog., Pub. Dir. .......... Dave Mintz
Chief Engineer .......... Ernest Harper

**K B R O**

BREMERTON—1947

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By: Bremerton Broadcast Co.
Address ................ Box 1803
Phone Number ............. 7-3995
News Service .............. AP
Transcription Service .... Standard
Membership ................ BAB
Owner & Pres. ............. Bruce Bartley
Gen., Sta. Mgr. .......... Loren B. Stone
Comm., Prom. Mgr. ........ Gil Jacobsen
Program Dir. ............. Bob Gleason
Chief Engineer .......... Al Stewart

**K G I B**

BREMERTON—1950

Frequency: 1540 Kc.  Power: 1000 Watts d.
Owned-Oper. By: Kitsap G.I. Bcstg., 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
KEYSTONE-DON LEE

Frequency: 1470 Kc.  Power: 1000 Watts
 Owned-Oper. By: Central Bcstg. Corp.
Business Address: P. O. Box 720, Centralia;
P. O. Box 827, Chehalis
Phone Numbers ............ Centralia 6-3321,
Chehalis 8-3321
Air Time .................. 6 a.m.-M.
News Service .............. UP
Transcription Service .... World
Representative .......... John Keating, John E. Pearson
Membership ............... NARTB, BAB
President ................. J. Elioy McCaw
Sec.-Treas. ............... Mabel A. McGwinn
Gen., Sta. Comm. Mgr. .... Joe Chytil
Program Dir. ............. Del Spencer
Publicity Dir. ............ Robert Cleland
Chief Engineer .......... Lloyd Hannah

**K C L X**

COLFAX—1950—KBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Whitman County Bcstrs.
Address ..................... Almota Road
Phone Number ............. 780
News Service .............. AP
President ................. Bradley Kincaid
General Manager .......... E. Pournelle
Program Director .......... Ruth Pournelle
Chief Engineer .......... David Dodd

**K X L E**

ELLENSBURG—1946

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Central Washington Bcstrs.
Bus. Add. Trans. Loc.. Box 600
Phone Number ............. 2-1488
Air Time .................. 6:30 a.m.-11 p.m.
News Service .............. UP
Transcription Service .... Capitol
Representative .......... McGillvra
Membership ............... BAB
President .................. Goodwin Chase, Jr.
Gen., Sta. Manager .......... Joe Kendall
Comm., Prom. Mgr., Ch. Eng. Darrell K. Burns
Program Dir. ............. Joe Kendall
Publicity Dir. ............ Ron Forsell

**K U L E**

EPHRATA—1950

Phone Number ............. 730
Co-Owner ................. Kirby Billingsley
Co-Owner .................. Robert E. Billingsley
KRKO

EVERETT—1920—MBS-DON LEE
Frequency: 1380 Kc. Power: 1000 Watts
Address: P. O. Box 916
Phone Number: Cedar 1144
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, SESAC
Representative: Joseph Hershey McGilvra
Membership: NARTB, BAB
Sales Manager: Warren Johnson
Traffic Dir.: Nancy Spaeth
Chief Engineer: Dave Foley

KFDR

GRAND COULEE—1950—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Columbia River Bcstrs., Inc.
Address: Box 385
Phone Number: 140
Air Time: 15 Hrs.
News Service: UP
Representative: Northwest, Art Moore
Membership: NARTB, BAB
Program Dir.: Robert Anderson
Chief Engineer: Ray Groff

KELS

KELSO—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: N.W. Public Services, Inc.
Address: P. O. Box 90
News Service: UP
President: Roscoe C. Day, Jr.
General Manager: Claire O. Banks
Commercial Manager: Paul H. Shoal
Program Director: Lowell Gibson
Chief Engineer: Fred Fowler

KWIE

KENNEWICK—1949
Frequency: 610. Power: 1020 Watts
Owned-Oper. By: KWIE, Inc.
Address: 11 S. Cascade St.
Phone Number: 6961
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Associated
Representative: Art Moore, Robert Meeker
Membership: NARTB
Pres., Gen. Mgr.: Harold A. Clark
Comm. Mgr., Chief Eng.: C. J. McCredie
Program Director: Marvin E. Johnston

KRKL

KIRKLAND—1948
Frequency: 1650 Kc. Power: 250 Watts d.
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: AP
Transcription Service: World, SESAC
Representative: George Clark
Membership: NARTB, BAB
General Manager: Tom Olsen
Stat., Comm., Prog., Mgr.: Elmer J. Holmberg
Pgm., Prod., Publ. Dir.: Don Jones
Chief Engineer: Charles A. Roark

KOMW
OMAK—1947
Owned-Oper. By: KOMW, Inc.
Business-Studio Address: Box 151
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth
Representative: John Keating
Membership: BAB
President: R. L. McNett
General Manager: Dean Nichols
Commercial Manager: Grover D. Allen
Program Dir.: Mary Jane Armstrong
Chief Engineer: Leonard Fleisher

KPKW
PASCO—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Western Radio Corp.
Address: Chase & "A" Sts.
Phone Number: 3337
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capitol
Pres., Gen. Mgr.: V. B. Kennworthy
Stat., Prom, Mgr.: W. J. Hunt
Comm. Mgr.: William White
Prog. Dir., Chief Eng.: Walter Mott

KONP
PORT ANGELES—1945—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. 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: Frederick Fields

KBKH
PULLMAN—1950
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: Bayton & Hicks
Address: 1510 Linden Drive
Phone Number: 5-7711
News Service: UP
Transcription Service: Lang-Worth
Gen., Sta. Mgr.: J. Ronald Bayton
Comm. Mgr., Prog. Dir.: John R. Puckett
Prom. Mgr., Chief Eng.: B. J. Bayton

KPUY
PUYALLUP—1951
Frequency: 1450 Kc. Power: 100 Watts
Owned-Oper. By: Radio Station KPUY
Address: 1510 Linden Drive
Phone Number: 5-7711
News Service: AP
Transcription Service: Associated
Owner, Gen. Comm. Mgr.: Clarence E. Wilson
Promoation Mgr.: Don Neal
Program Dir.: Beverly Heckle
Publicity Dir.: Pete Hanson
Chief Engineer: Bill Luckhurst

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: Western
Membership: NARTB, BAB
President: Joe Chytil
Gen., Sta., Comm. Mgr.: Hugh McPherson
Sales Promotion Manager: Dwight Smart
Program Director: Fred W. Hepner
Chief Engineer: Robert McNamara

KLAN
RENTON—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Interlake Bcastg. Corp.
Address Trans., Loca.: N. 7th & Park Ave.
Phone Number: Renton 5-3424
Air Time: Full Time (Ex. Sunday)
News Service: UP
Transcription Service: Col., World
Representative: Forjoe
Membership: NARTB, BAB
Pres., Gen. Mgr.: H. E. Ridalls
Commercial Manager: Bill Simpson
Program Director: George Edgar
Chief Engr.: F. C. Cook
K A L E
RICHLAND—1950
Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By: KALE, Inc.
Address: P. O. Box 367
Phone Number: 43180
Representative: George Clark
Transcription Service: Lang-Worth
Membership: NARTB, BAB
News Service: UP
President: R. S. McCall
Gen. Sta. Mgr.: L. G. Dix
Commercial Manager: Ralph Nachmann
Program Dir.: Bob Jones
Chief Engineer: Joseph Muench

K I N G
SEATTLE—1927
Frequency: 1090 Kc. Power: 50,000 Watts
Address: Smith Tower
Phone Number: Mutual 1090
Representative: Blair
News Service: UP
Membership: NARTB, BAB
President: Mrs. A. Scott Bullitt
V.P., Gen. Mgr.: Otto P. Brandt
Commercial Manager: John Eichhorn
Program Director: Hal Moan
Publicity Director: Mel Anderson
Chief Engineer: Arthur A. Shultz

K I R O
SEATTLE—1935—CBS
Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By: Queen City Bstg. Co.
Bus.-Studio Address: 1530 Queen Anne Ave.
Phone Number: Alder 9800
News Service: UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: BAB
President: Saul Haas
Comm. Manager: William F. Tucker
Program Director: Kenneth Yeend
Publicity Director: Warren McCloy
Chief Engineer: James Hartfield

K J R
SEATTLE—1922—ABC
Frequency: 950 Kc. Power: 5000 Watts
Business-Studio Address: Skinner Bldg.
Phone Number: Elliot 5890
Air Time: Unlimited
News Service: UP

K O L
SEATTLE—1922
Frequency: 1300 Kc. Power: 5000 Watts
Bus.-Studio Address: 1100 W. Florida St.
Phone Number: MA. 2312
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Bolling
Membership: BAB
President: Archie Taft
Promotion Manager: Hugh Fellis
Program Director: Robert Harris
Chief Engineer: Perry Lind

K O M O
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: SNE 6000
Air Time: 18 hrs.
News Service: UP
Transcription Service: Associated, Lang-Worth
Representative: Edward Petry
Membership: NARTB, BAB
President, General Mgr.: O. W. Fisher
V.P., Gen. Mgr.: W. W. Warren
V.P., Com. Manager: Ray Baker
Sales Promotion Mgr.: W. J. Hubbach, Jr.
Program Manager: F. J. Patterson
Chief Engineer: F. J. Brott

K R S C
SEATTLE—1926
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Wash. Telecasters, Inc.
Add. Trans. Loca.: 2939 Fourth Ave. So.
Phone Number: ELiot 2480
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB, BAB
President: Jessica L. Longston
Gen., Sta. Mgr.: R. E. Pollock
Program Director: Ted Bell
Chief Engineer: Verle Jones
KTW
SEATTLE—1920
Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: The First Presbyterian Church of Seattle, Wash.
Phone Number: Mutual 1250
President: W. T. Whitney
Sta., Gen. Mgr.: Don Bevilacqua
Chief Engineer: James S. Ross
Program Dir.: A. G. Atworth, Jr.

KVI
SEATTLE—1928—MBS
Frequency: 570 Kc. Power: 5000 Watts
Business Address: Camlin Hotel
Phone Number: 4848
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thaurus
Representative: George P. Hollingbery
Membership: NARTB, BAB
Pres., Gen. Mgr.: Vernice Irwin
Chief Owner: Laura M. Doernbecher
Commercial Mgr.: Earl T. Irwin
Program Dir.: Harry Long
Chief Engineer: D. M. McDonough

KXA
SEATTLE—1926
Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By: KXA, Inc.
Bus.-Studio Address: 320 Second Ave. W.
Phone Number: Alder 8600
Air Time: 5 a.m.-Local Sunset
News Service: AP
Representative: Rambeau
Membership: NARTB, BAB
President: Wesley I. Dumm
Gen., Sta. Mgr.: Hugh A. Smith
Commercial Manager: R. G. McCarrill
Chief Engineer: John Dubuque

KSPO
SPOKANE—1922
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: William and Berthoff
Address, Trans. Loca.: Realty Bldg.
Phone Number: Riverside 8033
News Service: UP
Co-Owner: Delbert Berthoff
Co-Owner: Gene Williams
Chief Engineer: E. P. Antosyn

KG A
SPOKANE—1926—ABC
Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By: Corp. of Gonzaga U.

KHK
SPOKANE—1922—NBC
Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: KHQ, Inc.
Bus.-Studio Address: Radio Central Bldg.
Phone Number: Madison 5131
Air Time: 19 hrs.
News Service: AP
Transcription Service: World
Representative: Katz
Pres., Gen. Mgr.: Richard O. Dunning
Station Manager: Chas. E. Lohnes
Commercial Manager: W. C. Rhodes
Program Manager: Birney Blair
Program Director: R. H. Godon
Chief Engineer: A. G. Sparling

KNEW
SPOKANE—1947—MBS
Frequency: 790 Kc. Power: 5000 Watts
Bus.-Studio Address: Sprague at Wall
Representative: Weed
Pres., Gen. Mgr.: Burl C. Hagadone
Station Manager: C. E. Rodell
Program Director: Paul Crain
Chief Engineer: Vincent L. Hoffart

KREM
SPOKANE—1947
Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By: Louis Wasmr
Address: Radio Central Bldg.
Phone Number: Madison 3333
Transmitter Location: 4101 S. Regal St.
News Service: AP
Transcription Service: Associated
Representative: Bolling
Pres., Gen. Sta. Mgr.: Louis Wasmr
Manager: Robert H. Temple
Program Director: E. A. Moseley
Chief Engineer: William Patterson

KXLY
SPOKANE—1922—CBS-PNB
Frequency: 920 Kc. Power: 5,000 Watts
Owned-Operated By: Symons Bstg. Co.
Address: Television Center
Phone Number: Main 1218
Air Time: Unlimited
News Service: AP, UP
Transcription Service: MacGregor
Representative: Walker, PNB
President: E. B. Craney
General Manager: Clay Osborne
Commercial Manager: B. E. Woolston
Program Director: A. DeVries
Chief Engineer: George Langford

KREW
SUNNYSIDE—1950
Frequency: 1230 Kc.
Power: 250 Watts
Owned-Oper. By: Cole E. Wylie
Address: Sunnyside
Phone Number: 7-2277
News Service: AP
Representative: Forjoe
Membership: NARTB, BAB
President: Cole E. Wylie

KMO
TACOMA—1922
Frequency: 1360 Kc.
Power: 5000 Watts
Owned-Oper. By: KMO, Inc.
Bus.-Studio Address: P. O. Box 1651
Phone Number: Main 4144
Air Time: 6 a.m.-12 p.m.
News Service: UP
Transcription Service: Thesaurus, Standard
Representative: Branham
Membership: NARTB, BAB
President: Carl E. Raymond
V.P., Gen., Sta. Mgr.: Jerry Geethan
Comm. Mgr.: Raymond T. McKenzie
Prom., Pub. Dir.: Eugene W. Dryden
Program Dir.: Richard D. Weeks
Chief Engineer: John Boor

K TAC
TACOMA—1941
Frequency: 810 Kc.
Power: 1000 Watts
Owned-Operated By: Tacoma Bcast. Inc.
Address: 2715 Center St.
Phone Number: Broadway 2241
Air Time: 18 hrs.
News Service: UP
Transcription Service: World
Representative: McGillvra
Membership: NARTB
President: B. W. Febberson
Station Manager: T. R. Knightlinger
Commercial Manager: Don Hopkins
Chief Engineer: R. C. Velo

KTN
TACOMA—1952
Frequency: 1400 Kc.
Power: 250 Watts
Owned-Operated By: Tribune Publ. Co.
Address: 3-4717
News Service: AP
Representative: Green
Manager: LaMarr Huggins
Commercial Manager: Larry Carino
Program Director: R. G. Boardway
Chief Engineer: Max H. Bice

KVAN
VANCOUVER—1939
Frequency: 910 Kc.
Power: 1000 Watts
Owned-Oper. By: Vancouver Radio Corp.
Address: 707½ Main St.
Phone: 3-4717, TW 7323
Air Time: 6 a.m.-12 p.m.
News Service: AP, UP
Transcription Service: NARTB, World
Representatives: Keating, O'Connell
Membership: BAB
President: Sheldon F. Sackett
General-Station Mgr.: Fred F. Chitty
Comm. Mgr.: Walter P. Rossman
Sales Prom. Mgr.: AI Bauer
Prog., Pub. Dir.: George W. Conner
Chief Engineer: Edgar Means

KTEL
WALLA WALLA—1946—ABC
Frequency: 1490 Kc.
Power: 250 Watts
Address: Book Nook Bldg.
Phone Number: 4103
Air Time: Unlimited
News Service: World
Transcription Service: AP
Representative: Grant
Pres., Gen. Mgr.: Jack Keating
Commercial Manager: Don Harris
Chief Engineer: Bevin Roth

KUJ
WALLA WALLA—1928—MBS
DON LEE
Frequency: 1420 Kc.
Power: 5000 Watts
Owned-Operated By: KUJ, Inc.
Business-Studio Address: 55 E. Main St.
Phone Number: 1230
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
Representative: Weed
Membership: NARTB, BAB
Pres., Gen. Mgr.: H. E. Studebaker
Sta. Comm. Mgr.: Don Wilke
Program Director: Martin Tobin
Chief Engineer: M. L. MacAuliffe

674
K PQ
WENATCHEE—1929—ABC
Frequency: 560 Kc.  Power: 5000 Watts
Bus.-Studio Address: 2nd & Columbia Sts.
Phone Number: 2757
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: BAB
President: Rogan Jones
Sta., Gen. Mgr.: James W. Wallace
Prom., Comm. Mgr.: Pat O'Halloran
Pgm., Prod. Director: Emerson Elder
Publicity Director: Charlotte Tochterman
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: Wenatchee Broadcasters
Address: P. O. Box 1510
Phone Number: 2468-2469
Air Time: 6 a.m.-12 M.
Transcription Service: Standard
News Service: AP
Representative: McGilvra
General Mgr.: Stuart S. Maus
Sta., Comm. Mgr.: Mark A. Sorley
Chief Engineer: Warren Brown

K I M A
YAKIMA—1944—CBS
Address: P. O. Box 702
Phone Number: 6197
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Weed & Co.
Membership: NARTB, BAB
President: A. W. Talbot
Gen., Prom. Mgr.: R. Lee Black
Sta. Mgr., Prog. Dir.: Thomas C. Bostic
Publicity Dir.: Helen A. Turnell
Chief Engineer: J. Barry Watkinson

K I T
YAKIMA—1929—ABC—NBC
Owned-Operated By: KIT, Inc.

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, 1953 (Est.) 2,106,000—Total Housing Units 547,000
Families April 1, 1953 (Est.) 498,000—Stations in State 40

W J L S
BECKLEY—1939—CBS
Frequency: 560 Kc........Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By..................Joe L. Smith, Jr., Inc.
Bus.-Studio Address.............WJLS Building
Phone Number.....................7311
Air Time.........................Unlimited
News Service......................UP
Representative...................Weed
Membership.......................NARB
Station Manager...............Virginia N. Cooper
Program Dir.....................W. S. Jackson
Chief Engineer...................Al J. Ginkel

W W N R
BECKLEY—1946—MBS
Frequency: 620 Kc........Power: 1000 Watts d.
500 Watts n.
Owned-Operated By..............Rahall Bcstg. Co.
Business-Studio Address.......1565 Harper Rd.
Phone Number...................9309
Air Time.........................18 hrs.
News Service......................AP
Representative...................Walker
President.........................N. Joe Rahall
General Manager.................R. H. Booth
Chief Engineer...................Robert Ramsey

W H I S
BLUEFIELD—1928—NBC
Frequency: 1440 Kc........Power: 5000 Watts d.
Business-Studio Address.......623 Commerce St.
Phone Number...................7114
Air Time.........................Unlimited
News Service......................AP
Transcription Service..........World, Cole
Representative...................Katz
Vice President...................Hugh I. Shott, Jr.
Gen., Sta. Mgr., Chief Eng........P. T. Flanagan
Pgm., Pub. Dir...............William Hostetter

W K O Y
BLUEFIELD—1948—MBS
Frequency: 1240 Kc........Power: 250 Watts
Owned-Oper. By.................WKGY, Inc.
Address.............West Virginia Hotel
Phone Number...................7405
Air Time.........................6 a.m.-12 M.
News Service..............UP
Representative.................Devney & Co.
Program Director.............Emma Sue Phelps
Chief Engineer...................Roy Yost

W C A W
CHARLESTON—1947
Frequency: 1400 Kc........Power: 250 Watts
Owned-Oper. By.................Capitol Bcstg. Corp.
Business Address..............P. O. Box 2791
Phone Number...................28-131
Air Time.........................Full Time
News Service......................AP, UP
Representative.................Brumham
Membership.......................NARB, BAB
President.........................Lewis C. Tierney
V.P., Gen. Mgr...................John T. Gelder, Jr.
Prom., Pub. Dir.................Frank E. Shaffer
Program Director..............Morton S. Cohn
Chief Engineer.................William E. Dixon

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...................28-131
Air Time.........................Unlimited
News Service......................AP
Represen'tative.................Branham
Membership.......................NARB, BAB
President.........................Lewis C. Tierney
V.P., Gen. Mgr...................John T. Gelder, Jr.
Prom., Pub. Dir...............Frank E. Shaffer
Program Director..............Morton S. Cohn
Chief Engineer.................William E. Dixon

W G K V
CHARLESTON—1939—NBC
Frequency: 1490 Kc........Power: 250 Watts
Address.......................210 Dickinson St.
Phone Number...................3-7541
Air Time.........................6 a.m.-3 a.m.
News Service......................AP
Transcription Service...........Associated
Representative.................Robert Meeker Assos., Inc.
Pres., Gen. Mgr...................R. M. Venable
Program Director..............Phil Vogel
Sales From Mgr..................Charles High
Publicity Dir....................Joe Farris
Chief Engineer...................Harry R. Bowen

W K N A
CHARLESTON—1946
Frequency: 950 Kc........Power: 5000 d., 1000 n.
Owned-Oper. By.................Joe L. Smith, Jr., Inc.
Bus.-Studio Address...........804 Kanawha Blvd.
Phone Number...................39-971
Air Time: 5:30 a.m.-12 M.
News Service: AP
Representative: Weed
General 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: 23-138
Air Time: 6 a.m.-12 M.
News Service: Thesaurus
Transcription Service: Forjoe
Membership: NARTB, BAB
President: Gus Zaharis
Gen., Sta. Mgr.: Berton Sonis
Comm. Mgr.: Mel S. Burk
Program Director: Joseph J. Herget
Chief Engineer: Paul Sullivan

**WBLK**
**CLARKSBURG—1937—NBC**
Frequency: 1400 Kc.  Power: 250 Watts
Address: 444½ W. Pike St.
Phone Number: 4-7571
News Service: UP
Transcription Service: Thesaurus
Representative: Brannam
Membership: BAB
President: Austin Wood
General Manager: George H. Clinton
Sta., Comm., Pub. Mgr.: Fred Zimmerman
Prog., Prom. Director: Carl Loose
Chief Engineer: Harry S. Brown

**WHR**
**CLARKSBURG—1946—MBS-KBS**
ABC
Frequency: 1340 Kc.  Power: 250 Watts
Address Trans. Loca.: Radio Plaza
Phone Number: 4-5525-6
News Service: UP
Representative: Joseph Hershey McGillvra
Membership: NARTB
Pres., Gen. Mgr.: Glacus G. Morrill
Commercial Manager: F. T. Gregg
Program Director: James Harper
Publicity Dir.: Robert Edge
Chief Engineer: Beryl Snyder

**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: 4-8425
News Service: AP
Transcription Service: World
President: O. L. Billingsley
Gen., Sta. Mgr.: R. C. Warden
Comm., Sales Prom. Mgr.: Joe M. Larosa
Prog., Pub. Dir.: Dewitt Wyatt
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
Air Time: 5 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Standard
Representative: Katz Agency
Membership: NARTB, BAB
President: George B. Storer
General Manager: Lee B. Wailes
Station Manager: A. G. Ferrise
Program Director: William W. Powell
Chief Engineer: James W. Kramer

**WMMN**
**FAIRMONT—1928—CBS**
Frequency: 920 Kc.  Power: 5000 Watts
Address: 208 Adams Street
Phone Number: 3100
Transmitter Location: Monongah
Air Time: 5 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Standard
Representative: Katz Agency
Membership: NARTB, BAB
President: George B. Storer
General Manager: Lee B. Wailes
Station Manager: A. G. Ferrise
Program Director: William W. Powell
Chief Engineer: James W. Kramer

**WVVW**
**FAIRMONT—1946—MBS-ATLANTIC**
Frequency: 1490 Kc.  Power: 250 Watts
Bus.-Studio Address: 108 Gaston Ave.
Phone Number: 5000
Air Time: 6:45 a.m.-1:15 a.m.
News Service: AP
Transcription Service: SESAC
President: J. Patrick Beacom
Gen., Sta. Mgr.: Numa Fabre, Jr.
Comm., Prom. Manager: Robert Drummond
Program Dir.: Larry Dietz
Chief Engineer: Ray Stanford
WEST VIRGINIA

WHTN
HUNTINGTON—1947
Frequency: 800 Kc........... Power: 1000 Watts d.
Owned-Oper., Greater Huntington Radio Corp.
Business-Studio Address........ 1112½ Fourth Ave.
Phone Number.................. 3-3453
Air Time ...................... Daytime
News Service ................. UP
Transcription Service ......... Thesaurus
President..................... A. B. Hyman
Gen., Comm. Mgr............. John S. Phillips
Program Director............. Raymond Anderson
Chief Engineer.............. Harold F. Sturm

WLOG
LOGAN—1940
Frequency: 1230 Kc........... Power: 250 Watts
Owned-Oper. By.............. C. H. Frey, R. O. Greever
Address...................... 445 Stratton St.
Phone Number................. 540
News Service................. UP
Partner....................... Clarence H. Frey
Partner...................... Robert O. Greever

WVOW
LOGAN—1952—KBS
Frequency: 1290 Kc........... Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By............ Logan Bcastg. Corp.
Address...................... Consolidated Bus Terminal Bldg.
Phone......................... 2356
Transcription Service ....... Lang-Worth
News Service................ UP
Representative.............. McGillvra
President..................... C. M. Browning
Gen., Comm. Mgr............. H. V. Diefenbach
Program Director............ C. T. Snowdon
Promotion Manager.......... Robert Gaynor
Chief Engineer............. Barney Tilley, Jr.

WSAZ
HUNTINGTON—1923—ABC
Frequency: 830 Kc........... Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By............ WSAZ, Inc.
Business-Studio Address..... 201 Ninth St.
Phone Number............... 38-401
Air Time ...................... 6 a.m.-1 a.m.
News Service............... AP
Transcription Service ...... Lang-Worth
Representative.............. Katz
Membership................ NARTB
President................... Col. J. H. Long
General Manager........... Lawrence H. Rogers
Sta., Comm. Mgr............. C. T. Garten
Prom., Pub. Dir............. Charles Dinkins
Program Director........... Bert Shimp
Chief Engineer............. Leroy Kilpatrick

WHJC
MATEWAN—1951
Frequency: 1360 Kc........... Power: 1000 Watts d.
Owned-Operated By........... Three State Bcastg. Co.
Address...................... Radio Hill
Phone Number............... 4771
Air Time ...................... Daytime
News Service ................. AP
Transcription Service ....... SESAC
Membership................ NARTB
President................... Fred Morningstar
General Manager............ Fred Staples
Commercial Mgr............. Roy Hatfield
Program Dir................ Jack Collette
Chief Engineer............. Leonard Dykema

WPLH
HUNTINGTON—1946—MBS
Frequency: 1450 Kc........... Power: 250 Watts
Owned-Oper. By.............. Huntington Bcastg. Corp.
Business-Studio Address..... 1105 Fourth Ave.
Phone Number............... 3-3421
Air Time ...................... 6 a.m.-12 M.
News Service............... AP
Transcription Service ...... Capitol
Representative.............. Walker
Membership................ NARTB
Gen., Sta., Comm. Mgr...... F. J. Evans
Program Director........... Naseeb Tweel
Sales Prom. Manager....... Curtis S. Clark
Publicity Dir................ June Manning
Chief Engineer............. Alvin V. Jayne

WEPM
MARTINSBURG—1946—MBS
Frequency: 1340 Kc........... Power: 250 Watts
Business Address........... P. O. Box 874
Phone Number............... 5252
Air Time ...................... 17 hrs.
News Service............... AP
Transcription Service ...... World
Representative.............. McGillvra
Membership................ NARTB
Partners..................... C. Leslie Gollliday and C. M. Zinn
Program Director........... Eunice J. Schneider
Chief Engineer............. Ralph Thomas
**WMON**
**MONTGOMERY—1946—MBS**

**WAJR**
**MORGANTOWN—1941—MBS**

**WMOD**
**MOUNDSVILLE—1950—KBS**

**WOAY**
**OAK HILL—1946**

**WCOM**
**PARKERSBURG—1947—ABC**

**WPAR**
**PARKERSBURG—1935—CBS**

**WWYO**
**PINEVILLE—1949**

**WLOH**
**PRINCETON—1947—ABC-KBS**

**WRON**
**RONCEVERTE—1947—NBC—KBS**
**WEIR**

**WEIRTON—1950**

Frequency: 1430 Kc.  Power: 1000 Watts
Address: 3992 Main St.
Phone Number: 2815
Transcription Service: Associated, Thesaurus
News Service: AP
Representative: Rambeau
President: Thomas E. Millsop
General Manager: Edward J. Hirschberg
Station Manager: W. H. McCroba
Com., Prom. Mgr.: Van Lane
Chief Engineer: Frank W. Schoefer

**WBRW**

**WELCH—1940—MBS—KBS**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: McDowell Service Co.
Address: 10 Riverside Drive
Phone Number: 818
News Service: AP
Transcription Service: Thesaurus
Membership: NARTB
President: J. G. Hunt
Prom., Gen., Comm. Mgr.: Ellis Landreth
Prog., Pub. Dir.: John J. Villani

**WELC**

**WELCH—1950**

Frequency: 1150 Kc.  Power: 1000 Watts d.
Address: Premier Mountain
Phone Number: 1150
News Service: UP
Representative: McGillvra
Transcription Service: Capitol
Membership: NARTB
President: Sam Sidote
General Manager: Tom Hicks
Comm. Mgr.: Van B. Darby
Chief Engineer: Howard R. King

**WHAV**

**WESTON—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
Transcription Service: Associated
Representative: Donald Cooke, Inc.
Pres., Gen. Mgr.: Harold McWhorter
Comm., Prom. Mgr.: Glenn Short

**WHIL**

**WHEELING—1949**

Frequency: 1600 Kc.  Power: 5000 Watts d.
Owned-Operated By: Wheeling Bstg. Co.
Address: Box 889
Phone Number: 6700
News Service: UP
Transcription Service: Gill-Keefe-Perna
Pres., Gen. Mgr.: K. H. Forney
Commercial Manager: Paul Miles
Program Director: James Smith

**WKWK**

**WHEELING—1941—ABC**

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Community Bstg., Inc.
Phone Number: 5320
News Service: UP
Station Representative: Weed
Pres., Gen. Manager: John B. Reynolds
Commercial Manager: Alfred C. Hilenfeld
Program Director: Nancy A. Hilmes Vieweg
Chief Engineer: Fred A. Baker

**WWVA**

**WHEELING—1926—CBS**

Frequency: 1170 Kc.  Power: 50,000 Watts
Owned-Oper. By: Storer Broadcasting Co.
Address: Hawley Bldg.
Phone Number: Wheeling 5383
Air Time: Full time
News Service: AP
Transcription Service: Lang-Worth
Representative: John Blair
Membership: NARTB, BAB
President: George B. Storer
General Manager: Lee B. Wailes
Station Manager: Wm. E. Rine
Publicity Dir.: Howard W. Meagle
Assistant Manager: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Keim

**WBTW**

**WILLIAMSON—1939—MBS**

Frequency: 1400 Kc.  Power: 250 Watts
Business Address: Williamson
Phone Number: 1241
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

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680
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operator</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATK</td>
<td>Antigo</td>
<td>900 Kc</td>
<td>250 Watts</td>
<td>Antigo Bcstg. Co.</td>
<td>President: Artemas F. Burner, Commercial Manager: Donald Burns, Chief Engineer: Robert Fowler</td>
</tr>
<tr>
<td>WHBY</td>
<td>Appleton</td>
<td>1230 Kc</td>
<td>250 Watts</td>
<td>WHBY, Inc.</td>
<td>Frequency: 9:30 a.m.-11:55 p.m.</td>
</tr>
<tr>
<td>WATW</td>
<td>Ashland</td>
<td>1400 Kc</td>
<td>250 Watts</td>
<td>Upper Michigan-Wisconsin Broadcasting System, Inc.</td>
<td>Address: Ironwood</td>
</tr>
<tr>
<td>WBEV</td>
<td>Beaver Dam</td>
<td>1430 Kc</td>
<td>1000 Watts</td>
<td>Beaver Dam Bcstg. Co.</td>
<td>Address: Radio Park</td>
</tr>
<tr>
<td>WBEL</td>
<td>Beloit</td>
<td>1380 Kc</td>
<td>1000 Watts</td>
<td>Beloit Bcstg. Co.</td>
<td>Phone Number: College 1380</td>
</tr>
<tr>
<td>WGEZ</td>
<td>Beloit</td>
<td>1490 Kc</td>
<td>250 Watts</td>
<td>Beloit Bcstg. Co.</td>
<td>Frequency: 6:30 a.m.-11 p.m.</td>
</tr>
<tr>
<td>WBIZ</td>
<td>Eau Claire</td>
<td>1400 Kc</td>
<td>250 Watts</td>
<td>WBIZ, Inc.</td>
<td>Phone Number: 5111-2</td>
</tr>
<tr>
<td>WEAU</td>
<td>Eau Claire</td>
<td>790 Kc</td>
<td>5000 Watts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Owned-Operated By: Central Bcstg. Co.
Business-Studio Add. 203 S. Barstow St.
Phone Number: 6149
News Service: UP
Transcription Service: Lang-Worth, World
Representative: Hollenberg
Membership: NARTB
President: W. C. Bridges
Gen., Comm. Mgr.: Harry S. Hyett
Chief Engineer: T. O. Jorgenson

WRFW
EAU CLAIRE—1948
Frequency: 1050 Kc.  Power: 1000 Watts d.
Bus.-Studio-Transmitter Address: Rudolph Rd.
Phone Number: 2-1629
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Representative: Forjoe
President: Thomas K. Werner
Gen. Mgr., News Dir.: John E. Kelly
Pgm. Dir., Chief Announcer: Robert Froemming
Commercial Manager: Richard Werner

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
Transcription Service: World
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: Norbertine Fathers
Phone Number: Adams 1
News Service: AP
Representative: Weed
Managing Director: Rev. M. J. Beemster
General-Station Mgr.: Haydn R. Evans
Sales Prom. Manager: Lee Stinson
Program Director: Rodger Mueller
Publicity Director: Karl Gorsche
Chief Engineer: Wallace Stangel

WDUZ
GREEN BAY—1947—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Business-Studio Address: 225 N. Adams St.
Phone Number: Howard 6300
Air Time: 6 a.m.-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
Program Director: Don Arthur

WJPG
GREEN BAY—1947—WISCONSIN
Frequency: 1440 Kc.  Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Green Bay Newspaper Co.
Business Address: P. O. Box 620
Phone Number: Howard 6400
Air Time: 6 a.m.-12 M.
Newspaper Affiliation: "Press-Gazette"
News Service: AP
Transcription Service: Standard, Thesaurus
Representative: McGillvra
Membership: NARTB
President: V. I. Minihan
General Manager: A. B. Turnbull
Station Manager: John M. Walter
Commercial Manager: Glen R. Holznecht
Program Director: Jack Stelling
Publicity Director: James Bartelt
Chief Engineer: Elmo Reed

WTKM
HARTFORD—1950
Frequency: 1540 Kc.  Power: 500 Watts d.
Owned-Operated By: Kettle Moraine Bcstg. Co.
Address: Hartford
Phone Number: 61
Transcription Service: SESAC
News Service: UP
Membership: NARTB
Pres., Gen. Mgr.: Walter Zastrow
Sta., Prom., Pub. Dir.: Don Zastrow
Comm. Mgr., Prog. Dir.: Redd Hall
Chief Engineer: Herbert Jordan

WCLO
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
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Newspaper Affiliation: "Daily Gazette"
Representative: George W. Clark, Inc.
Membership: NARTB, BAB
President.........................Sidney H. Bliss
Gen., Sta. Mgr.................V. W. Williams
Commercial Manager..............Charles W. Bessire
Prom., Pgm., Pub. Dir...........Ralph Schroeder
Chief Engineer....................Wayne Clay

WLIP
KENOSHA—1947
Frequency: 1050 Kc. . . . . . . . . . Power: 250 Watts
Owned-Operated By ...Kenosha Bestg. Co.
Bus.-Studio-Transmitter Address ...625 57th St.
Phone Number ...6162
Air Time ................Sunrise-Sunset
News Service . . . . . . . . . . . . . . . . . . . . . . AP
Transcription Service .......Bab
Representative ...........Everett-Mckinney
Membership ......................Bab
General Manager .............William L. Lipman
Station Manager ...............Hugh Gatley
Program Director ..............Jerome Golden
Chief Engineer .................Casimir Lubinski

WKBH
LA CROSSE—1923—NBC
Frequency: 1410 Kc. . . . . . . . . . Power: 5000 Watts
Owned-Operated By ....WKBH, Inc.
Business-Studio Address ...409 Main St.
Phone Number ..........2-4678
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 ..............Bernice Callaway
Chief Engineer .................Al Leeman

WKTY
LA CROSSE—1948—ABC
Frequency: 580 Kc. . . . . . . . . . Power: 1000 Watts
Owned-Oper. By ...La Crosse Bestg. Co.
Business-Studio Address ...112 N. 4th St.
Phone Number ..........2-6042
Air Time ..............6 a.m.-m.
News Service ............Up
Transcription Service .......Thesaurus
Representative ...........Weed
Membership ......................Nartb
V. P., Gen. Mgr..............Verl Bratton
Prom., Prog. Dir..............John Bondeson
Chief Engineer .................George W. Egli

WLCS
LA CROSSE—1947—MBS
Frequency: 1490 Kc. . . . . . . . . . Power 250 Watts
Owned-Oper. By ....Bermac Radio, Inc.
Business-Studio Address ......State Bank Bldg.
Phone Number ..........4-4521
Air Time ..............6 a.m.-12 M.
News Service ............Up
Representative ...........McGillvra

WLDY
LADYSMITH—1948—KBS
Frequency: 1340 Kc. . . . . . . . . . Power: 250 Watts
Owned-Operated By ....Flambeau Bestg. Co.
Bus.-Studio-Transmitter Address ...Ladysmith
Phone Number ...........584
Air Time ..............6 a.m.-12 M.
News Service ............Up
Transcription Service .......World
Representative ...........Thomas Clark
Membership ......................Ndbt, Bab
President .....................O. J. Falge
Gen., Sta., Prom., Comm. Mgr. ...A. T. Shields
Pub. Dir.........................Corinne Kopp
Program 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
News Director ..............Roy Vogelman
Chief Engineer .................John H. Steihl

WIBA
MADISON—1925—NBC
Frequency: 1310 Kc. . . . . . . . . . Power: 5000 Watts
Owned-Operated By ....Badger Bestg. Co.
Business-Studio Address ...3800 Regent St.
Phone Number ..........3-5311
Transmitter Location ......Fitchburg
News Service ............AF
Transcription Service .......Thesaurus
Representative ...........Avery-Knodel
Membership ......................Nartb
President .....................William T. Evju
General Manager ..........Kenneth F. Schmitt
Commercial Manager ..........Howard A. Johnson
Program Director ..............Robert N. Dick
Publicity Director ..............Joyce Wickwire
Chief Engineer .................Norman Hahn

WISC
MADISON—1948—MBS
ABC-ARROWHEAD
Frequency: 1480 Kc. . . . . . . . . . Power: 1000 Watts
Owned-Oper. By ....Radio Wisconsin, Inc.
WISCONSIN

WKOW
MADISON—1948—CBS
Frequency: 1070 Kc. Power: 10,000 Watts d., 5,000 Watts n.
Phone Number: 7-2261
Air Time: Full Time
News Service: UP
Transcription Service: Capitol
Representative: Headley Reed
President: Stewart Watson
Program Director: Audrey Johnson
Chief Engineer: Vince Vanderheiden

WOMT
MANITOWOC—1926—MBS-WISC.

WWOC
MANITOWOC—1952
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By: Manitowoc Bestg. Co. Address: Box 101
Phone: 7763
News Service: AP
Transcription Service: Thesaurus
Representative: McGillvra
Ptnr., Gen. Mgr.: Edward Allen, Jr.
Ptnr., Chief Engineer: Edward Jacker

WMAM
MARINETTE—1939—NBC

THE LITTLE STATION
WITH THE

BIG WALLOP!

NBC AFFILIATE

MARINETTE
WISCONSIN
J. D. Mackin, General Manager

MENOMINEE
MICHIGAN

Represented Nationally by George W. Clark*, Inc.
**Wisconsin**

**WLIN**
MERRILL—1948—MBS

Frequency: 550 Kc.  Power: 5000 Watts
Owned-Operated By:  Alvin E. O'Konski
Business Address:  Merrill
Phone Number:  1444
Air Time:  6:30 a.m.-12 M.
News Service:  AP, UP
Membership:  NARTB, BAB
Representative:  Rambeau
President, Gen. Mgr.:  Alvin E. O'Konski
Chief Engineer:  Chris Zercher

**WEMP**
MILWAUKEE—1935

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  Milwaukee Bcastg. Co., Bus.-Address:  710 N. Plankinton Ave., Phone Number:  1948—2-3000
Phone Number:  2-1272
Air Time:  24 Hours
News Service:  AP
Representative:  Headley Reed
Membership:  NARTB, BAB
President:  Glenn D. Roberts
Commercial Manager:  John C. Gagliano
Sales Prom. Manager:  Lou Riepenhoff
Program Director:  Tom Shanahan
Chief Engineer:  Rolland Paske

**WFOX**
MILWAUKEE—1946

Owned-Operated By:  Wisconsin Bcastg. System, Inc., Address:  208 E. Wisconsin Ave., Phone Number:  2-1272
Air Time:  Broadway 2-1272
News Service:  AP
Representative:  George Clark, Inc.
Pres., Gen. Mgr.:  Charles J. Lamphier
Station Manager:  George DeGrace
Program Director:  Charles LaForce
Chief Engineer:  George Dodge

**WISN**
MILWAUKEE—1922—CBS

Frequency: 1150 Kc.  Power: 5,000 Watts
Owned-Operated By:  Hearst Corporation
Address:  540 N. Plankinton Ave.
Phone Number:  Division 2-3000
Air Time:  8 a.m.-12 M.
News Service:  INS, UP
Transcription Service:  The Katz Agency
Representative:  NARTB
Membership:  NARTB
President:  Charles McCabe
Manager:  Harry D. Peck

**WDLB**
MARSHFIELD—1946—KBS

Frequency: 1450 Kc.  Power: 250 Watts
News Service:  UP
Transcription Service:  Capitol, SESAC
Membership:  NARTB, BAB
President:  Lloyd L. Felker
Comm. Mgr.:  Roger Thomsen
Sales Prom. Mgr.:  Ron Smith
Program Dir.:  Paul Olsen
Chief Engineer:  Jerry Boos

**WIGM**
MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  WIGM, Inc., Bus.-Studio-Transmitter Address:  Medford
Phone Number:  5147
News Service:  UP
Transcription Service:  Continental, SESAC
Representative:  Charles H. Nelson
Pres., Gen. Mgr.:  Richard Johnson
Program Director:  Ray Bonhart
Chief Engineer:  Glen Reed

**WMNE**
MENOMONIE—1951—KBS

Owned-Operated By:  Capitol City Bcastg. Co., Address:  603½ Broadway
Phone Number:  1156
Transcription Service:  Lang-Worth
News Service:  UP
President:  William F. Johns, Jr.
Gen., Sta., Comm. Mgr.:  Dr. Wendell Hansen
Sales Prom. Mgr.:  James Bailey
Prog., Pub. Dir.:  Douglas Weikley
Chief Engineer:  Glen Reed
Comm. Mgr...........................R. E. Shireman
Sales Prom. Mgr.......................Gerald S. Cohen
Program Director......................Jack Raymond
Chief Engineer......................Donald A. Weller

W CAN
MILWAUKEE—1948—ABC
Frequency: 1250 Kc. . . . . . . Power: 5000 Watts
Business-Studio Address...........723 N. Third St.
Phone Number .........................Broadway 6-2154
Air Time ................................18 hrs.
News Service ..........................UP
Representative .........................O. L. Taylor
President ..............................Lou Poller
Gen., Sta., Comm. Mgr. .............Alex Rosenman
Prog., Pub. Dir. ........................Burt Levine
Chief Engineer......................Herbert Eckstein

WMIL
MILWAUKEE—1947
Frequency: 1290 Kc. . . . . . . Power: 1000 Watts d.
Owned-Oper. By .......................Cream City Bcstg. Co., Inc.
Bus.-Studio Address.................2225 W. Wisconsin Ave.
Phone Number .........................West 3-1290
Air Time .............................Day Time
News Service ..........................UP
Transcription Service .................SESAC, Cole
Representative .........................Forjoe
Membership ..........................NARTB, BAB
President .............................Gene Posner
Gen. Mgr. ............................Jerome Sill
Program Director.....................Arthur H. Vogel
Chief Engineer......................Gino Monaco

WOKY
MILWAUKEE—1950
Frequency: 920 Kc. . . . . . . Power: 1000 Watts d.
Bus.-Studio Address .................Empire Bldg.
Phone Number .........................Broadway 1-8428

WTMJ
MILWAUKEE—1927—NBC
Frequency: 620 Kc. . . . . . . Power: 5000 Watts
Owned-Oper. By .......................The Journal Co.
Business Address ...................720 E. Capitol Dr.
Phone Number .........................Broadway 1-5000
Air Time .............................19 hrs.
News Service ..........................AP
Representative .........................Christian
V.P., General Mgr. ......................Walter J. Damm
Station Manager .......................George Comte
Research & Devel. Co-ordinator ....J. W. Herzog
Sales Manager .........................Neale V. Bakke
Mgr., Engineering .....................Philip B. Loeser
Mgr., Pub. Serv. & Prom. ..........Bruce Wallace
Traffic Manager ......................Fran Bignell

WEKZ
MONROE—1951
Frequency: 1260 Kc. . . . . . . Power: 500 Watts d.
Owned-Operated By ....................Green County Bcstg. Co.
Address ..............................P. O. Box 460
Phone Number .........................1260
Transcription Service .................Capitol
News Service ..........................AP
President .............................Kenneth Stuart
Gen., Sta., Mgr. .......................Grant R. Ritter
Program Director .....................Stan Neuberger
Chief Engineer......................Rex Eyler

WNAM
NEENAH—MENASHA—1947
Frequency: 1280 Kc. . . . . . . Power: 1,000 Watts
Owner .................................Neenah-Menasha Bcstg. Co.
Bus.-Studio Add. ......................101 E. Wisconsin Ave.
Phone Number .........................2-2871
Phone Time ..........................6 a.m.-12 m.
News Service ..........................UP
V. P., General Manager .............Don C. Wirth
Chief Engineer......................E. W. Fliegel

WOSH
OSHKOSH—ABC—KBS
Frequency: 1490 Kc. . . . . . . Power: 250 Watts
Transmitter Location .................1235 Bowen St.
Phone Number ........................Stanley 4580
Transcription Service .................Capitol
Representative .........................Pearson
Pres., Pgm. Dir. ........................Wm. F. Johns, Jr.
General Manager .....................Bill Jones
Chief Engineer......................Don Zuehike

WPDR
PORTAGE—1952
Frequency: 1350 Kc. . . . . . . Power: 1000 Watts d.
Owned-Operated By ....................Portage Bcstg. Co.
Address ..............................Box 53
Phone Number .........................1200
President .............................W. T. Comstock
General Manager ......................Warren Anderson
Commercial Manager ..................E. P. Phelps
Program Director .....................Keith Pettack
Chief Engineer......................Walter Wisnicky

WIBU
POYNETTE—1925—KBS
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By .......................William C. Forrest
Bus.-Transmitter Address ..........Poynette
Phone Number .........................Poynette 98
News Service ..........................UP
Transcription Service .................Standard, SESAC
Pres., Gen., Sta. Mgr. .................William C. Forrest
Program Dir. ........................Sarah A. Forrest
Chief Engineer......................L. Stanley Sadler

686 WISCONSIN
**AP SELLS**

*For Stations and Sponsors—*

*For instance... WFHR*

“Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business.”

GEORGE T. FRECHETTE,
General Manager,
WFHR, Wisconsin Rapids, Wis.
**WOBT**

**RHNELANDER—1947—MBS-KBS**

Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Operated By: Onelda Bestg. Co.  
Business Address: Rhinelander  
Phone Number: 1240  
News Service: UP  
Representative: McGilvra  
Transcription Service: SESAC  
President: James Cleary  
Gen., Comm. Mgr., Prog. Dir.: Bruce G. Beichl  
Sales Prom. Mgr.: Robert Frye  
Program Director: John Wadd  
Chief Engineer: Charles Marvin

**WJMC**

**RICE LAKE—1938—MBS**

Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Oper. By: WJMC, Inc.  
Address Trans. Loca.: 1615 S. Main  
Phone Number: 550  
News Service: UP  
Transcription Service: World, SESAC  
Representative: Hollingbery  
President: W. C. Bridges  
Commercial Manager: Russell J. Brown  
Program Director: Bob Topinka  
Chief Engineer: Robert Kolsky

**WRCO**

**RICHLAND CENTER—1949**

Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Operated By: Richland Bestg. Co.  
Address: P. O. Box 192  
Phone Number: 20  
News Service: UP  
Trans. Serv.: SESAC, Lang-Worth, Thesaurus  
Membership: NARTB, BAB  
President: Arthur Overgaard  
Chief Engineer: Pete Athanas

**WTCH**

**SHAWANO—1948**

Frequency: 960 Kc.  Power: 1,000 Watts d.  
Owner: Shawano County Leader Pub. Co.  
Business-Studio Address: 107 E. Green Bay St.  
Telephone Number: 666  
Representative: Lawson  
News Service: UP  
Transcription Service: World  
General Manager: Mrs. Jeanne Donald  
Station Mgr.: David W. Hodgins  
Chief Engineer: Clifford G. Graff

**WHBL**

**SHEBOYGAN—1924—ABC-WIS.**

Owned-Operated By: WHBL, Inc.  
Bus.-Studio Address: P. O. Box 27  
Phone Number: 4844-5  
Air Time: 7 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Associated  
Exec. V.P.: C. E. Broughton  
Comm. Mgr.: John Harvey  
Publicity Dir.: Doris Domnie  
Program Director: Glen James  
Chief Engineer: Herbert J. Mayer

**WKLY**

**SPARTA—1951—KBS**

Address: 124 S. Water St.  
Phone Number: 3307  
Transcription Service: SESAC, Associated  
News Service: UP  
Membership: NARTB  
Pres., Gen. Mgr.: Jon F. Lohmer  
Comm. Mgr.: Howard Nordine  
Sales Prom. Mgr.: Orion Samuelson  
Program Dir.: Andy Carsen  
Chief Engineer: Marvin Moberly

**WSPT**

**STEVEN'S POINT—1948**

Frequency: 1010 Kc.  Power: 250 Watts d.:  
Business-Studio Address: 414 Main St.  
Phone Number: 2744  
News Service: UP  
Transcription Service: SESAC  
Representative: Hal Holman  
President: W. F. Johns, Sr.  
General Manager: A. L. Mayer  
Program Director: Joe Colter  
Chief Engineer: R. Tellekson

**WDOR**

**STURGEON BAY—1948**

Owned-Oper. By: Door County Bestg. Co. Inc.  
Address: 15th & Utah  
Phone Number: 593  
Transcription Service: Thesaurus  
News Service: AP  
Commercial Manager: Jack Baker  
Program Director: Dolores Allen  
Chief Engineer: Joseph Genovese
WISCONSIN

WOKW
STURGEON BAY—1951
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By... Door County Radio Co.
Address.................................... Rhode Island St.
Phone Number.......................... 1050
News Service.......................... UP
President.......................... Sumner Harris
Station Manager.................. Herbert H. Graefe
Chief Engineer..................... Jack Schaefer

WDSM
SUPERIOR—1939—ABC
Frequency: 710 Kc. Power: 5000 Watts
Owned-Operated By... Ridson, Inc.
Business Address........ 921 Tower Ave.
Phone Number.............. Superior: 4451
News Service.................... UP
Transcription Service ...... Standard
Representative................ Free & Peters
Membership..................... NARTB
President....................... Robert Ridder
General Manager............ Rodney A. Quick
Comm. Mgr..................... William (Kirby) Lukoskie
Program Director........... Lew Martin
Chief Engineer.................. Melvin Laskey

WTRW
TWO RIVERS—1951—KBS
Owned-Operated By... Two Rivers Bcstg. Co.
Address.............................. 1817 Washington
Phone Number...................... 324
Transcription Service ....... Capitol
News Service..................... UP
President......................... Wendell Hansen
Gen. Mgr..................... Norman C. Haagenson
Comm. Mgr................... Howard Luebke
Chief Engineer.................. Elmer Johnson

WTTN
WATERTOWN—1950—KBS
Owned-Oper. By... Watertown Radio, Inc.
Address.............................. 104 W. Main St.
Phone Number..................... 2215
Transcription Service ...... Thesaurus
Representative................. Schepp-Reiner
Membership..................... NARTB
Pres., Gen. Mgr................ Carl V. Kolata
Program Dir.................. Arnold Kane
Chief Engineer.................. Leonard Benson

AP SELLS
For Stations and Sponsors—

For instance... WKBH

“Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM. AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike.”

HOWARD DAHL,
President and General Manager,
WKBH, La Crosse, Wisconsin
WISCONSIN

WAUX
WAUKESHA—1947—KBS
Frequency: 1510 Kc.... Power: 250 Watts d.
Owned-Operated By: Waukesha Bestg. Co.
Business-Studio Address....319 W. Main St.
Phone Number...............6636
Air Time ..................Sunrise-sunset
News Service ...............AP
Transcription Service ......Thesaurus
Representative ..............Holman
Membership ................NARTB
President ..................Norman E. Schley
Gen., Sta. Mgr. ..........Mig Figi
Commercial Manager.....Charles E. Williams
Prog. Dir. ................Donald Froehlich
Chief Engineer ............Adin Randall

WOSA
WAUSAU—1948—MBS
Frequency: 550 Kc.... Power: 5000 Watts d.
Owned-Operated By: Alvin E. O'Konski
Address ..................Wausau
Phone .....................1444-5
Representative ..........Rambeau
Transcription Service, Capitol, Standard, Cole
News Service ..............AP, UP
General Manager .........Harold Ladin
Commercial Manager......Danworth Turner
Program Director ........Jack Larkin
Promotion Manager ......Leon Gabriel
Chief Engineer ...........Chris Zercher

WEK
WAUSAU—1937—NBC
Frequency: 1400 Kc.... Power: 250 Watts d.
Owned-Oper By . . . . . . . . The Journal Co. (The
Milwaukee Journal)
Business-Studio Address....714 Fifth St.
Phone Number ..............6521
Air Time ..................17 hrs.
News Service ..............AP
Transcription Service ......Thesaurus

KILL CANCER
BY SUPPORTING
THE CANCER FUND
KWOMING

KFBC
CHEYENNE—1940—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: 4-4461
Air Time: Full Time
News Service: UP
Representative: McGillvra
Membership: NARTB, BAB
News, Affil.: Wyoming Eagle, Wyoming State Tribune
President: Tracy S. McCraken
General Manager: William C. Grove
Commercial Manager: Charles Cahill
Sales Prom. Mgr.: Dave Young
Program Director: Mae Sunada
Publicity Director: Margaret O'Brien
Chief Engineer: R. C. Plannanschmid

KOWB
LARAMIE—1948—ABC
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address: Box 972
Phone Number: 4888
Air Time: Full Time
News Service: AP
Representative: McGillvra
President: F. O. Rice
General Manager: Carroll Mohr
Sta., Mgr., Pgm. Dir.: L. O. Smith
Comm., Sales Prom., Mgr.: J. C. Steele
Consulting Engineer: Warren Mallory

KODI
CODY—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Own.-Oper. By: Absaroka Bcstg. Co.
Address: P. O. Box 762
Phone Number: 444
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: McGillvra
News, Affil.: The Times
Membership: NARTB
President: Paul Stock
Gen. Sta., Comm. Mgr.: Chuck Wilson
Program Director: L. O. M. Smith
Comm., Sales Prom. Mgr.: J. C. Steele
Consulting Engineer: Warren Mallory

KOVE
LANDER—1948—KBS—MBS
INTERMOUNTAIN
Frequency: 1230 Kc. Power: 250 Watts
Own.-Oper. By: Edward J. Breece
Business Address: P. O. Box 436
Phone Number: 4888
Air Time: 6 a.m.-11 p.m.
News Service: UP
News, Affil.: Wyoming State Journal
Representative: Continental
President: Edward J. Breece
Sta., Gen. Mgr.: Jack L. Breece
Comm., Prom. Mgr.: Dorothy L. Reed
Program Director: Robert Allen
Publicity Director: Marlene Young
Chief Engineer: Gary Fehlauer

FOR STATION REPRESENTATIVES, IMPORTANT TELEPHONE NUMBERS
SEE PAGES 100-107
K P O W
POWELL—1941
MBS-KBS-INTERMOUNTAIN
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By A. J. Meyer
Address Box 879
Phone Number 222
Air Time Full Time
News Service UP
Transcription Service The Saurus
Representative Avery-Knodel
Commercial Mgr. Ken Doty
Gen. Sta. Mgr. Al Meyer
Program Director Agnes Fields
Chief Engineer J. S. Kilness

K R A L
RAWLINS—1947—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Rawlins Bstg. Co.
Address Rawlins
Phone Number 1003
Air Time Full Time
News Service AP
Representative Joseph Hershey McGillvra
Membership NARTB
President Tracy S. McCraken
Program Director Anita Phisterer
Chief Engineer Gordon E. Clarke

K W R L
RIVERTON—1948—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Joseph P. Ernst
Address 1314 Charles St., Worland
Phone Number 760
Representative Joseph Hershey McGillvra
News Service AP
Membership NARTB, BAB
President, Ch. Eng. Joseph P. Ernst
General Manager Mrs. Mildred Ernst
Station Manager Mrs. Cleo Berry
Commercial Manager Bud Moore
Program Director Bob Lee

K V R S
ROCK SPRINGS—1933
MBS-INTERMOUNTAIN
Frequency: 1360 Kc. Power: 1000 Watts d.
500 Watts n.
Address Box 1067
Phone Number 22
Representative Avery-Knodel
Air Time Full Time
News Service AP
Transcription Service Standard
President D. G. Richardson
General Manager Dwight Fisher
Commercial Manager Laurel Moseby
Program Director Imogene Parr
Chief Engineer Dave Wood

K W Y O
SHERIDAN—1934—MBS
INTERMOUNTAIN
Owned-Operated By Bighorn Bstg. Co.
Business-Studio Address 21 N. Main
Phone Number 601
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership NARTB
Comm.-Sales Prom. Mgr. Don Tannehill
Pub., Pgm. Dir. Bob Wilson
Chief Engineer Bob Crosthwaite

K G O S
TORRINGTON—1950—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Joseph P. Ernst
Phone Number 733
News Service UP
Membership NARTB
President Joseph P. Ernst
Sta., Comm., Prom. Mgr. Alice Grange
Chief Engineer Leo Haukkala

K W O R
WORLAND—1946
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Joseph P. Ernst
Phone Number 733
Air Time Full Time
News Service AP
Membership NARTB, BAB
President, Ch. Eng. Joseph P. Ernst
Gen., Comm. Manager Mildred V. Ernst
Publicity Director Stanley Shustar
<table>
<thead>
<tr>
<th><strong>TERRITORIES AND POSSESSIONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALASKA</strong></td>
</tr>
</tbody>
</table>

### KBYR
**ANCHORAGE—1948**
- **Frequency:** 1240 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Aleutian Bcstrs.
- **Business-Studio Address:** P. O. Box 1960
- **Phone Number:** 3-4433

### KENI
**ANCHORAGE—1948-MBS-ABC-NBC**
- **DON LEE**
- **Frequency:** 550 Kc
- **Power:** 5000 Watts
- **Owned-Operated By:** Midnight Sun Bcstg. Co.
- **Business Address:** Box 879
- **Phone Number:** 20301
- **Air Time:** 6:15 a.m.-12 M.
- **News Service:** AP, UP
- **Transcription Service:** Associated Representative: Wellington Fletcher

### KFQD
**ANCHORAGE—1924—CBS**
- **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

### KFAR
**FAIRBANKS—1939—MBS-NBC-ABC**
- **DON LEE**
- **Frequency:** 660 Kc
- **Power:** 10,000 Watts
- **Owned-Operated By:** Midnight Sun Bcstg. Co.
- **Business-Studio Address:** Lathrop Building
- **Phone Number:** 2125
- **Air Time:** Full Time
- **News Services:** AP and UP
- **Representative:** Fletcher, Wellington
- **President:** Miriam L. Dickey
- **General Manager:** Alvin O. Bramstedt
- **Commercial Manager:** Arvid Erickson

### KFRB
**FAIRBANKS—1948—CBS**
- **Frequency:** 790 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

### KINY
**JUNEAU—1935—CBS**
- **Frequency:** 1290 Kc
- **Power:** 5000 Watts
- **Owned-Oper. By:** W. J. Wagner
- **Address:** 830 Securities Bldg., Seattle
- **Phone Number:** Seneca 6333
- **Air Time:** Unlimited
- **News Service:** AP
- **Transcription Service:** Lang-Worth Representative: Alaska Radio Sales; Scott

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694
KJNO
JUNEAU—1952—ABC-MBS-NBC
Owned-Operated By: Aurora Bcstrs., Inc.
Address: 123 Third St.
Phone: 508
Transcription Service: Associated
News Service: AP
Representative: Wellington, Fletcher
President: Austin Cooley
General Manager: Del Day
Commercial Manager: Lee Meyer
Chief Engineer: Matt Gormley

KABI
KETCHIKAN—1952—ABC-MBS-NBC
Owned-Operated By: Aurora Bcstrs., Inc.
Address: 211 Heckman Bldg.
Phone: 0610
Transcription Service: Associated
News Service: AP
Representative: Wellington, Fletcher
President: Austin G. Cooley
General Manager: Roll Erickson
Commercial Manager: John Funk
Chief Engineer: Matt Gormley

KTKN
KETCHIKAN—1935—CBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By: William J. Wagner
Address: 830 Securities Bldg., Seattle
Phone Number: Seneca 6333
News Service: AP
Air Time: 5 p.m.-12 M.
Transcription Service: Unlimited
Representative: Alaska Radio Sales; Scott
Pres., Gen. Mgr.: William J. Wagner
Station Manager: James B. Lawson
Program Dir.: Allen Hendricks
Chief Engineer: Lawrence Brady

KIBH
SEWARD—1948—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: William J. Wagner
Address: 830 Securities Bldg., Seattle
Phone Number: Seneca 6333
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska, Scott
Pres., Gen. Mgr.: William J. Wagner
Station Mgr.: Roll Erickson
Chief Engineer: Lawrence Brady

KIFW
SITKA—1949—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: William J. Wagner
Address: 830 Securities Bldg., Seattle
Phone Number: Seneca 6333
News Service: AP
Air Time: 5 a.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: Lawrence Brady

KILA
HILO—1951—MBS
Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Island Bcstg. Co.
Address: Box 1595
Phone Number: 5313
News Service: AP
Representative: Hollinger
Transmitter Location: Seward
Air Time: 3:30 p.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott
Gen. Mgr., Chief Eng.: James E. Jaeger
Program Dir.: Mickey Abe
KIPA
HILO—1947
Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By... Big Island Bcstg. Co., Ltd.
Business-Studio Address: 140 Iaili St.
Phone Number: 2177
Representative: Grant
President, Manager: A. H. Green

KAHU
HONOLULU—1950
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Rural Bcstg. Co., Ltd.
Address: 1639 Kapiolani Blvd.
Phone Number: 412835
News Service: AP
President: Dr. Timothy L. Wee
Gen., Sta., Comm. Mgr.: Harry En Chu
Program Dir.: Curt Butler

KGMB
HONOLULU—1929—CBS
Frequency: 590 Kc. Power: 5000 Watts
Address: 1534 Kapiolani Blvd.
Phone Number: 9-0914
Air Time: Full Time
News Service: UP
Transmission Service: Capitol
Newspaper Affiliation: "Star-Bulletin"
Representative: Free & Peters
President: J. Howard Worrall
V.P., Gen. Mgr., Chf. Eng.: C. R. Evans
Asst. Gen. Mgr.: Wayne Kearl
Publicity Director: Meg Thompson
Program Director: Arthur Hansen
Promotion Mgr.: Faye Johnson

KGU
HONOLULU—1922—NBC
Frequency: 760 Kc. Power: 2500 Watts
Owned-Operated By: Advertiser Pub. Co., Ltd.
Phone Number: 5-2977
Air Time: 6:30 a.m.-11:30 p.m.
News Service: UP
Representative: Katz
Membership: NARTB
President: Lorrin P. Thurston
General Mgr.: William O. Paine
Commercial Mgr.: George C. Mansfield
Publicity Director: Lee D. Hirshland
Chief Engineer: M. A. Mulrooney

KHON
HONOLULU—1946
ALOHA NETWORK
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: ALOHA Bcstg. Co., Ltd.
Business Address: P. O. Box 1380
Phone Number: 95295
News Service: UP
Trans. Serv.: Capitol, Lang-Worth
Representative: Grant
President: R. M. Fitkin
Chief Engr., Sta. Mgr.: Ira G. Mercer
Comm. Mgr.: John D. Allison
Program Dir.: Wright Esser
Publicit Dir.: Buck Buchwach

KIKI
HONOLULU—1946—MBS
Frequency: 810 Kc. Power: 1000 Watts
Owned-Oper. By: KIKI, Ltd.
Address: 320 Ward Ave.
Phone Number: 63456
Representative: Weed
Transmission Service: Lang-Worth
News Service: AP
Pres., Gen. Mgr., Chief Engr.: Royal V. Howard
General Mgr.: Clair A. Weidenaar
Comm. Mgr.: Peter Simmons
Sales Prom. Mgr.: Fran King
Program Dir.: Candy Vroman
Publicity Dir.: Eddie Anderson
Chief Engineer: Stan Anderson

KPOA
HONOLULU—1951
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: Island Bcstg. Co.
Business-Studio Address: 575 Kamoku St.
Phone Number: 95236
News Service: UP
Representative: George P. Hollingerbey
Partners: J. Elroy McCaw, John D. Keating
Gen. Prom., Comm. Mgr.: Fin Hollinger
Program Dir.: Will Silva
Chief Engineer: Robert Lang

KULA
HONOLULU—1947—ABC
Frequency: 690 Kc. Power: 10,000 Watts
Address: P. O. Box 1479
Phone Number: 71933
Air Time: 18 hrs.
News Service: INS
Representative: Adam Young Jr.
President: Mrs. Alice P. Mayo
Gen. Comm. Mgr.: Jack A. Burnett
Sta. Mgr., Prog. Dir.: Ted R. Scott
Publicity Dir.: Paul Yamamoto
Chief Engineer: C. W. Evans

KTOH
LIHUE, KAUAI—1940—ALOHA
Frequency: 1490 Kc. Power: 250 Watts
HAWAI'I-Puerto Rico

Owned-Oper. By Garden Island Publ., Ltd.
B.S.-Studio-Transmitter Location Lihue, Kauai
Box 1746
Phone Number Kauai 361, 961
Air Time 5:30 a.m.-10 p.m.
News Service UP
Transcription Service Standard
General Manager Charles J. Fern
Station Manager Martin H. Sebastian, Jr.
Commercial Manager Dwight Mossman
Program Director Raymond K. Sasaki
Chief Engineer Katashi Nose

KMVI
Wailuku-Maui—1947—ALOHA
Frequency: 550 Kc. Power: 1000 Watts

PUERTO RICO

WABA
Aquadilla—1951
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By L. Hector Reichardt
Address Box 188

WCMN
Arecibo—1947
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By Caribbean Bdcstg Corp.
Address Antonio Barcelo St.
Phone Number (Studios) 589
Membership NARTB
President Aristides Santoni
General Manager Nobal Barreiro
Commercial Mgr Francisco Lopez Oronoz
Program Dir. Digna Olivero Pabon
Chief Engineer Jose Soler

WENA
Bayamon—1947
Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By Bayamon Bdcstg. Co.
Phone Number Bayamon 161

WMIA
Caguas—1947
Frequency: 1450 Kc. Power: 250 Watts
Owner Inter-American Radio Corp.
Business Address Box 487
Station Mgr. A. Velez
Comm. Prom. Mgr. C. Miner
Program Dir. Juan Pimentel

WKJB
Caguas—1947
Frequency: 1110 Kc. Power: 250 Watts

WMDD
Fajardo—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Madrazo & Diaz
Address P. O. Box 187
Phone Number 789

WXRF
Guayama—1948
Frequency: 1590 Kc. Power: 1,000 Watts
Owned-Operated By Rafael Fuster
Business-Studio Address Calle Hostos No. 243
Phone Number 789
Pgm., Prod. Dir. Jose Colon Melendez
Chief Engineer J. H. Conesa

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
Program Dir. Angel Ramos
Publicity Dir. Laura A. Cuebas
Chief Engineer Jesus M. Aviles

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
President Jose A. Bechara
ONE OF THE ISLAND'S MOST POPULAR RADIO STATIONS!

In the last survey sponsored by The Puerto Rican Broadcasters Association, The Puerto Rican Association of Advertising Agencies, and The Puerto Rican Association of Advertisers, WAPA comes out as one of the TOP stations in the island of Puerto Rico, ranking second place.

The reason: WAPA broadcasts "soap operas", News, variety shows, local and American baseball. WAPA carries 28 daily programs with a minimum rating of 5% or more.

For Complete Information, Rates, Availabilities, Etc., Contact:

WAPA — P.O. Box 4563,
San Juan, Puerto Rico

or

MELCHOR GUZMAN CO., INC.
45 Rockefeller Plaza
New York 20, N. Y.

Exclusive Advertising Representatives for United States and Canada
WORA
MAYAGUEZ—1947
Frequency: 1150 Kc........Power: 1000 Watts
Owned-Oper. By........Radio Americas Corp.
Phone Number........1150
Studio Address........1150 Guanajuato Ave.
Air Time........6 a.m.-M.
Pres., Gen. Mgr.. Alfred R. de Arellano, Jr.
Sta., Comm. Mgr... Reinaldo Dupont
Sales Prom. Mgr... Blanca L. De Martinez
Program Dir........Angel Xiviera Graciani
Chief Engineer........Marcos Vega Pagán
Commercial Manager........Antonio Miro
Program Director........Luis A. Diaz
Chief Engineer........Julio M. Conesa

WRIO
RIO PIEDRAS—1949
Frequency: 1320 Kc........Power: 1000 Watts
Owned-Oper. By........The Master Bdcstg. Corp.
Address........P. O. Box 335—Hato Rey
Phone Number........1098

W WWW
RIO PIEDRAS—1949
Frequency: 1520 Kc........Power: 250 Watts
Owned-Oper. By........Frank A. Gandia
Address........P. O. Box 935
Phone Number........1098
Owner........Frank A. Gandia

WAPA
SAN JUAN—1947—ABC-MBS
Frequency: 680 Kc........Power: 10,000 Watts
Owned-Oper. By........José Ramón Quiliones
Bus.-Studio Address....357 Ponce de León Ave.
Phone Number........3-0100
Transcription Service...Lang-Worth
Representative........Melchor Guzman
Membership........NARTB
President........José Ramón Quiñones
Commercial Manager....Segismundo Quiliones
Sales Prom. Mgr....Pub. Dir....Jose E. Franco
Program Dir........Emilio Medrano
Chief Engineer........José Arzuaga

WIPR
SAN JUAN—1949
Frequency: 940 Kc........Power: 10,000 Watts
Owned-Oper. By........Dept. of Education
Address........1310 Ponce de León Ave.
Phone Number........2-3218
Transcription Service...World
President........Mariano Villaronga
Station Director........Jose A. Buitrago
Program Director........Francisco Arivi
Chief Engineer........Pedro Luis Jimenez

WITA
SAN JUAN—1947
Frequency: 1400 Kc........Power: 250 Watts
Owned-Oper. By........Electronic Enterprises, Inc.
Address........P. O. Box 3726
Studio Director........Fermin F. Bonni

WPRA
MAYAGUEZ—1937
Frequency: 990 Kc........Power: 10,000 Watts
Address........Box 889
Phone Number........889

WTIL
MAYAGUEZ—1950
Frequency: 1300 Kc........Power: 1000 Watts
Owned-Oper. By........Mayaguez Radio Corp.
Address........Post & Palmer Sts.
Phone Number........1290
President........Alberto Sanabria
Commercial Manager........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
News Service........AP
Representative........Inter-American Pub'L, Inc.
Membership........NARTB
Pres., Gen. Mgr....A. Gimenez Aguayo
Commercial Manager...Radames 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.
Business Address........Box 430
Phone Number........1015, 1752, 1821
Representative........Guzman, Co., Inc.
President........Arturo Valdés Juy
General Manager........Francisco M. Susoni
puerto rico is rich in customer-potential...

and

WIAC reaches the customers you want...

NOW 740 Kc.
10,000 WATTS

WIAC Box 4504
San Juan, P. R.
U. S. REP. — MRS. PIRI FLINT
35-30 81st St., Jackson Hgts., L. I., New York
# NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1953

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letter</th>
<th>Licensee</th>
<th>Freq. (Kc.)</th>
<th>Power (Watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles, Cal.</td>
<td>KFSG</td>
<td>Echo Park Evangelistic Assn...1150</td>
<td>2500 d; 1000 n</td>
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<tr>
<td>Pasadena, Cal.</td>
<td>KPPC</td>
<td>Pasadena Presbyterian Church...1240</td>
<td>100</td>
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<tr>
<td>Denver, Colo.</td>
<td>KPOF</td>
<td>Pillar of Fire...910</td>
<td>5000 d; 1000 n</td>
<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>WMBI</td>
<td>The Moody Bible Inst...1110</td>
<td>5000</td>
<td></td>
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<tr>
<td>Urbana, Ill.</td>
<td>WLL</td>
<td>University of Illinois...580</td>
<td>5000 d</td>
<td></td>
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<tr>
<td>West Lafayette, Ind.</td>
<td>WBAA</td>
<td>Purdue University...920</td>
<td>5000 d; 1000 n</td>
<td></td>
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<tr>
<td>Ames, Iowa</td>
<td>WOI</td>
<td>Iowa State College...640</td>
<td>5000 d</td>
<td></td>
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<tr>
<td>Boone, Iowa</td>
<td>KFGQ</td>
<td>Boone Biblical College...1260</td>
<td>250 d</td>
<td></td>
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<tr>
<td>Decorah, Iowa</td>
<td>KWLC</td>
<td>Luther College...1240</td>
<td>250</td>
<td></td>
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<tr>
<td>Iowa City, Iowa</td>
<td>WSUI</td>
<td>The State U. of Iowa...910</td>
<td>5000</td>
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<tr>
<td>Lawrence, Kans.</td>
<td>KFKU</td>
<td>University of Kansas...1250</td>
<td>5000</td>
<td></td>
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<tr>
<td>Manhattan, Kans.</td>
<td>KSAC</td>
<td>Kansas State College...580</td>
<td>5000 d; 500 n</td>
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<tr>
<td>East Lansing, Mich.</td>
<td>WKAR</td>
<td>Michigan State College...870</td>
<td>5000 d</td>
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<tr>
<td>Lapeer, Mich.</td>
<td>WT^PC</td>
<td>The Liberty St. Gospel Church...1230</td>
<td>250</td>
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<tr>
<td>Minneapolis, Minn.</td>
<td>KTIS</td>
<td>Nwstrn. Schools...900</td>
<td>1000 d</td>
<td></td>
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<tr>
<td>Minneapolis, Minn.</td>
<td>KUOM</td>
<td>University of Minn...770</td>
<td>5000 d</td>
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<tr>
<td>Northfield, Minn.</td>
<td>WCAL</td>
<td>St. Olaf College...770</td>
<td>5000 d</td>
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<tr>
<td>Clayton-St. Louis, Mo.</td>
<td>KFUO</td>
<td>Lutheran Church-Mo. Synod...850</td>
<td>5000 d</td>
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<tr>
<td>Zaraphath, N. J.</td>
<td>WAWZ</td>
<td>Pillar of Fire...1380</td>
<td>5000</td>
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<tr>
<td>Brooklyn, N. Y.</td>
<td>WBBR</td>
<td>Watch Tower Soc...1330</td>
<td>5000</td>
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<tr>
<td>New York, N. Y.</td>
<td>WNYC</td>
<td>City of N. Y...830</td>
<td>1000</td>
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<tr>
<td>Troy, N. Y.</td>
<td>WHAZ</td>
<td>Rensselaer Polytechnic Inst...1330</td>
<td>1000</td>
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<tr>
<td>Grand Forks, N. D.</td>
<td>KFJM</td>
<td>U. of North Dakota...1440</td>
<td>1000 d</td>
<td></td>
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<tr>
<td>Columbus, Ohio</td>
<td>WOSU</td>
<td>The Ohio State of U...820</td>
<td>5000</td>
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<tr>
<td>Norman, Okla.</td>
<td>WNAD</td>
<td>U. of Oklahoma...640</td>
<td>1000 d</td>
<td></td>
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<tr>
<td>Corvallis, Ore.</td>
<td>KOAC</td>
<td>Oregon State College...550</td>
<td>5000</td>
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<tr>
<td>Portland, Ore.</td>
<td>KBPS</td>
<td>Benson Polytechnic School...1450</td>
<td>250</td>
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<tr>
<td>Grove City, Pa.</td>
<td>WSAJ</td>
<td>Grove City College...1340</td>
<td>100</td>
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<tr>
<td>Vermillion, S. D.</td>
<td>KUSD</td>
<td>University of South Dakota...690</td>
<td>1000</td>
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<tr>
<td>Richmond, Va.</td>
<td>WBBL</td>
<td>Grace Covenant Presb. Church...1480</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Pullman, Wash.</td>
<td>KWSC</td>
<td>State College of Wash...1250</td>
<td>5000</td>
<td></td>
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<tr>
<td>Auburndale, Wisc.</td>
<td>WLRL</td>
<td>Wisconsin State Radio Council...930</td>
<td>5000</td>
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<tr>
<td>Madison, Wisc.</td>
<td>WHA</td>
<td>University of Wisconsin...970</td>
<td>5000 d</td>
<td></td>
</tr>
</tbody>
</table>
Alabama Broadcasters Association
P. O. Box 477, University, Alabama
Meetings: Semi-annual (March and October)
Elections: March meeting
Members: 67
President...........Thomas E. Martin, WAPX, Montgomery
Vice-Press...Malcolm Street, WHMA, Anniston
Secy.Treas........Mrs. Wilhelmina Doss, WJRD, Tuscaloosa
Legislative Chmn...........D. E. Dunn, WSFA, Montgomery

Arizona Broadcasters Association
KOY, Phoenix, Arizona
Meetings: Annual (December)
Elections: December
Members: 21
President...Albert Johnson, KOY, Phoenix
Vice-Press...Wayne Sanders, KCNA, Tucson
Secy.-Treas...Frank Redfield, KIFN, Phoenix

Arkansas Broadcasters Association
KELD, El Dorado, Arkansas
Meetings: Semi-annual
Elections: March
Members: 43
President...........William V. Hutt, KLRA, Little Rock
Vice-President........W. N. McKinney, KELD, El Dorado
Secy.-Treas. .............Ted Woods, KOSE, Osceola

California State Radio and Television Broadcasters Association
T. W. Patterson Bldg., Fresno 21, California
Meetings: Annual
Elections: October
Members: 69
President...........Paul R. Bartlett, KFRE, Fresno
Vice-Press...........Robert O. Reynolds, KMPC, Los Angeles
Vice-Press...........Lloyd E. Yoder, KNBC, San Francisco
Secy.-Treas...........L. A. Schamblin, KPMC, Bakerfield
Legislative Chmn...........Philip G. Lasky, KPIX, San Francisco

Colorado Broadcasters Association
KMYR, Security Life Bldg., Denver 2, Colo.
Meetings: Annual
Elections: Every two years
Members: 31
President...........Al Meyer, KMYR, Denver
Vice-Press...R. E. O'Brien, KIUP, Durango
Secy.-Treas...........Russel W. Shaffer, KBOL, Boulder

Florida Association of Broadcasters, Inc.
P. O. Box 1315, Coral Gables, Florida
Meetings: Semi-Annual
Elections: June
Members: 78
President...........George W. Thorpe, WVCG, Coral Gables
Vice-Press...........Hershel Graves, WTAI, Tallahassee
Vice-Press...........Jerry Stone, WNDK, Daytona Beach
Secy.-Treas...John Brownin, WSPB, Sarasota
Legislative Chmn...........James Legate, WIOD, Miami

Georgia Association of Broadcasters
P. O. Box 732, Thomasville, Georgia
Meetings: Three times a year
Elections: Spring meeting (April or May)
Members: 43
President...........W. F. Scott, Jr., WKFG, Thomasville
Vice-Press...Shed Carswell, WSFT, Thomaston
Secy.-Treas..."Mac" MacLeod, WBML, Macon

Idaho Broadcasters Association
311 North 10th Street, Boise, Idaho
Meetings: Semi-annual (May and November)
Elections: November
Members: 19
President...........Earl J. Glade, Jr., KDSH, Boise
Vice-Press...Henry Fletcher, KSEI, Pocatello
Secy.-Treas...........Florence Gardner, Legislative Chmn...........Walt Wagstaff, KIDO, Boise

Illinois Broadcasters Association
212 South Jefferson St., Peoria, Ill.
Meetings: Semi-annual
Elections: February
Members: 65
Indiana Broadcasters Association, Inc.

307 N. Pennsylvania St., Indianapolis, Ind.
Meetings: Four times a year
Elections: March
Members: 43
President: O. E. Richardson, WASK, Lafayette
Vice-President: Dee O. Coe, WWCA, Gary
Vice-President: Harry Bitner, WFBM, Indianapolis
Secretary-Treasurer: Dan C. Park, WIRE, Indianapolis

Iowa Broadcasters Association

WMT, Paramount Theatre Bldg., Cedar Rapids, Iowa
Meetings: Annual (July or August) or more
Elections: Annual meeting
Members: 36
President: William B. Quarton, WMT, Cedar Rapids
Vice-President: Edward Breen, KVFD, Fort Dodge
Secretary-Treasurer: George J. Volger, KWPC, Muscatine
Legislative Chmn: W. W. Wood, WHO, Des Moines

Kansas Association of Radio Broadcasters

KSAL, Salina, Kansas
Meetings: Annual
Elections: Annual meetings
Members: 37
President: Ben Ludy, WIBW, Topeka
Vice-President: Grover Cobb, KVBG, Great Bend
Secretary-Treasurer: Ray Jensen, KSAL, Salina
Legislative Chmn: Ray Jensen, KSAL, Salina

Kentucky Broadcasters Association

WFTM, Maysville, Kentucky
Meetings: Semi-annual
Elections: Fall meeting
Members: 38
President: J. W. Betts, WFTM, Maysville
Vice-President: Joe Eaton, WKLO, Louisville
Vice-President: Ken Given, WLBJ, Bowling Green
Secretary-Treasurer: Hugh O. Potter, WOMI, Owensboro
Legislative Chmn: F. E. Lackey, WHOP, Hopkinsville

Louisiana Association of Broadcasters

P. O. Box 1070, Lafayette, Louisiana
Meetings: Semi-annual
Elections: Fall
Members: 40
President: George H. Thomas, KVOL, Lafayette
Vice-President: David Wilson, KPLC, Lake Charles
Secretary-Treasurer: B. Hillman Bailey, Jr., KSIG, Crowley
Legislative Chmn: Roy Dabade, Baton Rouge

Maine Broadcasters Association

WTVL, Waterville, Maine
Meetings: Four times a year
Elections: November
Members: 14
President: A. Faut Couture, WCOU, Lewiston
Vice-President: Jack Atwood, WRDO, Augusta
Secretary-Treasurer: Carleton Brown, WTVL, Waterville
Legislative Chmn: Frank Hoy, WLAM, Lewiston

Maryland-D.C. Radio and Television Broadcasters Association

10 E. North Avenue, Baltimore, Maryland
Meetings: Semi-annual
Elections: Fall meeting
Members: 24
President: John E. Surrick, WBFR, Baltimore
Vice-President: Charles J. Truitt, WBDC, Salisbury
Secretary-Treasurer: Charles E. Smith, WTBO, Cumberland
Legislative Adviser: Jake Embry, WITI, Baltimore

Michigan Association of Broadcasters

WELL, Battle Creek, Michigan
Meetings: Semi-annual
Elections: November meeting
Members: 61
President: D. E. Jayne, WELL, Battle Creek
Vice-President: Don DeGroot, WWJ, Detroit
Secretary-Treasurer: W. A. Pomeroy, WILS, Lansing
Legislative Adviser: Jordan Jenkins, 502 Hollister Bldg., Lansing

Minnesota Broadcasters Association

KYSM, Mankato, Minnesota
Meetings: Semi-annual
Elections: November-December
Members: 44
President: John F. Meagher, KXSM, Mankato
Vice-President: F. Van Konynenberg, WCTN, Minneapolis
Secretary-Treasurer: M. M. Marget, KVOX, Moorhead
Legislative Chmn: G. D. Gentling, KROC, Rochester

Mississippi Broadcasters Association

WAML, Laurel, Mississippi
Meetings: Annual
North Carolina Association of Broadcasters, Inc.
Drawer 1140, Southern Pines, N. C.
Meetings: Semi-annual
Elections: Fall meeting
Members: 75
President: T. H. Patterson, WRRF, Washington
Vice-Pres.: Cecil B. Hoskins, WWNC, Asheville
Sect.-Treas.: J. S. Younts, WEEB, Southern Pines
Legislative Chmn.: Richard H. Mason, WPTF, Raleigh

Ohio Association of Radio and Television Broadcasters
44 East Broad, Columbus 15, Ohio
Meetings: Semi-annual
Elections: Spring meeting
Members: 76
President: Robert C. Fehlman, WHBC, Canton
Vice-Pres.: Adna Karns, WING, Dayton
Sect.-Treas.: L. A. Pixley, WLOK, Lima
Legislative Chmn.: Dick Borel, WBNS, Columbus

Oklahoma Radio Broadcasters Association
Box 699, Lawton, Oklahoma
Meetings: Semi-annual (or more)
Elections: January
Members: 24
President: Allam Page, KSWO, Lawton
Vice-Pres.: Cy Casper, WBBZ, Ponca City
Sect. Treasurer: Guy Farnsworth, KCRC, Enid
Legislative Chmn.: Bill Hoover, KADA, Ada

Oregon State Broadcasters Association
KEX, Portland, Oregon
Meetings: Semi-annual
Elections: Annual
Members: 40
President: Bud Chandler, KFLW, Klamath Falls
Vice-Pres.: Bill McCready, KUNN, Eugene
Sect.-Treas.: Joe Schertler, KEX, Portland
Legislative Chmn.: Dick Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters
Meetings: Annual
Elections: May
Members: 108
President: Roger W. Clipp, WFIL, Philadelphia
Vice-Pres.: William Thomas, WCPA, Clearfield
Secretary: David Bennett, WKBQ, Harrisburg
Treasurer: James Murray, KQV, Pittsburgh
South Carolina Broadcasters Association
Charleston, South Carolina
Meetings: Semi-annual
Elections: January/meeting
Members: 49
President .................. Walter J. Brown, WORD, Spartanburg
Vice-President .......... James F. Coggins, WKDK, Newberry
Secy.-Treas. .............. T. Doug Youngblood, WFIG, Sumter

South Dakota Broadcasters Association
KSDN, Aberdeen, South Dakota
Meetings: Semi-annual
Elections: April
Members: 12
President .................. B. McElligott, KSDN, Aberdeen
Vice-President ........... Ray Eppel, KORN, Mitchell
Secy.-Treas. ............... Keith Nighbert, KUSD, Vermillion
Legislative Chmn.......... Morton Henkin, KSOO, Sioux Falls

Southern California Broadcasters Association, Inc.
Equitable Bldg., Hollywood & Vine
Hollywood 28, California
Meetings: Monthly
Elections: May meeting
Members: 64
President .................. Calvin J. Smith, KFAC, Los Angeles
Vice-President ............ Frank Burke, Jr., KFVD, Los Angeles
Secy.-Treas. ............... Thelma Kirschner, KGFI, Hollywood

Tennessee Association of Broadcasters
407 Chamber of Commerce Bldg.,
Nashville, Tennessee
Meetings: Semi-annual
Elections: December meeting
Members: 46
President .................. Earl W. Winger, WDOD, Chattanooga
Vice-President ............ Henry W. Slavick, WMC, Memphis
Secy.-Treas. ............... Ruth W. Clinard, WMAK, Nashville
Legislative Chmn......... John Parry Sheftall, WJZM, Clarksville

Texas Association of Broadcasters
P. O. Box 1116, Austin, Texas
Meetings: Semi Annual
Elections: October
Members: 86
President ............... J. M. McDonald, KCRS, Midland
Vice-President ........... Gillis Conoley, KTAE, Taylor
Secy.-Treasurer ........... Willard Deason, KVET, Austin

Legislative Chmn........ Willard Deason, KVET, Austin

Utah Broadcasters Association
29 S. State, Salt Lake City, Utah
Meetings: Quarterly
Elections: January
Members: 22
President .................. Arch Madsen, KOVO, Provo
Vice-President ............ George Hatch, KALL, Salt Lake City
Secy.-Treas. .............. Arch Webb, KVOG, Ogden
Legislative Chmn......... Easton Woolley, KDYL, Salt Lake City

Virginia Association of Broadcasters, Inc.
WRVA, Richmond, Virginia
Meetings: Annual
Elections: Annual meeting
Members: 44
President .................. James H. Moore, WSLS, Roanoke
Vice-President ............ Robert H. Smith, WCYB, Bristol
Secy.-Treas. .............. Frank E. Koehler, WROV, Roanoke
Legislative Chmn......... C. T. Lucas, WRVA, Richmond

Washington State Association of Broadcasters
Carl Downing, Manager, Legislative Bldg., Olympia, Washington
Meetings: Semi-annual
Elections: Spring
Members: 39
President .................. Leo H. Beckley, Mount Vernon
Vice-President .......... Loren Stone, KBRO, Bremerton
Secy.-Treas. ....... Allen Miller, KWCS, Pullman
Legislative Chmn......... Tom Olson, KGY, Olympia

West Virginia Broadcasters Association
WBTH, Williamson, West Virginia
Meetings: Semi-annual
Elections: Spring
Members: 34
President .................. John T. Gelder, WCHS, Charleston
Vice-President .......... William E. Rhone, WWVA, Wheeling
Secy.-Treas. ............... Alice Shein, WBTH, Williamson

Wisconsin Broadcasters Association
Nicolet Bldg., Green Bay, Wisconsin
Meetings: Semi-annual
Elections: First Tuesday in October
Members: 54
President ............... Ben A. Laird, WDUZ, Green Bay
Vice-President .......... Bruce Wallace, WTMJ, Milwaukee
Secretary ............. Verl Bratton, WKTY, LaCrosse
Treasurer .............. Jeanne Heal, WTCH, Shawano

705
In Canada more people listen regularly* to CFRB Toronto than to any other station...

* The 1952 BBM figures show CFRB's coverage as 619,430 daytime and 639,720 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
CANADA

CBC

CAB

Alphabetical Index
By Call Letters

Stations

Networks
marks 1953

with expanded facilities...

extended program service

...and television

CBC facilities and service stand at a new high level

AM
French-speaking listeners in Northern Ontario and the Prairies are now served with CBC programs in French . . . by the westward extension of the CBC French Network to privately-operated stations in Sudbury, Timmins, St. Boniface, Gravelbourg, Saskatoon and Edmonton.

More extensive program service is also available to English-speaking listeners, coast-to-coast. The CBC Dominion Network, maintaining its varied evening schedule, has expanded still more its daytime program service.

TV
To its nationwide service via network radio, TV has been added in Canada's two biggest markets. CBLT-Montreal and CBLT-Toronto are now in operation. Additional CBC television stations are planned for other regions.

As Canada's economy rises . . . as its population grows and its markets steadily increase . . . CBC service continues to expand.

The Trans-Canada Network, with a daily sixteen-hour schedule in all six of Canada's time zones, continues to bring to listeners the best in music, drama and comedy . . . news, information and public service programs . . . new features and greater variety.

In the use of these expanded facilities . . . network radio and television . . . and in the development of top-flight programs . . . the CBC stands ready to co-operate in every way possible with advertising agencies and their clients.

COMMERCIAL DIVISION
354 Jarvis St., Toronto 5
Ontario.
1429 Dorchester St. W., Montreal 25
Quebec.
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.
New York Office c/o United Nations

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Rene Martin, Montreal, Que., Vice-Chairman
Dean Adrien Pouliot, Laval University, Quebec
F. J. Crawford, Toronto, Ont.
G. D. Steel, Charlottetown, P.E.I.
W. H. Phillips, Ottawa, Ont.
J. A. Corry, Queen’s University, Kingston
Mrs. Mary E. Farr, Victoria, B. C.
Jesse P. Tripp, Oxbow, Sask.
Gordon A. Winter, St. Johns, Nfld.
Roy J. Fry, Winnipeg, Man.

**Ottawa**

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G. W. Richardson, Executive Assistant
H. M. Palmer, Executive Assistant
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Executive Assistant-Legal
R. E. Keddy, Sec’y to Board of Governors

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M. Carter, Executive Assistant
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
G. G. Dupre, Supervisor of Central Registries
V. A. Nagle, Administrative Assistant
J. A. Lapointe, Administrative Assistant
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. McKinsistry, Chief Architect
W. A. Nichols, Plant Engineer
R. E. Santo, Transmission and Development
M. D. Peterkin, Purchasing Agent
G. G. Yull, Supervisor of Stores

**Toronto**

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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
A. K. Morrow, Supervisor of Farm & Fisheries Br.
Elizabeth D. Long, Women’s Interests
A. E. Powley, Supervisor of Special Events
H. E. S. Hamilton, Supervising Engineer

**Television**

F. Mutrie, Director, of Television, Toronto
Aurele Sequin, Director of Television, Montreal

**Administration**
D. Claringbull, Manager of Personnel and Administrative Services, Toronto

**Engineering**
H. Hilliard, Supervising Engineer, Toronto Area

**Commercial**
W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
Hugh Clark, Sales Representative
J. Kennedy, Sales Representative (TV)
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics
Hey — Look at Your

*Neighbour's Bulging Billfold!

Yes — Canada's a pretty wealthy guy right now. Got lots of cash — good old-fashioned folding money, which he's ready to lay out on most anything you can sell him. Been doing particularly well just lately. Gotten him some nice oil strikes up in Alberta. Turned up uranium in Saskatchewan and a whole raft of iron ore in Labrador. Owns quite a parcel of heavy industry in Quebec and right down through Ontario. And the old family business of lumber and gold and fishing don't exactly bring in chicken-feed, either.

Always been the States' best customer. Likes much the same things you do — for himself, his home, the wife and kids. Drives the same autos, reads the same comics, gets just as het up over the World Series. 'N his wife's just like yours, too. Makes the country over at the women's clubs, fusses over Junior's diet, shops more and more at the supermarket.

Only difference is — he's a mite hard for you to get to know. Often speaks two languages, French and English, has quite a few personal quirks you mightn't know about. And times he lives way off where it's plenty tough to reach him.

Except by radio. Canada listens to radio most all the time — and most everywhere. For his leisure he just naturally likes to pull up a chair and visit with the folks at his local station. And whether he speaks French or English, Canada and radio are right friendly. Takes radio's advice on what to buy — and he sure buys plenty. Spent nigh on 10½ billion dollars last year, just in the stores.

Yes, sir! That's Canada, your customer. How's about letting us go get him for you.

"In Canada you sell 'em when you tell 'em!"

A message from the 115 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million Canadian homes every day.

Canadian Association of Broadcasters

108 Sparks St., Ottawa 4, Canada

37 Bloom St. West, Toronto 5, Ontario

* Canadian spelling!
OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Branch Offices—37 Bloom Street West, Toronto, Ont.
Phone: Pr 3729

☆

Officers

President.................................................... F. H. Elphicke
Vice-President............................................ E. Finlay MacDonald
General Manager......................................... T. J. Allard
Secretary-Treasurer.................................... T. Arthur Evans
Sales Manager............................................ Patrick Freeman
General Counsel........................................ Joseph Sedgwick, K.C.
Associate Counsel...................................... Guy Roberge

☆

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F. H. Elphicke, Vancouver; E. Finlay MacDonald, Halifax; J. E. Campeau,
Windsor, Ont.; Jack M. Davidson, Kirkland Lake, Ont.; F. Baxter Ricard, Sud-
bury, Ont.; Wally Slatter, Guelph, Ont.; J. Arthur DuPont, Montreal; Jean-Paul
Lemire, Hull, Que.; Gerry Gaetz, Edmonton, Alta.; Hal Crittendon, Regina, Sask.;
J. B. Craig, Brandon, Man.; William Rea, New Westminster, B. C.

☆

Functions

The Canadian Association of Broadcasters is a voluntary trade organization
of 115 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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<th>Call Letters</th>
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<th>See Page</th>
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<td>CBA</td>
<td>Sackville, N. B.</td>
<td>719</td>
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<tr>
<td>CBE</td>
<td>Windsor, Ont.</td>
<td>728</td>
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<tr>
<td>CBF</td>
<td>Montreal, Que.</td>
<td>729</td>
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<tr>
<td>CBG</td>
<td>Gander, Nfld.</td>
<td>720</td>
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<tr>
<td>CBH</td>
<td>Halifax, N. S.</td>
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<tr>
<td>CBI</td>
<td>Sydney, N. S.</td>
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<td>CBJ</td>
<td>Chicoutimi, Que.</td>
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<td>CBK</td>
<td>Watrous, Sask.</td>
<td>733</td>
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<tr>
<td>CBL</td>
<td>Toronto, Ont.</td>
<td>727</td>
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<tr>
<td>CBM</td>
<td>Montreal, Que.</td>
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<tr>
<td>CBN</td>
<td>St. John’s, Nfld.</td>
<td>720</td>
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<td>CBO</td>
<td>Ottawa, Ont.</td>
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<td>CBU</td>
<td>Vancouver, B. C.</td>
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<tr>
<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>
<td>Winnipeg, Man.</td>
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<td>CBX</td>
<td>Edmonton, Alta.</td>
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<td>CBY</td>
<td>Corner Brook, Nfld.</td>
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<td>Cfab</td>
<td>Windsor, N. S.</td>
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<td>CFAC</td>
<td>Calgary, Alta.</td>
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<td>CFAR</td>
<td>Flin Flon, Man.</td>
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<td>CFBC</td>
<td>Saint John, N. B.</td>
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<td>CFCF</td>
<td>Montreal, Que.</td>
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<td>CFCH</td>
<td>North Bay, Ont.</td>
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<td>CFCHN</td>
<td>Calgary, Alta.</td>
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<td>CFCO</td>
<td>Chatham, Ont.</td>
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<td>CFCY</td>
<td>Charlottetown, P. E. I.</td>
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<td>CFGP</td>
<td>Grande Prairie, Alta.</td>
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<td>CFJC</td>
<td>Kamloops, B. C.</td>
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<td>CFJR</td>
<td>Brockville, Ont.</td>
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<td>CFNB</td>
<td>Fredericton, N. B.</td>
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<td>CFNS</td>
<td>Saskatoon, Sask.</td>
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<td>CFOR</td>
<td>Orillia, Ont.</td>
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<td>CFOS</td>
<td>Owen Sound, Ont.</td>
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<td>CFPA</td>
<td>Port Arthur, Ont.</td>
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<td>CFPL</td>
<td>London, Ont.</td>
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<td>CFPR</td>
<td>Prince Rupert, B. S.</td>
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<td>CFQC</td>
<td>Saskatoon, Sask.</td>
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<td>CFRD</td>
<td>Ottawa, Ont.</td>
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<td>CFRB</td>
<td>Toronto, Ont.</td>
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<td>CFRG</td>
<td>Gravelbourg, Sask.</td>
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<td>CFRN</td>
<td>Edmonton, Alta.</td>
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<td>CHAB</td>
<td>Moose Jaw, Sask.</td>
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<td>CHAD</td>
<td>Amos, Que.</td>
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<td>CHAT</td>
<td>Medicine Hat, Alta.</td>
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<td>CHEF</td>
<td>Granby, Que.</td>
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<td>CHEX</td>
<td>Peterborough, Ont.</td>
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<td>CHFA</td>
<td>Edmonton, Alta.</td>
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<td>CHGB</td>
<td>Ste. Anne de la Pocatiere, Que.</td>
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<td>CHLN</td>
<td>Three Rivers, Que.</td>
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<td>CHLO</td>
<td>St. Thomas, Ont.</td>
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<td>CHLP</td>
<td>Montreal, Que.</td>
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<td>CHLT</td>
<td>Sherbrooke, Que.</td>
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<td>CHML</td>
<td>Hamilton, Ont.</td>
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<td>CHNC</td>
<td>New Carlisle, Que.</td>
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<td>CHNO</td>
<td>Sudbury, Ont.</td>
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<td>CHNS</td>
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<td>CHOK</td>
<td>Sarnia, Ont.</td>
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<td>CHOV</td>
<td>Pembroke, Ont.</td>
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<td>CHRC</td>
<td>Quebec City, Que.</td>
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<td>CHRL</td>
<td>Roberval, Que.</td>
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<td>CHSJ</td>
<td>Saint John, N. B.</td>
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<td>CHUB</td>
<td>Nanaimo, B. C.</td>
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<td>CHUM</td>
<td>Toronto, Ont.</td>
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<td>CHVC</td>
<td>Niagara Falls, Ont.</td>
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<td>CHWK</td>
<td>Chiliwack, B. C.</td>
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<td>CICA</td>
<td>Edmonton, Alberta</td>
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<td>CIAD</td>
<td>Montreal, Que.</td>
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<td>CJAT</td>
<td>Trail, B. C.</td>
<td>716</td>
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<tr>
<td>CJA</td>
<td>Port Alberni, B. C.</td>
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<td>CJBC</td>
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<td>CJBR</td>
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<td>CJCH</td>
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<td>VOCE</td>
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</table>

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

713
ALBERTA

CFAC
CALGARY—1922—CBC
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: Calgary Bcstg. Co., Ltd.
Bus.-Studio Address...1000 Greyhound Bldg.
Phone Number...Renfrew 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
Membership...CAB
President...H. R. Carson
Station Manager...A. M. Cairns
Commercial Manager...D. H. Hartford
Program Director...G. A. Brown
Promotion Manager...R. J. Tregillus
Chief Engineer...E. C. Connor

CFRN
EDMONTON—1934—CBC
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By: Sunwapta Bcstg. Co., Ltd.
Business-Studio Address...109 CPR Bldg.
Phone Number...22101
News Service...BUP, PN
Transcription Service...Lang-Worth
Representative...Radio Representatives, Adam J. Young, Jr., Harlan G. Oakes
Membership...CAB
Pres., Gen. Mgr...G. R. A. Rice
Comm., Sales Prom. Mgr...A. J. Hopps
Program Director...George A. Duffield
Publicity Director...Isabel McDonald
Chief Engineer...Frank G. Makepeace

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
Air Time...Full Time
News Service...BUP, PN
Transcription...Standard, Lang-Worth, Capitol
Representative...Radio Representatives, Adam J. Young, Jr.
Membership...CAB, WAB, BBM
Pres., Gen. Mgr...H. G. Love
Commercial Manager...E. H. McGuire
Pgm. 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...H. C. Stovin
News Service...BUP, PN
Membership...CAB, BBM
President...G. Max Bell
Station Manager...Frederick R. Shaw
Commercial Manager...Bruce D. Alloway
Prom. Mgr., Pub. Dir...Pearl Borgal
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...J. Alphonse Ouimet
Commercial Manager...W. E. Powell
Publicity Director...C. E. L'Ami
Chief Engineer...G. W. Olive

CHFA
EDMONTON—1949—CBC
Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By...Radio Edmonton, Ltd.
Business Address...109th St.
Phone Number...42157
News Service...BUP
Transcription Service...SESAC
Representative...Omer Renaud Co.
Membership...CAB
Pres., Gen. Mgr...Dr. L. O. Beauchemin
Station Manager...J. A. Gallant
Sales Prom. Mgr...Bernard Gagnon
Program Director...Leo Remillard
Chief Engineer...Robert D. Guy

CJCA
EDMONTON—1922—CBC
Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By...Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address...452 Birks Bldg.
Phone Number...44131
Air Time...Full Time
News Service...PN, BUP, CP
Trans. Serv...Thesaurus, World, Standard
Representative...All-Canada, Weed
Membership...CAB, BMB
Station Manager...Gerry Gaetz
Commercial Manager...Joe MacKenzie
Production Director...Dalt Elton
Promotion Manager...Miss Win Sutton
Chief Engineer...Frank Hollingsworth

714
**ALBERTA—BRITISH COLUMBIA**

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**CFG P**
**GRAND PRAIRIE—1937—CBC**
Frequency: 1050 Kc. Power: 1000 Watts
Owned By: Northern Bcastg. Corp., Ltd.
Phone Number: 2311
Air Time: 6 a.m.-M.
News Service: CP
Transcription Service: World, CP
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: Lilian Bowes
Chief Engineer: Jim de Roodes

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**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: 2161
Air Time: 5:30 a.m.-1 a.m.
News Service: PN, BUP, CP
Transcription Service: Assoc. Thesaurus
Representative: Weed, All-Canada
Membership: CAB, BBM, WAB
Pres. & Gen. Mgr.: H. R. Carson
Station Manager: N. Botterill

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**C H W K**
**CHILLIWACK—1927—CBC**
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By: Fraser Valley Bcastrs., Ltd.
Business-Studio Address: 50 Yale Rd. E.
Phone Number: 7511-21
Air Time: 6:30 a.m.-M.
News Service: BUP
Representative: All-Canada, Weed
Membership: CAB, BBM, WAB, BCAB
President: C. Casey Wells
Gen. Mgr., Chief Engr.: Jack Pilling
Commercial Manager: W. G. Teetzel
Prom., Publ. Dir.: Margaret Cormack
Program Director: J. M. MacLachlan

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**C J D C**
**DAWSON CREEK—1947—CBC**
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Radio Station CJDC, Ltd.
Business Address: 2nd Ave. & 9th St.
Phone Number: 216
News Service: Press News
Transcription Service: Associated

---

**C F J C**
**KAMLOOPS—1926**
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: Interior Bcastrs.
Business-Studio Address: 310 St. Paul St.
Phone Number: 1021

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**C H W K**
**KAMLOOPS—1926**
Frequency: 1270 Kc. Power: 1000 Watts
Business Address: Foster Block
Phone Number: 2083
Air Time: 17½ hrs.
News Service: BUP
Transcription Service: Capitol
Representative: Radio Reps., Young Memberships: CAB
Commercial Manager: Ike Kaila
Pgm., Prod. Dir.: Ned Corrigall
Chief Engr.: A. I. Booker

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**C K R D**
**RED DEER—1949—CBC**
Frequency: 1230 Kc. Power: 250 Watts
Business Address: Foster Block
Phone Number: 2083
Air Time: 17½ hrs.
News Service: BUP
Transcription Service: Capitol
Representative: Radio Reps., Young Memberships: CAB
Commercial Manager: Ike Kaila
Pgm., Prod. Dir.: Ned Corrigall
Chief Engr.: A. I. Booker

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**C H W K**
**CHILLIWACK—1927—CBC**
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By: Fraser Valley Bcastrs., Ltd.
Business-Studio Address: 50 Yale Rd. E.
Phone Number: 7511-21
Air Time: 6:30 a.m.-M.
News Service: BUP
Representative: All-Canada, Weed
Membership: CAB, BBM, WAB, BCAB
President: C. Casey Wells
Gen. Mgr., Chief Engr.: Jack Pilling
Commercial Manager: W. G. Teetzel
Prom., Publ. Dir.: Margaret Cormack
Program Director: J. M. MacLachlan

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**C F J C**
**KAMLOOPS—1926**
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  
Membership CAB, WAB, BCAB  
General Manager J. W. B. Browne  
Station Manager D. Reid  
Prom. Mgr., Prog. Dir. Freda Woodhouse  
Chief Engineer J. Fred Weber

**CHUB**  
NANAIMO—1949  
Frequency: 1570 Kc. Power: 1000 Watts  
Owned-Operated By Standard Bcast. Co.  
Business Address Malaspina Hotel  
Air Time Full Time  
News Service PN  
Transcription Service World. Standard  
Representative Natl. Bcast. Sales, Hunt, Cooke  
Gen. Mgr. C. J. Rudd  
Nat. Sales Dir. Sheila Hassell  
Chief Engineer E. Ross MacIntyre

**CKLN**  
NELSON—1939—CBC  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By News Publishing Co., Ltd.  
Address 266 Baker St.  
Phone Number 19  
Air Time Full Time  
Newspaper Affiliation Nelson Daily News  
News Service PN  
Representative Stovin, Young  
Membership BBM, CAB, WAB, BCAB  
Station Mgr., Chief Engineer A. R. Ramsden

**CKNW**  
NEW WESTMINSTER—1944  
Frequency: 1320 Kc. Power: 1000 Watts  
Owned By International Bcast. Co., Ltd.  
Business-Studio Address 227 Columbia St.  
Phone Number 3000  
Air Time Full Time  
News Service UP, CP  
Transcription Associated, Standard, Cole  
Representative Forjoe, Nat. Bcast. Sales  
Membership CAB  
Assistant Manager Phil Baldwin  
Prod. Manager Hal Davis  
Chief Engineer Verne Wileman

**CKOK**  
PENTICTON—1948  
Owned-Operated By CKOK, Ltd.  
Business-Studio Address Nanaimo Ave.  
Phone Number 2800, 2850  
Air Time 6:30 a.m.-1 a.m.  
News Service CP  
Transcription Service Standard

Representative Radio Reps., Cooke, Hunt  
Membership BBM, CAB, BCAB, WAB  
President Maurice P. Finnerty  
Staff, Comm. Manager Roy G. Chapman  
Program Director Vince A. Duggan  
Chief Engineer Dick France

**CJAV**  
PORT ALBERNI—1946  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By CJAV, Ltd.  
Address 735 Third Ave., S.  
Phone Number 604  
Air Time 6 a.m.-12 M.  
News Service AP, PN, Reuters  
Transcription Lang-Worth, Cole, Capitol  
Representative Donald Cooke, Inc.  
Membership CAB  
President Harold E. Warren  
Managing Dir. Kenneth Hutcheson  
Comm. Mgr. J. Geoffrey Holmes  
Program Dir. Thomas A. Ramnie  
Publicity Dir. Lyall Felltham  
Chief Engineer Ross McIntyre

**CKPG**  
PRINCE GEORGE—1946—CBC  
Frequency: 550 Kc. Power: 250 Watts  
Owned-Oper. By Radio Station CKPG, Ltd.  
Address Box 940  
Phone Number 140  
Representative All-Canada. Weed  
Membership CAB, BBM  
President Frank H. Elphicke  
General Manager Cecil G. Elphicke  
Commercial Manager Jack Carbutt  
Chief Engineer Mac MacKenzie

**CFPR**  
PRINCE RUPERT—1938—CBC  
Frequency: 1240 Kc. Power: 250 Watts  
Owned By Northwest Bcast. & Service Co., Ltd.  
Studio Address 336 Second Ave., Box 848  
Phone Number 863  
General Manager (CBC) J. A. Ouimet

**CJAT**  
TRAIL—1932—CBC  
Frequency: 810 Kc. Power: 1000 Watts  
Owned-Oper. By Kootenay Bcast. Co., Ltd.  
Business-Studio Address 815 Victoria St.  
Phone Number 1840  
News Service AP  
Representative Weed  
Membership BBM, CAB  
President A. S. Mawdsley  
Station Manager John W. Loader  
Commercial Manager Donald G. Marshall  
Program Director J. P. Kobluk  
Chief Engineer John D. Hepburn
CBU
VANCOUVER—1936—CBC
Frequency: 690 Kc. ... Power: 10,000 Watts
Owned-Oper. By ... Canadian Btsg. Corp.
Address ... 701 Hornby St.
Phone Number ... Marine 6121
News Service ... BUP, R. CP
General Manager (CBC) ... J. Alphonse Ouimet
Commercial Mgr. (CBC) ... Walter E. Powell
Regional Representative ... Kenneth Caple
Program Director ... Doug Nixon
Publicity Director ... W. Gilmour Clark
Chief Engineer ... G. W. Olive

CJOR
VANCOUVER—1926—CBC
Frequency: 600 Kc. ... Power: 5000 Watts
Owned-Oper. By ... CJOR, Ltd.
Business-Studio Address ... 846 Howe St.
Phone Number ... MRarine 6464
News Service ... BUP, UP, PN
Transcription Service ... Thesaurus Representative ... Stovin, Young
Membership ... CAB
Pres., Gen. Mgr. ... George C. Chandler
Asst. Mgr., Ch. Engr. ... Art Chandler
Comm., Prom. Manager ... Don Laws
Program Director ... Wally Peters
Publicity Director ... Hector Christie

CKMO
VANCOUVER—1922
Frequency: 1410 Kc. ... Power: 1000 Watts
Owned-Oper. By ... B. C. Btsg. System, Ltd.
Address ... 812 Robson St.
Phone Number ... MARine 1271
Transcription Service ... Associated, SESAC Representative ... Cooke, Renaud
President ... Mrs. R. J. Sprott
Managing Director ... Mrs. M. M. Willis
Chief Engineer ... D. Rogers

CKWX
VANCOUVER—1923—MBS
Frequency: 980 Kc. ... Power: 5000 Watts
Business-Studio Address ... 543 Seymour St.
Phone Number ... TAllow 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 Director ... John Ansell
Sales Promotion Mgr. ... Ken Hughes
Chief Engineer ... Charles Smith

CJIB
VERNON—1947—CBC
Frequency: 940 Kc. ... Power: 1000 Watts
Owned-Oper. By ... Interior Btsgs., Ltd.
Business Address ... 3330 30 Ave.
Phone Number ... 900
Air Time ... Full Time
News Service ... CP
Transcription Service ... Associated Representative ... Radio Representatives
President ... Bryson Whyte
Station Mgr. ... Gil Seabrook
Commercial Mgr. ... Larry Scott
Program Dir. ... Don McGibbon
Publicity Dir. ... Dave Lilwall
Chief Engineer ... Loren Merriman

CJVI
VICTORIA—1940—CBC
Frequency: 900 Kc. ... Power: 1000 Watts
Owned-Oper. By ... Island Btsgs., Co. Ltd.
Business-Studio Address ... 620 View St.
Phone Number ... Garden 2014
News Service ... PN
Transcription Service ... Thesaurus Newspaper Affiliation ... “Daily Colonist” Representative ... Weed, All-Canada
Membership ... CAB
President ... H. T. Matson
General Manager ... W. M. Guild
Commercial Manager ... Lee F. Hallberg
Sales Prom. Mgr. ... James S. Crawford
Program Director ... Vern Groves
Chief Engineer ... Joe Sommers

CKDA
VICTORIA—1950
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Oper. By ... Capital Btsg. System
Address ... 1450 Douglas St.
Phone Number ... Garden 9311
News Service ... BUP
Transcriptions Service ... Standard Representative ... Forjoe
Pres., Gen. Mgr. ... David M. Armstrong
Commercial Mgr. ... Gordon M. Reid
Production Mgr. ... David G. Hill
Program Dir. ... C. Edward Forye
Publicity Dir. ... Sidney S. Lancaster
CKX
BRANDON—1928—CBC DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By...Western Manitoba Bcast. Inc.
Address...........6th St. & Princess Ave.
Phone Number...........4532
Transcription Service...........Thesaurus, World
Representative. Radio Representatives, Young
News Service...........PN
Managing Director...........J. B. Craig
Commercial Manager...........E. D. Holland
Program Director...........Eric Davies
Sales Prom. Manager...........Archie Olsen
Chief Engineer...........Humphrey Davies

CKDM
DAUPHIN—1951
Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Oper. By...Dauphin Bcast. Co. Ltd.
Phone ...........22
Transcription Service...........Thesaurus, PN
News Service...........PN
President...........Dr. M. Potoski
General Manager...........D. M. Hughes
Chief Engineer...........G. Shave

CFAR
FLIN FLON—1937—CBC
Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By...Arctic Radio Corp., Ltd.
Address...........75 Hill St.
Phone Number...........4422
News Service...........PN
Representative...........Stovin, Young
Membership...........CAB, BBM
General Manager...........C. H. Witney
Commercial Manager...........I. Thiele
Program Director...........E. Smallwood
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
Representative...........McGillvra
President...........Celestin Champagne
Gen., Comm., Sta., Prom. Mgr., Roland Couture
Program Dir...........Rene Dussault
Chief Engineer...........D. R. Thomson

CW
WINNIPEG—1948—CBC
Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By Canadian Bcast. Corp.
Business Address...........300 Telephone Bldg.
Phone Number...........922191
Regional Representative...........J. R. Finlay
News Service...........BUP, PN, Reuters, CP
General Manager...........J. Alphonse Ouimet
Station Manager (CBC) Winnipeg...........J. N. Mogridge
Commercial Manager...........W. E. Powell
Publicity Director...........C. E. L'Ami
Chief Engineer...........G. W. Olive

CJOB
WINNIPEG—1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Blick Bcast., Ltd.
Business-Studio Address...........Lindsay Bldg.
Phone Number...........926, 374
News Service...........CP, BUP
Transcription Service...........World, Thesaurus,
Associated, Standard, Lang-Worth
Representative. Radio Representatives, Young
Membership...........CAB
President, General Manager...........J. O. Blick
Commercial Manager...........A. J. Messner
Sales Prom. Mgr...........H. J. Gibson
Program Director...........George C. Davies
Chief Engineer...........R. V. Durie

CKRC
WINNIPEG—1934—CBC DOMINION
Frequency: 830 Kc. Power: 5000 Watts
Owned-Oper. By...Transcanada Communications, Ltd.
Bus.-Studio Address...........300 Carlton St.
Phone Number...........922, 266
Air Time...........Unlimited
News Service...........BUP, PN
Transcription Service...........Lang-Worth, Standard
Representative...........Weed, All-Canada
Membership...........CAB, BBM
President...........V. Sifton
Gen., Sta., Mgr...........William A. Speers
Commercial Manager...........B. M. Pirie
Prom., Pub. Mgr...........F. M. Desourdy
Program Director...........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 Number...........931, 531
Air Time...........5:50 a.m.-1 a.m.
Transcription Service...........Capitol, SESAC
Representative...........Stovin, Cooke
Membership...........CAB
President...........Lloyd E. Moffatt
General Manager...........A. R. Mackenzie
Adv. Sales Mgr...........W. E. Collier
Local Sales Mgr...........C. F. Hawkins
Sales Prom. Mgr...........Allan Barker
Program Dir...........E. R. McCrea
Chief Engineer...........A. Melowanchuk
NEW BRUNSWICK

CKNB
CAMPBELLTON—1939—CBC
Frequency: 950 Kc. ... Power: 1000 Watts
Owned-Oper. By: Restigouche Bcastg. Co., Ltd.
Business Address: P. O. Drawer 226
Phone Number: 8
Air Time: 7:50 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
EDMUNSTON—1944—CBC
Frequency: 1380 Kc. ... Power: 1000 Watts
Owned-Oper. By: Edmundston Radio, Ltd.
Business-Studio Address: 91 Canada Rd.
Phone Number: 880
Air Time: 7:00 a.m.-12:15 a.m.
Transcription Service: SESAC
News Service: CP
Representative: Stovin, Young
President: George Michaud
Station Manager: Maurice Lacasse
General Manager: Jacques Brillant
Comm., Prom. Mgr.: Georges Guerrette
Program Director: Reynald Teasdale
Publicity 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
Air Time: Full Time
News Service: BUP, RP
Transcription Service: All-Canada, Standard
Representative: All-Canada, Weed
Membership: CAB
Gen., Sta. Mgr.: Dr. Malcolm Neill
Gen., Sta. Mgr.: D. Malcolm Neill
Pub. Dir., Prom. Mgr.: H. L. McFee
Program Director: J. T. H. Fenety
Chief Engineer: Glenn D. Love

CKCW
MONCTON—1934—CBC
Frequency: 1220 Kc. ... Power: 5000 Watts
Owned-Oper. By: Moncton Bcastg., Ltd.
Business-Studio Address: K. of P. Bldg.
Phone Number: 9111
Air Time: 6:30 a.m.-1 a.m.
News Service: BUP, RP
Transcription Service: World
Representative: Young, Stovin
Membership: CAB
Pres., Gen. Mgr.: F. A. Lynda
Commercial Manager: T. Tonner
Program Director: Mike Wood
Publicity Director: R. Stockall
Chief Engineer: James A. White

CKMR
NEW CASTLE—1949
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Oper. By: Miramichi Bcastg. Co., Ltd.
Business Address: Castle St.
Phone Number: 690

CBA
SACKVILLE—1939—CBC
Frequency: 1070 Kc. ... Power: 50,000 Watts
Owned-Oper. By: Canadian Bcastg. Corp.
Bus.-Studio Address: 100 Sackville St.
Phone Number: 3-6188
News Service: PN, BUP, CP
Regional Representative: W. E. S. Briggs
General Manager (CBC): J. Alphonse Outnet
Commercial Manager: W. E. Powell
Program Director: H. J. Boyle
Publicity Director: R. C. Fraser
Chief Engineer: G. W. Olive

CFBC
SAINT JOHN—1946—CBC
Frequency: 930 Kc. ... Power: 5000 Watts
Owned-Operated By: Fundy Bcastg. Co., Ltd.
Business-Studio Address: 68 Carleton St.
Phone Number: 3-2421
Air Time: 6 a.m.-11 a.m.
News Service: BUP, RP
Transcription Service: All-Canada, Weed
Representative: Weed, Hunt, Nat'l Bcast. Sales
President: A. M. A. McLean
General Manager: A. N. McLean
Station Manager: Robert T. Bowman
Commercial Manager: C. F. Bedford
Production Director: D. H. Armstrong
Program Director: Wm. Tonner
Prom. Mgr.: Publ. Dir.: R. J. Gallagher
Chief Engineer: H. M. Stout
NEW BRUNSWICK—NEWFOUNDLAND

CHSJ
SAINT JOHN—1934—CBC
Frequency: 1150 Kc. Power: 5000 Watts
Business-Studio Address: 14 Church St.
Phone Number: 3-3304
Air Time: Unlimited
News Service: PN

CBY
CORNER BROOK—1949—CBC
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated by: Canadian Bestg. Corp.
Address: Corner Brook
News Service: CP, BUP, Reuters
Representative: CBC
Station Manager: C. V. Hierlihy
D. Press & Info. Serv. (CBC): Ron C. Fraser
Dir. Gen. Engrg.: Gordon W. Olive

CBG
GANDER—1949—CBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. by: Canadian Bestg. Corp.
Address: P. O. Drawer 32
Phone Number: 349
News Service: CP, BUP, Reuters
Station Manager: A. Barrett

CBT
GRAND FALLS—1949—CBC
Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By: Canadian Bestg. Corp.
Address: Munro Bldg.
Phone Number: 2102
Air Time: 16½ hrs.
Commercial Manager: G. D. Halley
Station Manager: John J. Grace
Publ. Director (CBC): Ron C. Fraser
Sales Prom. Mgr.: Anne Bergen
Chief Engineer: J. J. Maloney

CBN
ST. JOHN'S—1949—CBC
Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated by: Canadian Bestg. Corp.
Transcription Service: World, Lang-Worth, Associated
Representative: Stovin, Young
Membership: CAB, BBM
Station Manager: George A. Cromwell
Sales Prom. Mgr.: W. E. Stirling
Program Director: Cleve G. Stillwell
Production Director: Earl McCarron
Publicity Director: Christine Fewings
Chief Engineer: J. G. Bishop

NEWFOUNDLAND

CJON
ST. JOHN'S—1951
Frequency: 930 Kc. Power: 5000 Watts
Address: Prince of Wales St.
Phone: 5601, 7105-6-7, 4700
Air Time: Full Time
News Service: AP, CP
Transcription Service: Lang-Worth, SESAC
Reps.: All-Canada Radio, Weed
Membership: CAB, BBM
Pres.: Gen. Mgr.: Geoffrey W. Stirling
Station Manager: Don Jamieson
Commercial Manager: F. Dawe
Sales Prom. Mgr.: Jack Baird
Program Director: Art Hartnett
Publicity Director: F. Webster
Chief Engineer: Oscar Hierlihy

VOCM
ST. JOHN'S—1936
Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By: Colonial Bestg. System
Business Address: Water at McBride's Hill
Phone: 3148-9
News Service: CP, PN
Transcription Service: Thesaurus, World
Membership: CAB, MAB
Representative: Stovin, Young
Mng. Director: J. L. Butler
Sta. Comm., Pro. Mgr.: M. Shulman
Program Director: J. M. Murdoch
Chief Engineer: W. B. Williams
NOVA SCOTIA

CJFX
ANTIGONISH—1943—CBC
Frequency: 580 Kc.    Power: 5000 Watts
Owned-Operated By: Atlantic Bcstrs., Ltd.
Address: Broadcasting Bldg.
Phone: 580
News Service: CP
Transcription Service: SESAC, Lang-Worth
Representative: Young, Natl. Bcst. Sales
News Service: PN
Transcription Service: Lang-Worth
Representative: Natl. Bcst. Sales, Young
Pres., Gen. Mgr.: R. J. Clyde Nunn
Commercial Manager: R. J. Ricketts
Program Director: Charles O'Brien
Chief Engineer: G. C. MacDougall

CKBW
BRIDgewater—1947
Frequency: 1000 Kc.    Power: 1000 Watts
Address: 399 King St.
Phone Number: 445
News Service: PN
Transcription Service: Associated Representative, Radio Representative Ltd.
Cooke
President: C. J. Morrow
General Manager: John F. Hirtle
Supt. Comm. Mgr.: James A. MacLeod
Sales Prom. Mgr.: Lester L. Rogers
Program Director: A. Maxwell Ramey
Publicity Director: Donald E. Nicolle
Chief Engineer: Douglas B. Hirtle

CBH
HALIFAX—1944—CBC
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: Alphonse Ouimet
Station Manager: S. R. Kennedy
Publicity Director: Ron Fraser

CHNS
HALIFAX—1926—CBC
Frequency: 960 Kc.    Power: 5000 Watts
Bus.-Studio Address: 10 Tidwin St.
Phone Number: 3-8318
Air Time: 7-12:15 a.m.
News Service: CP, BUP
Transcription Service: Thesaurus, Lang-Worth
Representative: All-Canada, Weed

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
Air Time: Full Time
News Service: PN
Managing Director: 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: Kentville 400
Air Time: 7 a.m.-10:20 p.m.
News Service: PN
Transcription Service: Lang-Worth
Representative: Alexander
Membership: CAB
President, Chief Engr.: A. K. 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
General Manager (CBC): Alphonse Ouimet
Station Manager: Barry MacDonald
Commercial Manager: W. E. Powell
Publicity Director: Ron Fraser
Chief Engineer: G. W. Olive

CJCB
SYDNEY—1929—CBC
Frequency: 1270 Kc.    Power: 5000 d.
1000 Watts
Bus.-Studio Address: 318 Charlotte St.

NOVA SCOTIA—ONTARIO

Phone Number ................................ 5596-7
Air Time ......................................... Full Time
News Service ..................................... Full Time
Transcription Service...................... Thesaurus, Lang-Worth
Representative ................................. All-Canada, Weed
General Manager ......................... J. Marven Nathanson
Commercial Manager .............. R. M. Burchell
Sales Prom. Mgr. ......................... M. C. MacQuarrie
Program Director ......................... T. C. Robertson
Chief Engineer ......................... A. E. Vernon

CKCL
TRURO—1947
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By......... Colchester Bcstg. Co. Ltd.
Business Address .............. 7 Pleasant St.
Phone Number .................. 491
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
Program Director ........ Llcyd Cavanagh
Chief Engineer ............ Sidney Bernasconi

CFAB
WINDSOR—1946
Frequency: 1450 Kc.  Power: 250 Watts

ONTARIO

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

CJBQ
BELLEVILLE—1946—CBC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By......... Quinte Bcstg. Co. Ltd.
Business-Studio Address ... Box 153
Phone Number ............... 3200
Air Time ................. Full Time
News Service ............... PN
Transcription Service .... World, Thesaurus
Representative ................. Stovin, Young
Membership .................. CAB, CCBA
President ..................... A. McLean Haig
Station Manager .......... W. H. Stovin
Commercial Manager .... J. H. MacDonald
Program Director ........ Scott Hannah
Chief Engineer ............... J. B. Buchanan
Address .................. Radio Centre
Phone Number ............... 400
Air Time ....................... Full Time
News Service ............... PN
Transcription Service .... Lang-Worth
Representative ................ Alexander Young
Membership .................. CAB, BBM
President, Chief Engr. ...... Avard M. Bishop
General Manager.......... J. A. C. Lewis
Program Director ........ William A. Bishop

CKPC
BRANTFORD—1923—CBC
Frequency: 1380 Kc.  Power: 1000 Watts
Owned-Oper. By......... Telephone City Bcstg. Co., Ltd.
Address ............... 525 Colborne St.
Phone Number ............... 32664
Transcription Service .... World
News Service ............... BUP
Transcription Service .... World, Capitol
Representative ................. J. L. Alexander
Pres., Gen. Mgr. .......... Mrs. E. M. Buchanan
Station Manager .......... Hugh Bremner
Commercial Manager ..... Chas. Packham
Sales Prom. Mgr. ............ Tom Potter
Program Director ........ Richard Buchanan
Publicity Director .......... Jack Wilkinson
Chief Engineer ............... Robert Hancock

CFJR
BROCKVILLE—1943—CBC
Frequency: 1450 Kc.  Power: 250 Watts
Owned By .............. Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address ... King St. West
Phone Number ............... 4628
Air Time ....................... Full Time
News Service ............... BUP

722
ONTARIO

Representative ........................................... Stovin, Young
Membership ............................................. CAB, BBM
Prom. Mgr., Pub. Dir. ................................. Ian Thomson
Program Director .............................. Tom Statham
Chief Engineer ........................................ Sid Penstone

CFCO
CHATHAM—1926—CBC
Frequency: 630 Kc. . Power: 1000 Watts d.
Owned-Operated By ......................... John Beardall
Business address .................. 42 King St. W.
Phone Number ....................... 2626
News Service ........................................... BUP
Transcription Service ..................... Cole, Lang-Worth
Pres., Gen. Manager ................... John Beardall
Commercial Manager ............ Peter Kirkey
Program Director .................... Stewart Brandly
Chief Engineer ........................................ Gordon Brooks

CKSF
CORNWALL—1945—CBC
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By, Standard-Freeholder, Ltd.
Business-Studio Address .................. 36 Pitt St.
Phone Number ....................... 4800-01
Air Time ........................................... 6:45 a.m.-11:45 p.m.
News Service ........................................... CP
Transcription Service ..................... Thesaurus
Representative .......................... Stovin, McGillvray
Membership ......................................... CAB, BBM
President ........................................ Howard Fleming
General Manager .................. Phil Robertson
Station Manager .................... Fred H. Pemberton
Publicity Director .................. Alma Larocque
Chief Engineer ......................................... Mahlon Clark

CKFI
FORT FRANCES—1944—CBC-KBS
Frequency: 800 Kc. . Power: 1000 Watts d.; 500 Watts w.
Owned By ......................... Radio Station CKFI
Business-Studio Address ............... 240 Scott St.
Phone Number ......................... Ft. Frances 200
Air Time ........................................... 6:55 a.m.-11 p.m.
News Service ........................................... PN
Transcription Service ..................... Keystone
Reps. .............................. Alexander, Messner, Hunt, Cooke
Station Manager .................. Robert N. Kennett
Commercial Manager ............ Edward Ashton
Program Director .................... Charles Renaud
Chief Engineer ....................................... Dick Endseth

CKPR
FORT WILLIAM—1931—CBC
Frequency: 580 Kc. . Power: 1000 Watts
Owned-Oper. By ......................... H. F. Dougall Co., Ltd.
Bus-Studio Address .......... Victoria Ave.

CJOY
GUELPH—1948
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Oper. By ......................... CJOY, Ltd.
Business Address ................ Bond Bldg.
Phone Number ....................... 9500
Air Time ........................................... 6:30 a.m.-12:30 a.m.
News Service ........................................... PN
Transcription Service, Lang-Worth, Associated
Representative ..................... Radio Reps., Cooke
Pres., Sta. Mgr. ....................... Wallace Slatter
Commercial Mgr. .............. Frederick T. Metcalfe
Program Director ...................... Don LeBlanc
Chief Engineer ......................................... D. A. Page

CHML
HAMILTON—1922—CBC
Frequency: 900 Kc. . Power: 5000 Watts
Owned-Oper. By, Maple Leaf Bstg. Co., Ltd.
Business-Studio Address ........ 848 Main St., E.
Phone Number ....................... 9-2411
Air Time ........................................... Full Time
News Service ........................................... PN
Transcription Service ..................... Thesaurus, Stephens & Tondrow, Young
Representative ..................... Standard, Associated
Membership ......................................... CAB
President, Gen. Mgr. ........... Kenneth D. Soble
Station Manager ................... Tom Darling
Commercial Manager ............ W. D. Whitaker
Sales Prom. Mgr. ............... H. J. Eastcott
Program Director .................... R. A. Alexander
Chief Engineers .................. Hugh Potter, Phil Tahaney

CKOC
HAMILTON—1922—CBC
Frequency: 1150 Kc. . Power: 5000 Watts
Owned-Oper. By ......................... Westworth Radio Bstg.
Co., Ltd.
Bus-Studio address .......... 32 John St.
Phone Number ....................... 7-4483
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. ............... Mary A. Hill
Program Director ...................... H. Gibson
Chief Engineer ......................................... Leslie Horton
**CJRL**  
KENORA—1938—CBC  
Frequency: 1220 Kc.  Power: 1000 Watts  
Owned-Oper. By: C. W. Johnson  
Address: Johnson Block  
Phone Number: 6212  
Air Time: 17 hrs.  
News Service: CP  
News, Affil.: Canadian Press  
Transcription Service: Thesaurus  
Representative: Stovin, Cooke  
Membership: CAB, BBM, WAB, CCAB  
President: C. W. Johnson  
Sta., Comm. Mgr.: G. A. McLean  
Sales Prom. Mgr.: John Pierce  
Program Director: Jim Thom  
Chief Engineer: J. Edwards  

**CKWS**  
KINGSTON—1942—CBC  
Frequency: 960 Kc.  Power: 5000 Watts  
Owned-Oper. By: Brookland Co., Ltd.  
Address: King St.  
Phone Number: 4405  
Air Time: 16 hrs.  
News Service: PN  
News, Affil.: Whig-Standard  
Transcription Service: Lang-Worth, World  
Representative: Natl. Bstl. Sales, Cooke  
Membership: CAB  
President: Senator W. R. Davies  
General Manager: Jack Davidson  
Station Manager: Roy W. Hofstetter  
Commercial Manager: E. Jones  
Sales Prom. Mgr.: J. Pollie  
Program Manager: W. Luxton  
Chief Engineer: Burt Cobb  

**CJKL**  
KIRKLAND LAKE—1934—CBC  
Frequency: 580 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. Bstl. Sales, Cooke  
Membership: CAB  
President: Roy H. Thompson  
General Manager: J. M. Davidson  
Station Manager: C. W. Burnett  
Commercial Manager: J. Weatherwax  
Sales Prom. Mgr.: G. Davidson  
Program Director: Don Nairn  
Chief Engineer: C. L. Spence  

**CKCR**  
KITCHENER—1930—CBC  
Frequency: 1490 Kc.  Power: 250 Watts  
Business-Studio Address: 125 King St. W.  
Phone Number: 3-3628  
Air Time: Full Time  
News Service: PN  
Transcription Service: Associated  
Representative: Renaud, Young  
Pres., Gen. Mgr.: G. Liddle  
Program Director: Stu Monroe  
Chief Engineer: Bill Marchand  

**CFPL**  
LONDON—1933—CBC  
Frequency: 980 Kc.  Power: 5000 Watts  
Address: 442 Richmond St.  
Phone Number: 4-2121  
Air Time: 8:05 a.m.-12:05 a.m.  
News Service: PN  
News, Affil.: Free Press  
Transcription Service: Standard, Lang-Worth, World  
Representative: Weed, All-Canada  
Membership: CAB, BBM  
President: Walter J. Blackburn  
General Manager: Murray T. Brown  
Commercial Manager: Douglas C. Trowell  
Program Director: Robert A. Reinhart  
Chief Engineer: Glen A. Robbittaille  

**CHVC**  
NIAGARA FALLS—1947  
Frequency: 1600 Kc.  Power: 5000 Watts d.  
1000 Watts n.  
Owned-Oper. By: Radio Station CHVC, Ltd.  
Business Address: Rainbow Bridge  
Phone Number: 4110  
Air Time: Full Time  
News Service: BUP  
Transcription Service: Thesaurus  
Representative: Cooke, Alexander  
President, Gen. Mgr.: B. Howard Bedford  
Station Manager: A. W. Blakeley  
Commercial Manager: R. H. Hamilton  
Prom. Mgr., Pub. Dir.: Bill Killough  
Chief Engineer: L. H. Rook  

**CFCH**  
NORTH BAY—1931—CBC  
Frequency: 600 Kc.  Power: 1000 Watts  
Owned-Oper. By: Northern Bstl. Co., Ltd.  
Address: Fraser St.  
Phone Number: 2400  
Air Time: Full Time  
News Service: PN  
Transcription Service: Lang-Worth, Thesaurus  
Representative: Natl. Bstl. Sales  
President: Roy H. Thomson  
General Manager: Jack M. Davidson  
Station Manager: Keith Packer  
Commercial Manager: Bill King  
Program Director: Phil Clayton  
Chief Engineer: Jack Barnaby
<table>
<thead>
<tr>
<th><strong>ONTARIO</strong></th>
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<tbody>
<tr>
<td><strong>CFOR</strong></td>
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<tr>
<td><strong>ORILLIA—1945—CBC</strong></td>
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<tr>
<td>Frequency: 1570 Kc.</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
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<tr>
<td>Bus.-Studio Address:</td>
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<tr>
<td>Phone Number:</td>
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<tr>
<td>News Service</td>
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<tr>
<td>Transcription Service</td>
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<tr>
<td>Membership:</td>
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<tr>
<td>President: Gordon E. Smith</td>
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<td>Program Director:</td>
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<td>Commercial Manager:</td>
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<td>Promotion Manager:</td>
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<td>Chief Engineer:</td>
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<td><strong>C K L B</strong></td>
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<td><strong>OSHAWA—1949</strong></td>
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<td>Frequency: 1240 Kc.</td>
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<td>Business-Studio Address:</td>
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<td>Transcription Service</td>
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<td>Pres., Gen. Mgr.:</td>
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<td>Comm., Prom. Mgr.:</td>
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<td>Pgm. Director:</td>
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<td>Chief Engineer:</td>
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<td><strong>C B O</strong></td>
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<td><strong>OTTAWA—1924—CBC</strong></td>
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<td>Frequency: 910 Kc.</td>
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<td>Owned-Oper. By:</td>
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<td>Bus.-Studio Address:</td>
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<td>Station Manager:</td>
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<td>Chief Engineer:</td>
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<td><strong>C F R A</strong></td>
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<td><strong>OTTAWA—1947</strong></td>
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<td>Frequency: 560 Kc.</td>
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<td>Transcription Service:</td>
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<td>Representative:</td>
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<td>President: General Mgr.:</td>
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<td><strong>C K O Y</strong></td>
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<td><strong>OTTAWA—1949—CBC</strong></td>
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<td>Chief Engineer:</td>
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<td><strong>C F O S</strong></td>
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<tr>
<td><strong>OWEN SOUND—1940—CBC</strong></td>
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<td>Frequency: 1470 Kc.</td>
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<td>Owned-Oper. By:</td>
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<td><strong>C H O V</strong></td>
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<td><strong>PEMBROKE—1942—CBC</strong></td>
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<td>Frequency: 1350 Kc.</td>
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<td>News Service:</td>
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<td>Comm., Prom. Manager:</td>
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<td>Chief Engineer:</td>
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<td><strong>C H E X</strong></td>
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<td><strong>PETERBOROUGH—1942—CBC</strong></td>
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<td>Frequency: 1430 Kc.</td>
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<td>Owned-Oper. By:</td>
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<td>Bus.-Studio Address:</td>
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<td>Commercial Manager:</td>
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<td>Program Director:</td>
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<td>Chief Engineer:</td>
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</table>
ONTARIO

CFPA
PORT ARTHUR—1944—CBC
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By: Ralph H. Parker
Bus. Studio Address: Public Utilities Bldg.
Phone Number: 5-7651
Air Time: Unlimited
News Service: PN
Transcription Service: Standard, Lang-Worth
Representative: Broadcast Representatives, Alexander, Weed
Membership: CAB, BBM
Sta., Gen. Mgr.: Ralph H. Parker
Commercial Manager: R. P. MacGowran
Program Director: Al Davidson

CKTB
ST. CATHARINES—1933—CBC
Frequency: 620 Kc. . Power: 1000 Watts
Business-Studio Address: 12 Yates St.
Phone Number: Mutual 5-7531
News Service: PN
Air Time: Full Time
Transcription Service: Standard
Representative: Radio Time Sales, J. H. McGillivra, F. Mulvihill
Membership: CAB, BBM, CCBA
President: W. B. C. Burgoyne
Gen. Mgr., Prog. Dir.: Mary C. Burgoyne
Commercial Manager: V. A. Lococo
Sta., Prom. Mgr., Pgm. Dir.: W. C. Wingrove
Production Manager: Jack Dawson
Chief Engineer: W. H. Allen

CHLO
ST. THOMAS—1948—CBC
Frequency: 680 Kc. . Power: 1000 Watts
Owner: Station CHLO, Ltd.
Business-Studio Address: 133 Curtis St.
Phone Number: 3696
Air Time: 6 a.m.-12 M.
News Service: CP, PN
Transcription Service: Long-Worth
Representative: Cooke, Clarence Nichols
Pres.: J. C. Warder
Gen., Sta. Mgr.: C. E. Evans
Program Director: William Onn

CHOK
SARNIA—1946—CBC
Owned-Oper. By: Sarnia Bcstg. Co., Ltd.
Address: 148½ Front St. N.
Phone Number: Digby 1121
Air Time: Unlimited

CJIC
SAULT STE. MARIE—1934—CBC
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By: J. G. Hyland
Address: Algoma 0121
Phone Number: Algoma 0121
News Service: PN
Representative: J. L. Alexander, McGillivra
Pres., Gen. Mgr.: J. G. Hyland
Commercial Manager: E. Vance
Program Director: H. Johnston
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: 1275
News Service: BUP
Transcription Service: World
Representative: All Canada, Weed
Membership: CAB
Sta., Gen. Manager: Frank M. Squires
Sta., Comm. Mgr.: S. E. Tapley
Program Director: Alex L. Smith
Chief Engineer: John Grigg

CHNO
SUDBURY—1947—CBC
Frequency: 1440 Kc. . Power: 1000 Watts
Owned-Oper. By: Sudbury Bcstg. Co., Ltd.
Business Address: 166 Elm St. W.
Phone Number: 6-8416
Air Time: Full Time
News Service: PN
Transcription Service: Associated
Representative: Renault, Hunt, Young
President, General Mgr.: F. B. Ricard
Station Commercial Manager: R. Riel
Program Director: Will 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.
ONTARIO

Phone Number ............................................ 77-505
News Service ............................................ PN
Transcription Service ................................. Thesaurus
Representative ........................................... All-Canada, Weed
President ................................................ G. M. Miller, Q.C.
General Manager ....................................... W. J. Woodill
Commercial Manager .................. K. Dobson
Program Director .............................. Basil Scully
Chief Engineer .......................................... J. McCrae

CKGB
TIMMINS—1933—CBC

Frequency: 680 Kc.  Power: 5000 Watts
Owned-Oper. By .................................... Northern Bcstg. Co., Ltd.
Bus.-Studio Address ............................... Thomson Bldg.
Phone Number ........................................ 1-500
Air Time ................................................. Full Time
News Service ............................................. PN
News, Affil. ............................................. Daily Press
Transcription Service ............................... Lang-Worth
Representative ......................................... Natl. Bcst. Sales, Cooke
Membership ............................................. CAB
President ................................................ R. H. Thomson
General Manager ................................. J. M. Davidson
Station Manager ..................................... H. C. Freeman
Commercial Manager ..................... Wally Rewegan
Sales Prom. Mgr. ..................................... Gerry Hall
Program Director .............................. Jesse French
Chief Engineer ......................................... Ernie Mott

CBL
TORONTO—1927—CBC

Frequency: 740 Kc.  Power: 5000 Watts
Owned-Oper. By .................................... Canadian Bcstg. Corp.
Business-Studio Address .................. 354 Jarvis St.
Phone Number ........................................ 5481
News Service ............................................. CP, AP, AP
Transcription Service ............................... Lang-Worth
Representative ......................................... CBC
General Manager (CBC) ..................... J. Alphonse Ouimet
Commercial Manager (CBC) ........ W. E. Powell
Program Director ............................. H. J. Boyle
Chief Engineer ......................................... J. A. Ouimet

CFRB
TORONTO—1927—CBS

Frequency: 1010 Kc.  Power: 5000 Watts
Bus.-Studio Address .................. 37 Bloor St. W.
Phone Number ........................................ 5711
Air Time ................................................. Full Time
News Service ............................................. CP, AP
Transcription Service ............................... BUP, PN
Representative ........................................... Young, All-Canada
Press, Gen. Mgr. ........................................ Harry Sedgwick

Station Manager .............................. Lloyd Moore
Commercial Manager ........................ Waldo Holden
Program Director ............................ Wes McKnight
Publicity Director ................................ Ken Marsden
Chief Engineer ......................................... Clive Eastwood

(See Page 706)

CHUM
TORONTO—1945

Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By .................................... York Bcstrs. Ltd.
Address ................................................. 225 Mutual St.
Phone Number ........................................ 4-4271
Air Time ................................................. Sunrise-sunset
News Service ............................................. UP, PN
Transcription Service ............................... Lang-Worth, Capital
Representative ......................................... Mc Gillivra, Alexander
President ................................................ John H. O’Part
Gen., Sta.Mgr. ....................................... Robert L. Lee
Commercial Manager ........................ John Pritchard
Program Director .............................. Leigh Stubbs
Chief Engineer ......................................... George Jones

CJBC
TORONTO—1936—CBC

Frequency: 860 Kc.  Power: 5000 Watts
Owned-Oper. By .................................... Canadian Bcstg. Corp.
Business-Studio Address .................. 354 Jarvis St.
Phone Number ........................................ 5481
Air Time ................................................. 17 hrs.
Transcription Service ............................... Lang-Worth
News Service ............................................. CP, BUP, Reuters, PN
General Manager (CBC) ..................... J. Alphonse Ouimet
Program Director ............................. H. G. Walker
Commercial Manager (CBC) ........ W. E. Powell
Chief Engineer (CBC) .......................... G. W. Olive

CKEY
TORONTO—1944

1000 Watts n.
Owned By ............................................. Toronto Bcstg. Co., Ltd.
Business-Studio Address .................. 444 University Ave.
Phone Number ........................................ 380 Waverley
Air Time ................................................. Full Time
News Service ............................................. CP, BUP
Transcription Service ............................... World, Lang-Worth
Representative ........................................... Natl. Bcst. Sales
President ................................................ Jack K. Cooke
Gen. Sta. Manager ............................. Hal Cooke
Commercial Manager ........................ Jack Turrall
Program Director .............................. Don Insley
Publicity Director ................................ Marietta Fukara
Chief Engineer ......................................... Allan Taylor

727
ONTARIO—PRINCE EDWARD ISLAND

CKFH
TORONTO—1951
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Foster Hewitt Bctg., Ltd.
Address: 1 Greenville St.
President: Foster Hewitt
Station Manager: Howard C. Caine
Prom. Comm. Mgr.: W. L. Smith
Publicity Director: Frank Somerville
Program Director: D. Robert Pugh
Chief Engineer: G. A. Wilson

CBE
WINDSOR—1950—CBC
Frequency: 1550 Kc. Power: 10,000 Watts d.
Owned-Oper. By: Canadian Bctg. Corp.
Address: Security Bldg.
Transcription Service: Lang-Worth
News Service: CP, BUP, R, PN
General Mgr. (CBC): J. Alphonse Ouimet
Promotion Manager: Ron C. Fraser
Commercial Manager (CBC): W. E. Powell
Chief Engineer (CBC): G. W. Olive

CKLW
WINDSOR—CBC
(See U. S. Listing, Detroit, Mich.)

CKNX
WINGHAM—1926—CBC
Frequency: 920 Kc. Power: 1000 Watts

PRINCE EDWARD ISLAND

CFCY
CHARLOTTETOWN—1924—CBC
Frequency: 630 Kc. Power: 5000 Watts
Business-Studio Address: 85 Kent St.
Phone Number: 741
Air Time: 7 a.m.-12:10 a.m.
News Service: PN
Transcription Service: Associated
Representative: All-Canada, Weed
Membership: CAB
Pres., Managing Dir.: Lt. Col. K. S. Rogers
Station Manager: R. F. Large
Promotion Manager: C. E. Cooper

CJRW
SUMMERSIDE—1948
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gulf Bctg. Co., Ltd.
Business-Studio Address: 218 Water St.
Phone Number: 2201-2
Air Time: 6 a.m.-12 M.
News Service: BUP
Transcription Service: World
Representative: Radio Reps.
Membership: CAB, BBM
President: J. K. Curran
Program Manager: R. C. Schurman
Gen., Comm. Mgr.: F. A. Bestall
Chief Engineer: Fred Welland
QUEBEC

C H A D
AMOS—1942
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By: Northern Radio Inc.
Business Address: 121 E. Racine St. Rouyn

C B J
CHICOUTIMI—1933—CBC
Frequency: 1580 Kc Power: 10,000 Watts
Owned-Oper. By: Canadian Bcastg. Corp.
Business-Studio Address: 121 E. Racine St.
Phone Number: 4-4456
News Service: CP, BUP, R PN
Representative: CBC
President: A. D. Dunton
General Manager: Donald Manson
Station Manager: V. Fortin
Comm., Sales Prom. Mgr.: M. Valiquette
Director: Marcel Ouimet
Publicity Director: J. Saint-Georges
Chief Engineer: J. Roberts

C H E F
GRANBY—1946
Frequency: 1450 Kc Power: 250 Watts
Owned-Oper. By: Granby Bcastg. Co., Ltd.
Address: 10,000 Watts
Phone Number: 6611
News Service: UP
Representative: Radio & TV Sales
Membership: CAB
President: R. Chaput
Gen., Sta. Mgr., Ch. Eng.: G. Laliberte
Comm., Prom. Mgr.: F. Normandin
Program Director: R. M. Dube
Publicity Director: G. Boutet

C K C H
HULL—1933—CBC
Frequency: 970 Kc Power: 1000 Watts
Owned-Oper. By: Syndicats d’Oeuvres Sociales Lées.
Business Studio Address: 121 Notre-Dame St.
Phone Number: 7-2771
Air Time: Unlimited
News Service: BUP
News, Affil.: Le Droit
Transcription: SESAC
Representative: Renaud, McGillvra
President: L. J. Billy
General Mgr.: A. Gratton
Station Manager: J. P. Lemire
Sales Promotion Manager: Henry Allard
Publicity Director: George Huard
Chief Ann., Pgm. Dir.: Henri Bergeron
Chief Engineer: J. L. Champagne

C K R S
JONQUERE—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
Station Manager: Tom Burnham
Program Director: Paul Bouchard
Chief Engineer: Paul Fortier

C K L S
LA SARRE—1950
Frequency: 1240 Kc Power: 250 Watts
Owned-Oper. By: Radio La Sarre, Inc.
Representative: Renaud

C K B L
MATANE—1948
Frequency: 1250 Kc Power: 1000 Watts
Owned-Oper. By: La Comp. de Radiodiffusion de Matane Ltee
Address: 144 Ave. St. Jerome
Phone Number: 355
Air Time: Full Time
News Service: BUP
Transcription Service: Associated Representative Jos. A. Hardy & Co., Ltd.
Membership: CAB
Commercial Manager: Octave Lapointe
Pub. Dir., Prom. Mgr.: Jean Daigle
Pgm., Prod. Dir.: Marcel Houle
Chief Engineer: Yvan Fortier

C B F
MONTREAL—1936
Frequency: 690 Kc Power: 50,000 Watts
Owned-Oper. By: Canadian Bcastg. Corp.
Bus.-Studio Address: Radio Canada Bldg., 1425 Dorchester St., W.
Phone Number: UN 6-2571
Air Time: 7 a.m.-M.
News Service: BUP, CP, AFP
Membership: BBM
President: A. D. Dunton
Gen. Mgr.: D. Manson
Commercial Manager: M. Valiquette
Pgm. Dir., Sta. Mgr.: Marcel Ouimet
Publicity Director: J. Saint-Georges
Chief Engineer: H. Audet
CJNT
QUEBEC CITY—1949—CBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: The Goodwill Bcastrs. of Quebec, Inc.
Address: 30 Garden St. Phone Number: 5-6119
Transcription Service: SESAC, Lang-Worth
Representative: Raoul Savard
President: J. M. Dussureault
General Manager: Christina Cadorette

CKCV
QUEBEC CITY—1926—CBC
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: CKCV, Ltd.
Business-Studio Address: 142 St. John St.
Phone Number: 2-1585
Air Time: Full Time
News Service: PN
Transcription Service: World
Representative: Renaud, Weed
Membership: CAB
President: Gaston Pratte
Gen., Sta., Comm. Mgr.: Paul Lepage
Sales Promotion Mgr.: Marie-Paul Vachon
Pgm. Prod. Dir., Chief Ann.: Marcel Leboeuf
Publicity Director: Normand Maltais
Chief Engineer: Albert DuBerger

CJBR
RIMOUSKI—1937—CBC
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: SESAC, Standard
Newspaper Affiliation: Le Ste. Laurent
Chief Engineer: Cecil Dack

CJFP
RIVIERE-DU-LOUP—1947—CBC
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: Full Time
News Service: BUP
Newspaper Affiliation: Le Ste. Laurent
Representative: Renaud

CHRL
ROBERVAL—1949
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Roberval Inc.
Address: Blackburn Blvd.
Phone: 450-1
Air Time: 7:00 a.m.-M.
News Service: UP
Representative: Renaud
Membership: CAB
President: Georges Gagnon
General Manager: L. Morin
Chief Engineer: R. Lacombe

CKRN
ROUYN—1939—CBC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Northern Radio, Inc.
Bus-Studio Address: Reilly Block Bldg.
News Service: CBC, Renaud
Representative: CAB

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: 4494
Transcription Service: Thesaurus
Newspaper Affiliation: CBC
Representative: Renaud
General Manager: Allen Rogerson
Program Director: Gaston Tessier
Commercial Manager: Fernand Cyr
Chief Engineer: Ernest Brunelle

CHLT
SHERBROOKE—1937—CBC
Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By: CHLT 98
Business-Studio Address: 221 Dufferin St.
Phone Number: 3-2525
Air Time: Full Time
Transcription Service: Thesaurus, SESAC
News Service: CP
QUEBECE—SASKATCHEWAN

C K T S
SHERBROOKE—1946—CBC
Frequency: 1240 Kc. Power: 210 Watts
Owned-Operated By: CKTS
Business-Studio Address: 221 Dufferin St.
Phone Number: 3-2525
Transcription Service: Lang-Worth
Representative: Young
President: Hon. C. B. Howard
General Manager: A. Gauthier
Commercial Manager: J. L. Gauthier

C J S O
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
Air Time: 6:55 a.m.-11 p.m.
News Service: UP
Representative: Radio & TV Sales
General Manager: Henri Olivier
Station Manager: Maurice Bouilanne
Sales Prom. Mgr.: Lorenzo Brouillard
Program Director: Claude Rochon
Chief Technician: Joseph Cardin

SASKATCHEWAN

C F R G
GRAVELBOURG—1952—CBC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio Gravelbourg, Ltd.
Phone: 152
News Service: BUP
President: Dr. R. Morin
Comm. Prom. Mgr.: L. Isabelle
Chief Engineer: O. E. Drouin

C H A B
MOOSE JAW—1926—CBC
Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By: CHAB, Ltd.
Bus.-Studio Address: 127 Main N.
Phone Number: 8464
Air Time: 6:30 a.m.-12 M.
News Service: BUP
Representative: Stovin, Weed
Membership: CAB

C H L N
THREE RIVERS—1937
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Trois-Rivieres, Inc.
Bus.-Studio Address: 522 Bonaventure St.
Phone Number: 4-3556
Air Time: 6:50 a.m.-M.
News Service: FN
Transcription Service: SESAC
Representatives: Hardy, Young
President: Hon. D. Dansereau
General Manager: Reo Tripanier
Commercial Manager: Maurice Dansereau
Program Director: Andre Carrier
Chief Engineer: Orie Lefebvre

C K V D
VAL D'OR—1939
Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By: Northern Radio, Inc.
Address: 437 St. James St.

C K V L
VERDUN—1946
Frequency: 990 Kc. Power: 1000 Watts
Owned-Oper. By: J. Tietolman
Business Studio Address: 211 Gordon Ave.
Phone Number: 6-2311
Air Time: 24 hrs.
Representative: Cooke, Radio & TV Sales Inc.
Managing Dir.: Jack Tietolman
Pub. Dir., Sta. Manager: Corey Thomson
Commercial Manager: Judah Tietolman

C J N B
NORTH BATTLEFORD—1946
Frequency: 1460 Kc. Power: 1000 Watts
Business Address: 
Phone Number: 2477-8
Air Time: 6:30 a.m.-12 M.
News Service: BUP
Transcription Service: Associated
Representative: Stovin
Membership: CAB, WAB, BFM
General, Station Manager: Hume A. Lethbridge
Commercial Manager: Allen H. Lasson
Program Director: Thomas O. Nelson
Chief Engineer: A. Clint Nichol
**CKBI**

PRINCE ALBERT—1927—CBC

Frequency: 900 Kc. ... Power: 5000 Watts
Owned-Oper. By: Central Bstg. Co., Ltd.
Bus.-Studio Address: Sanderson Bldg.
Phone Number: 2621
Air Time: 6:30 a.m.-11:30 p.m.
News Service: Full Time
Transcription Service: Thesaurus
Representative: All-Canada, Weed
Membership: CAB
General Manager: E. A. Rawlinson
Commercial Manager: Gerald Prest
Sales Prom. Mgr.: J. I. Cennon
Chief Engineer: Tom Van Nes

**CFQC**

SASKATOON—1923—CBC

Frequency: 600 Kc. ... Power: 5000 Watts
Owned-Oper. By: A. A. Murphy & Sons, Ltd.
Bus.-Studio Address: 216 1st Ave. N.
Phone Number: 7917
Air Time: 6:30 a.m.-11:30 p.m.
News Service: Radio Reps., Young, Oakes
Membership: CAB
President: A. A. Murphy
General Manager: Vernon Dollin
Commercial Manager: Blair Nelson
Sls. Prom. Mgr.: M. de Manbey
Program Director: Harry Dekker
Chief Engineer: Lyn Hoskins

**CKCK**

REGINA—1922—CBC

Frequency: 620 Kc. ... Power: 5000 Watts
Owned-Oper. By: Leader-Post, Ltd.
Bus.-Studio Address: 1853 Hamilton St.
Phone Number: 8525
Air Time: Unlimited
News Service: Full Time
Newspaper Affiliation: "Leader-Post"
Membership: CAB, WAB, BBM, SAB
Representative: All-Canada, Weed
President: Victor M. Sifton
General Manager: Harold A. Crittenden
Commercial Manager: Roy Malone
Sls. Prom. Mgr.: Allan Edwardson
Chief Engineer: E. A. Strong

**CKOM**

SASKATOON—1951

Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Oper. By: Radio Station CKOM
Address: Empire Hotel
Phone: 2-1271
Air Service: Full Time
News Service: PN, BUP
Pres., Gen. Mgr.: R. A. Hosie
Commercial Manager: M. D. Dyck
Program Director: G. E. Walburn
Chief Engineer: William Forst

**CBK**

WATROUS—1939—CBC

Frequency: 540 Kc. ... Power: 50,000 Watts
Owned-Oper. By: Canadian Bstg. Corp.
Bus.-Studio Address: Box 5004, Winnipeg, Man.
Phone Numbers: 922, 191
News Service: PN, BUP
President: A. D. Dunton
General Manager (CBC): D. Manson
Station Manager: J. N. Mogridge
Commercial Manager (CBC): W. E. Powell
Program Director: Norman Lucas
Publicity Director: C. E. L'Ami
Chief Engineer: R. D. Cahoon

**CJGX**

YORKTON—1927—CBC

Frequency: 940 Kc. ... Power: 1000 Watts
Bus.-Studio Address: Smith-McKay Bldg.
Phone Number: 2258-9
Air Time: 6:30 a.m.-11:30 p.m.
News Service: CP, PN
Transcription Service: Lang-Worth
Representative: Stovin, Young
Membership: CAB
President: Dawson Richardson
Gen. Sta. Mgr.: J. M. Shortreed
Comm., Sales Prom. Mgr.: J. C. Goodman
Program Director: M. G. Phillips
Chief Engineer: Dave Glass
MEXICO is a mighty good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. And today (1951) another $711 million. Mexico, 3rd largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca-Cola and scores more. They sell Mexico's 26 million consumers through Latin America's most important network—the 94 stations of Radio Programas de Mexico.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. YOUR new sales frontier is South through 94 stations of RPM.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

EMILIO AZCARRAGA
Chairman of the Board

CLEMENTE SERNA MARTINEZ
President and General Manager

109 BUCARELI STREET P.O. Box 1324 MEXICO, D.F. MEXICO
INTERNATIONAL

International Broadcast Stations in the United States and Canada

☆

AM Stations of Mexico

☆

AM Stations of Cuba

☆

AM Stations of Haiti

☆

AM Stations of Dominican Republic

☆

Radio Programas de Mexico, S. A.

☆

Radio Cadena Nacional, S. A.
### INTERNATIONAL STATIONS
IN THE UNITED STATES AND CANADA

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Power in Watts</th>
</tr>
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<tbody>
<tr>
<td>The Associated Broadcasters, Inc., San Francisco, Calif.</td>
<td>KWID-1</td>
<td>100 kw.</td>
</tr>
<tr>
<td></td>
<td>-2</td>
<td>50 kw.</td>
</tr>
<tr>
<td></td>
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<td>50 kw.</td>
</tr>
<tr>
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<td>50 kw.</td>
</tr>
<tr>
<td></td>
<td>-6</td>
<td>10 kw.</td>
</tr>
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<td>-2</td>
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</tr>
<tr>
<td></td>
<td>-3</td>
<td>50 kw.</td>
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<td>-5</td>
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</tr>
<tr>
<td></td>
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</tr>
<tr>
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<td>-2</td>
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<tr>
<td></td>
<td>-3</td>
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<tr>
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<td>-5</td>
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</tr>
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</tr>
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<td>-3</td>
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<td>-4</td>
<td>100 kw.</td>
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<tr>
<td></td>
<td>-5</td>
<td>100 kw.</td>
</tr>
<tr>
<td></td>
<td>-6</td>
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<td>The Crosley Corporation, Mason, Ohio</td>
<td>WLWO-1</td>
<td>75 kw.</td>
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<td>The Crosley Corporation, Bethany, Ohio</td>
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<td>200 kw.</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td>-7</td>
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</tr>
<tr>
<td></td>
<td>-8</td>
<td>200 kw.</td>
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<tr>
<td>General Electric Company, Schenectady, N. Y.</td>
<td>WGEO-1</td>
<td>100 kw.</td>
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<tr>
<td>General Electric Company, Belmont, Calif.</td>
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<td>-3</td>
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</tr>
<tr>
<td></td>
<td>-4</td>
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<tr>
<td></td>
<td>-5</td>
<td>50 kw.</td>
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<tr>
<td>National Broadcasting Co., Inc., Bound Brook, N. J.</td>
<td>WRCA-1</td>
<td>100 kw.</td>
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<td></td>
<td>-2</td>
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<tr>
<td></td>
<td>-3</td>
<td>50 kw.</td>
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<tr>
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<td>-4</td>
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<td>-6</td>
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<tr>
<td></td>
<td>-4</td>
<td>50 kw.</td>
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<tr>
<td></td>
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### CANADIAN INTERNATIONAL STATIONS

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Power in Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian Marconi Co., Montreal, Que.</td>
<td>CFCX</td>
<td>75</td>
</tr>
<tr>
<td>Rogers Radio Broadcasting Co. Ltd., Toronto</td>
<td>CFRX</td>
<td>1,000</td>
</tr>
<tr>
<td>Voice of the Prairies Ltd., Calgary, Alta.</td>
<td>CFVP</td>
<td>100</td>
</tr>
<tr>
<td>Maritime Broadcasting Co. Ltd., Halifax, N. S.</td>
<td>CHNX</td>
<td>500</td>
</tr>
<tr>
<td>Eastern Broadcasters Ltd., Sydney, N. S.</td>
<td>CJCX</td>
<td>1,000</td>
</tr>
<tr>
<td>Transcanada Communications Ltd., Winnipeg, Man.</td>
<td>CKRO</td>
<td>2,000</td>
</tr>
<tr>
<td>Transcanada Communications Ltd., Winnipeg, Man.</td>
<td>CKRX</td>
<td>2,000</td>
</tr>
<tr>
<td>Western Broadcasting Co. Ltd., Vancouver, B. C.</td>
<td>CKFX</td>
<td>10</td>
</tr>
<tr>
<td>Edmonton Journal Ltd., Edmonton, Alta.</td>
<td>VE9AI</td>
<td>200</td>
</tr>
</tbody>
</table>
a window into every mexican home

through
37 Broadcasting Stations
affiliated to Mexico's outstanding network . . .

RCN
RADIO CADENA NACIONAL, S. A.
Yallarta 1—Sixth Floor—Mexico City.
Rates and information gladly furnished.
<table>
<thead>
<tr>
<th>Location</th>
<th>Call Letters</th>
<th>Frequency</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acambaro, Gto.</td>
<td>XEGW</td>
<td>1270</td>
<td>Heriberto Guizarr</td>
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<tr>
<td>Acapulco, Gro.</td>
<td>XEBB</td>
<td>600</td>
<td>Ramon Ortego Escobedo</td>
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<td>Acapulco, Gro.</td>
<td>XECI</td>
<td>1340</td>
<td>Manuel Rodriguez</td>
</tr>
<tr>
<td>Acapulco, Gro.</td>
<td>XEDO</td>
<td>1600</td>
<td>Jesus Rodriguez Verdugo</td>
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<td>Agua Prieta, Son.</td>
<td>XEAQ</td>
<td>1490</td>
<td>Pedro C. Rivas</td>
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<td>Agua Prieta, Son.</td>
<td>XEFH</td>
<td>1310</td>
<td>Radio Hidrotermopolitana</td>
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<td>Aguascalientes, Ags.</td>
<td>XEBI</td>
<td>790</td>
<td>Luis Chavez Calvillo</td>
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<td>Aguascalientes, Ags.</td>
<td>XEDC</td>
<td>1560</td>
<td>Casanoba Brito</td>
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<td>Pedro L. Diaz</td>
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<td>Aguascalientes, Ags.</td>
<td>XERO</td>
<td>1490</td>
<td>El Heraldo del Bajo</td>
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<td>XEY</td>
<td>1450</td>
<td>Roberto O. Stevenson</td>
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<td>Radioemisora del Norte</td>
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<td>Pregon, Del Est. de Chih.</td>
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<td>Campeche, Camp.</td>
<td>XEIA</td>
<td>1370</td>
<td>Pedro Meneses, Jr.</td>
</tr>
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<td>Cananea, Son.</td>
<td>XEFQ</td>
<td>980</td>
<td>Red Nacional Radiomisora, S.A.</td>
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<td>Celaya, Gto.</td>
<td>XENC</td>
<td>1540</td>
<td>Hugo Pinera Limas</td>
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<tr>
<td>Chihuahua, Chih.</td>
<td>XEBU</td>
<td>620</td>
<td>Amador Ronquillo</td>
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<td>Chihuahua, Chih.</td>
<td>XEBW</td>
<td>1280</td>
<td>Roberto Chavez Gonzalez</td>
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<td>Chihuahua, Chih.</td>
<td>XEFI</td>
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<td>Dario Cordo Rocha</td>
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<td>Chihuahua, Chih.</td>
<td>XEM</td>
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<td>Jose Carlos Amaya</td>
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<td>Pedro Meneses, Jr.</td>
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<td>Ciudad Camargo, Chih.</td>
<td>XEHA</td>
<td>570</td>
<td>Cia Radio de Piedras Negras</td>
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<td>XEOH</td>
<td>1270</td>
<td>Jose Martinez Ramirez</td>
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<td>Ciudad Delicias, Chih.</td>
<td>XEQZ</td>
<td>1560</td>
<td>Carlos Mendez</td>
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<td>660</td>
<td>Ysela Fern. Caball. de Yanez</td>
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<td>Daniel Schact Perez</td>
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738
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<th>Location</th>
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<td>Miguel Angel T. Benitez</td>
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<td>Alejandro Diaz</td>
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<td>Guadalajara, Jal.</td>
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<td>Manuel Lopez Diaz</td>
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<td>XEBA</td>
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<td>Jesus D. Gonzales</td>
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<td>Guadalajara, Jal.</td>
<td>XEHK</td>
<td>960</td>
<td>Francisco E. Fregoso</td>
</tr>
<tr>
<td>Guadalajara, Jal.</td>
<td>XEHL</td>
<td>1010</td>
<td>Radiodif de Occidente, S.A.</td>
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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

—PERSONNEL—

President & General Manager.................................Clemente Serna Martinez
Assistant Manager—Commercial..............................Antonio Eufracio Ontiveros
President & General Manager...............................Rafael Cutberto Navarro
Sub-Manager....................................................José Horacio Septién
Assistant Manager—Accounting..............................Raquel Burgos Romero
Assistant to President........................................Maria Vázquez
Sales Manager................................................Héctor Ventura de Castro
Head of Control................................................Valente Garza García
Advertising Department....................................Jorge Suárez Lozano

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

—PERSONNEL—

President and General Manager............................Rafael Cutberto Navarro
Manager..........................................................Miguel A. Tinoco
Assistant Manager..............................................José Amor D.
Assistant Manager..............................................José Horacio Septién
Sales Manager................................................Héctor Ventura de Castro
Head of Control................................................Valente Garza García
Advertising Department....................................Jorge Suárez Lozano
Bookkeeping Department....................................Raquel Burgos Romero
THANKS

to
GENERAL MILLS, INC.
KNOX-REEVES, INC.
DANCER-FITZGERALD-SAMPLE, INC.
COLUMBIA BROADCASTING SYSTEM
and
ALL OUR OWN WONDERFUL PEOPLE
FOR HELPING TO MAKE
"BRIDE AND GROOM"
DAYTIME TELEVISION'S
TOP RATED SHOW*

THE THREE JOHNS
MASTERSON, REDDY AND NELSON
745 FIFTH AVENUE
NEW YORK CITY

* TRENDEX REPORTS
FOR AUGUST AND SEPTEMBER, 1952
PRODUCTION
Radio and Television

Program Producers

Recording Companies
GREAT PSI-TV PROGRAMS AVAILABLE NOW!

CHINA SMITH starring DAN DURYEA
Half-hour action thrillers, each a complete story!

PLAY OF THE WEEK
Half-hour programs starring the greatest names of Hollywood!

ORIENT EXPRESS
Unusual half-hours of romances, adventures, mysteries, intrigues, filmed on actual location in European capitals!

GAYELORD HAUSER SHOW
Fifteen-minute visits with the world's greatest authority on health and happiness!

AMERICAN SPORTS
Richard Arlen presents fifteen minutes of your favorite sports!

FOODINI THE GREAT
Happy half-hour puppet shows for old and young alike!

FOR DETAILS
EXECUTIVE OFFICES
221 West 57 Street,
New York 19, N. Y.

ADVANCE TELEVISION PICTURE SERVICE, INC.  
729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-6873  
President..............Charles A. Alicoate  
Sey. & Treas..............F. E. Miles  
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Production 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: 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 17, N. Y.  
Phone: MUrray Hill 9-5900  
Manager...............I. S. Becker  
Services Offered: Radio-TV package productions, 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 INSTITUTE OF FOOD PRODUCTS, INC.  
19 West 44th St., New York 18, N. Y.  
Phone: MURray Hill 29494

General Manager............Robert A. Bories  
Services Offered: Production, scripts, talent for food merchandising.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.  
17 N. Wabash Ave., Chicago 2, Ill.  
Phone: Financial 6-2255  
Asso. Producer ..............Jean Gendron  
Asso. Producer ..............Phyllis F. O'Brien  
Admin. Asst. ..............Allis Allen  
Admin. Asst. ..............Dan D. O'Brien  
Services Offered: Live, film shows & commercials.

CHARLES R. ANDREWS AFFILIATES, INC.  
19 E. 53rd St., New York, N. Y.  
Phone: MU 8-7589  
President...............Charles R. Andrews  
Sect.-Treas..............Marjorie Warner  
Services Offered: Package shows.  

PETER ARNELL PRODUCTIONS, INC.  
214 E. 51st St., New York  
Phone: PRaza 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.  
8409½ Melrose Place, Los Angeles 46, Calif.  
Phone: DUNKirk 8-2972  
Partner, Advg. Mgr. & Publicity  
Dir. ......................Irwin T. Porter  
Partner, Program Mgr. & Dir. Research  
Dept. ...................Gertrude T. Porter  
Script Dept. ..............Jean Norab  
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—all spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS  
50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLAza 7-1111  
General Manager ............Frank J. Starzel  
Asst. General Manager ....Olive Granling  
Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.
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: E nightclub 2-4351
President ......................... Ann Barbinel
Services Offered: Creating producing directing custom built package shows for radio and TV.

BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.
667 Madison Avenue, New York, N. Y.
Phone: TEMpleton 2-8600
President ......................... Jack Barry
V.P. in Chg. Sales ........... Edwin S. Friendly, Jr.
Executive Producer .......... Myron Oppenheimer
Producers ...................... Ann Lawton,
Alta Bassett, Fred Stettner
Services Offered: Package producers of live and transcribed radio shows and live filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45 St., New York 17, N. Y.
Phone: M Murray Hill 2-8877
Sales Manager .............. Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS
13 E. 37 St., New York 16, N. Y.
Phone: M Murray Hill 9-4175
Owner ......................... Zach Baym
Services Offered: Distribution of films for TV, 1-hour features & westerns; half, quarter-hour documentary-travel series; baseball series; animated cartoon series; Christmas films.

IRENE BEASLEY RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940
Owner ......................... Irene Beasley
Manager Prizes ............... Betty Beaney
Supervisor Mail ............... Rita Burke
Production Assistant .......... Edward 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 36, N. Y.
Phone: LUxemburg 2-1040
Owner ......................... Viola S. Becker
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film; sales promotion.

GEORGE R. BENTEL & ASSOCIATES
6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608
President ...................... George R. Bentel
Vice-President ................. Scott Perkis
Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDICK CO.
(Radio Programs Div.)
1151 S. Bway., Los Angeles 15, Calif.
Phone: RI 6184
Manager ...................... Guy Riddick
Asst. Mgr. .................... Mildred Biddick
Traveling Rep ................. Burt Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged 1/2-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS
1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-5885-6
President ...................... Albert Black
V.P., Secy., Treas .............. Michael Lippert
Exec. Director ................. Julien Roffman
Services Offered: Live and film package shows; commercials for television; radio shows, transcriptions.

FORD BOND RADIO PRODUCTIONS, INC.
810 RCA Bldg., W., New York 20, N. Y.
Phone: Circle 7-2236
President ...................... Ford Bond
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
19 W. 44th St., New York, N. Y.
Phone: MUrreY Hill 2-4944
President ..................Bob Bories
Services Offered: Radio and TV package producer.

RICHARD BRADLEY ASSOCIATES
540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543
President ..................Richard Bradley
Secretary-Treasurer ............B. J. Tunick
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 17, N. Y.
Phone: MUrreY Hill 3-8831
President ..................Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

BYRON PRODUCTIONS
8 E. 52nd St., New York 22, N. Y.

Phone: PLaza 3-6930
President..................Edward A. Byron
Services Offered: Package programs.

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 36, N. Y.
Phone: WIsconsin 7-9244
President ..................Bruce Chapman
Vice-Pres.-Treasurer ..........Edna Chapman
Sales Manager ..............Quentin Gulliver
Paris Manager ..............Dan Morley
London Manager ..........Frank Byers
Berlin Manager ............Rolf Brede
TV Film Director ..........Michael Alexander
Radio & TV programs produced in U. S. and Europe.

GOODSON - TODMAN PRODUCTIONS
Creative Programming For Radio, Television and Television Films
41 East 57th Street
New York 22, N. Y.

MARK GOODSON
BILL TODMAN
CHESHIRE & ASSOCIATES
Phone: HOLlywood 9-4580
General Manager ...........Bob Reichenbach
Productions Director ....Harry V. Cheshire
Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

CINEFFECTS, INC.
(For complete listing see TV Film Producers)

LESLIE CLUCAS
Phone Hillside 7593
Owner ......................Leslie 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.
500 Fifth Ave., New York, N. Y.
Manager ....................Ted Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.
1350 N. Highland Ave., Hollywood 28, Calif.

Phone: Hollywood 9-8229
Pres. & Exec. Prod........Walter White, Jr.
Associate Prod................Bill Heath
Production Mgr..............Vernon Keays
Coordinator ..................Eleanor Payne
Casting Director ..............Miriam Powers
Film Editor................Robert Warwick, Jr. (a.e.)
Art Director................James Sullivan


COMPAGNIE FRANCAISE DE FILMS
73 Champs Elysees, Paris
Phone: Elysees 2-30
President .................A. Tinchant
Executive Producer ........Jean Masson
Secretary ....................Jean Arroy
TV Advisor .................Val Williams

Services Offered: Production and packaging of TV shows made in France for agencies and stations.

TWO OF OUR TOPS!

Now on NBC
BREAK THE BANK
Radio and Television’s Leading Quiz Show
½ Hour Daily — Monday thru Friday
3 P.M. E.S.T. NBC-TV

BUD COLLYER
MC with WIN ELLIOTT
also
BREAK THE BANK
“NIGHT TIME”
Starting June 23 — Tuesday Nights
at 8:30 P.M. E.S.T.
NBC-TV — Coast-to-Coast Network

BERT PARKS
MC

WOLF ASSOCIATES, INC.
Radio and Television Productions
420 MADISON AVENUE, NEW YORK

A PERENNIAL FAVORITE
HILLTOP HOUSE

Radio’s Outstanding Serial
About the Little Orphanage in Glendale and Its Head
Matron Julie (Jan Miner)

Directed by JACK RUBIN

Sponsored by MILES LABORATORIES

WCBS, 3 P.M., and Entire CBS Network
FRANK COOPER ASSOCIATES
AGENCY
6277 Selma Ave, Hollywood 28, Calif.
Phone: HO 9-3737
N. Y. Phone: VANDerbilt 6-5661
President .....................Frank Cooper
V. P. Chie. of N. Y. Office:
521 Fifth Ave. ..........Sy Fischer
Head of Sales—Calif. Off...Martin Sperber
Executive Secretary ..........Gloria Farrier
Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

JACK L. COOPER RADIO
ADVERTISING SERVICE
1331 W. 11th Place, Chicago 43, Ill.
Phone: BEverly 8-2056
Manager .....................Jack L. Cooper
Sales Manager ................Bob Roberts
Religious Prgms. Dir ............I. Leon Roberts
Musical Director .............Gertrude C. Coope
Services Offered: Recorded programs: popular, religious, organ; live talent: religious, drama, etc.

LOUIS G. COWAN, INC.
573 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700
President .....................Louis G. Cowan
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. .....................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. & Treas. ............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 5-3536
Director .....................Frederic Damrau, M. D.
AFTRA Associate ............Adeline Manecry
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 8-4774
Director .....................Mac Davis
Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer, Composer ...........Gordon M. Day
Director .....................Carol Bulkley
Production Mgr ............Edith Adelson
Treasurer .....................Leo L. Reich
Services Offered: Package programs, radio-TV 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 PRODUCTIONS, INC.
34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495
President .....................Emmanuel Demby
V.P. & Gen. Mgr .............Myron Broun
Program Supervisor ..........Alexander Marshack
Script Editor ................Allen Swift
Women & Fashions Editor ........Mildred Demby
Client Relations ..........Hunter Smith
JERRY DEVINE PRODUCTIONS
Phone: HU 2-1228
Owner .................. Jerry Devine
Casting Director ............. Peg Hansen
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. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221
President ................... Henry Morley
Treasurer ................... Nathan Zucker
Editorial Chief .............. Luke Bennett
Production Manager ...... Carson Davidson
Sound Engineer ............. John De Blau
Musical Director ............ Donald Lewis
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
Suite 203, 159 E. Chicago
Phone: MOhawk 4-7050
Owner .................... W. M. Ellsworth
Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500
President ................... Helen D. Kelleher
Vice-President .............. Fred de Jaeger
Vice-President .............. Arthur Lubo
Secretary .................. John H. Dwyer
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 10, 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, Video.

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
Pres. & Exec. Prod. ......... Jerry Fairbanks
V. P. Chg. Studio Operations .... Sid Rogel
Sales Director ............. B. N. Darling
Production Manager ........ Raoul Pagel
Dir. Sound Dept. ........... Lawrence Aicholtz
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.

FILM ASSOCIATES, INC.
440 E. Schantz Ave., Dayton 9, O.
Phone: WAlnut 2164
President-Treasurer ......... E. Raymond Arn, Jr.
Vice-President ............. Mildred G. Arn
Secretary .................. Clement V. Jacobs
General Manager .......... Edward R. Lang
Office Manager ............. Joan E. Walsh

FISHER PRODUCTIONS
347 East 52nd St., New York, N. Y.
Phone: PLaza 3-5443
Owner .................... Maggy Fisher
Assistant .................. Marion Mullen
Services Offered: Packaging, writing, directing TV and radio shows.

GEORGE F. FOLEY, INC.
9 East 45th St., New York 17, N. Y.
President ................... G. F. Foley
Services Offered: Package programs, talent representative, production consultant.

WALT FRAMER ASSOCIATES
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000
Producer .................... Walt Framer
Associate Producer ........ Joe Gottlieb
Production Assistant ....... Mervyn Framer
Production Supervisors .... Paul Kaczander, Vivian Roberts, Sidney Tamber, Estelle Citron
Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

757
ALLEN A. FUNT PRODUCTIONS
100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: Judson 6-5227
President.................Allen A. Funt
Production ....................Al Slep
Camera .........Arthur Florman
Assistant : Howard Kuperman
Sound Technician ........Ralph Friedman
Editorial........Stanley Kotis, Elliot Schick
Secretary........Jeanne E. Thomas
Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES
207 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-2720
President ....................Mike Jablons
Vice-Pres. & Gen. Mgr......Josephine Savoca
Casting Director ..........Arlene Shelley Gaines
V.P. in Charge Sales ......Martin Seligson
Director Pub. & Prom ........Shirley Graf
Director Media Research ....Aaron Settle
Director Hollywood office...Chas. B. Rogers
7200 Santa Monica Blvd., Hollywood, Calif.
Services Offered: Radio and television package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations.

GALE, INC.
48 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-7100
President ....................Moe Gale
Services Offered: Talent, management and production.

GALLUCCI BROS. & ASSOCIATES
727 Meriden Rd., Waterbury 63, Conn.
Phone: Waterbury 3-5272
President ....................Joe Gallucci
General Manager ............N. T. Gallucci
Services Offered: Package programs.

HAROLD R. GINGRICH, PRODUCTIONS
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FFranklin 2-1022
Director .............Harold R. Gingrich
Musical Director ...........Jack Wonnell
Research Director ..........Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.

---

156 HALF-HOUR MYSTERIES
TOP RATED
WITH KILLS
52 Half Hours — Mystery House
52 Half Hours — Let George Do It
52 Half Hours — 30 Minutes to Go

WARNING! These programs DANGEROUS in the hands of competition.

Harry S. Goodman
19 EAST 53rd STREET at MADISON AVENUE, NEW YORK CITY

753
GENERAL ARTISTS CORP.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-7543
President: ...Thomas G. Rockwell
V.P., Chg. Radio-TV Dept.: Milton W. Krasny
V.P., Chge. Prod.: ...Harry Auger
Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.
128 E. 56th 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
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 7-5959.
President: ...John Gibbs
Writers Department: ...Francis Head
Talent Department: ...Bob Ferres

GRACE GIBSON RADIO PRODUCTIONS
Phone: GRanite 5543
General Manager: ...Bob Reichenbach
Executive Producer: ...Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53rd St., New York 22, N. Y.
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 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

Walter White, Jr., President
Hollywood 9-8229

Consistently the Leader in TOP TRANSCRIBED SHOWS for RADIO or TV!

★ "TARZAN" — Sponsored by General Foods — Coast-to-Coast Via CBS ★

—NOW AVAILABLE—

"HOPALONG CASSIDY"
104 EPISODES TRANSCRIBED
OPEN-END FOR RADIO (½ Hr.)

"STROLLING TOM"
(156 15-Minute Episodes)

Also PRODUCERS OF:
"PERILS OF THE JUNGLE" — Feature-Length Motion Picture Starring Clyde Beatty
AND THE CLYDE BEATTY COMIC BOOKS

Write — Wire — Phone IMMEDIATELY for Full Information

971 N. La Cienega
HOLLYWOOD 46, CALIFORNIA
Partner ..................Mark Goodson
Business Manager........Howard F. Todman
Exec. Dir. of Programs........Gil Fates
Script Editor................Eugene Burr
Director of Sales........Angus D. Mackintosh
Production Manager........Jean Hollander

Services Offered: Producing and packaging live and transcribed radio and live and finished TV programs.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577

President ................Herbert M. Moss
Vice Pres..................Stephen F. Temmer
Gen. Manager..............Harry F. Landon
Comptroller..............Robert M. Volkell

Services Offered: Recording (tape and disc), program production and packages. Transcriptions.

GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0818

General Manager........Lewis G. Green

Services Offered: Production Spots, TV shows, film.

JOHN GUEDEL RADIO PRODUCTIONS
Room 600 Taft Bldg., Hollywood 28, Calif.
Phone: HEmpstead 5180

Vice-Pres. & 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.
3825 Bryan St., Dallas 4, Texas
Phone: Tenison 8158

President ................Linnea Roberts
Art Consultant..............D. B. Somers
Program Director...........Hal Linsley
Film Director..............L. J. Fisher
Scripts....................R. A. Green

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

BARRY & ENRIGHT PRODUCTIONS, INC.

Our New Address!

667 MADISON AVENUE • NEW YORK 21, N. Y. • TEMPLETON 2-8600
ARThUR HENLEY PRODUCTIONS
73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136
Writer-Producer ............... Arthur Henley
Services Offered: Creators of radio and TV program production, writing, merchandising services.

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.
853—7th Ave., New York, 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—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES
441 East 20th St., New York 17, N. Y.
Phone: ORegon 7-6863
Chairman ..................... R. W. Hubbell
Branch Office
120 Broadway, New York, N. Y.
Phone: BArclay 7-7760
Exec.-in-Charge .............. Gilbert Parker
Services Offered: Program producers.

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

HOLLYWOOD SCREEN TEST
MEET BETTY FURNESS
ALL ABOARD
SPARRING PARTNERS

LESTER LEWIS ASSOCIATES
11 E. 48 ST., N. Y. 17
PLaza 3-5083

Radio-Television Productions
Personal Representation
JEWELL RADIO AND TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1, Illinois
Phone: Financial 6-4474
President ..................James E. Jewell
Vice President ..................W. Ralph Jewell
Manager ..................Charles P. Flynn
Prom. Dir. ..................Ned E. Williams
Treas. ..................Lincoln Douglass
Musical Dir. ..................Richard Dix

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 ..................Walter Klinger
Program Director ..................Ken Charles
Sales Manager ..................Monroe Mendelsohn

Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries.

KAGRAN CORPORATION
4 W. 58th St., New York 19, N. Y.
Program Producers

Phone: MU 8-0585
Pres., Prod...........................Martin Stone
V.P., Merchandising Dir............Allan Stone
Assts. to Prod.....................Joseph Clair,
    Jerome Coopersmith
Merchandising Asst..............D. G. Forbes
Promotion Manager..............Al McDonald
Services Offered: Merchandising and TV
and radio package producers.

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.
60 Sutton Place S., New York, N. Y.
Phone: PLaza 3-0549
Executive Producer...........Roger Kay
Agency Contact............Nan Marquand
Legal Counsel................Miller & Miller
Services Offered: Creators, producers,
packers of television and radio programs,
live, transcribed, and film. Consultants on
programming. TV Show Doctoring.

SONNY KENDIS, INC.
509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod........James Sonny Kendis
Services Offered: Live & filmed radio-TV
programs. Complete program packaging serv-
ice—ideas, scripts, production, talent, sales.
Personal management of top talent.

JACK KURTZE AGENCY
214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President ..................Jack M. Kurtze
Vice-President .............Lulu Mae Kurtze
Executive Producer ............C. Allen Fox
Asst. Executive Producer......Jack Russell
Services Offered: Specialized services to
advertisers and advertising agencies, produc-
tion, direction and casting facilities for TV,
Radio and motion pictures.

LARRY KURTZE
1230 Washington Blvd., Chicago 7, Ill.
Phone: Monroe 6-6271
Services Offered: Development of live or
filmed TV shows. General copy and produc-
tion services for broadcast media.

MR. WIZARD

On The NBC-TV Network From Chicago

Mr. Wizard created, written by and
starring Don Herbert

A Herbert S. Laufman Production

Jules Pewowar, Producer
<table>
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<tr>
<th>PROGRAM PRODUCERS</th>
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<tr>
<td><strong>THE LANDT TRIO</strong></td>
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<tr>
<td>Bedford Rd., Armonk, N. Y.</td>
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<tr>
<td>Phone: HA 9-5971</td>
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<tr>
<td>Partner..................Karl B. Landt</td>
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<tr>
<td>Partner..................Jack M. Landt</td>
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<tr>
<td>Partner..................Dan B. Landt</td>
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<tr>
<td><strong>LANG-WORTH DISTRIBUTING CORP.</strong></td>
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<tr>
<td>Steinway Hall, 113 W. 57 St., New York 19, N. Y.</td>
</tr>
<tr>
<td>Phone: Judson 6-5700</td>
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<tr>
<td>President................C. O. Langlois</td>
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<tr>
<td>Secretary................John D. Langlois</td>
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<tr>
<td>Treasurer...............C. O. Langlois, Jr.</td>
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<td>Vice President...........W. O'Keefe</td>
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<tr>
<td><strong>LANG-WORTH FEATURE PROGRAMS, INC.</strong></td>
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<tr>
<td>Steinway Hall, 113 W. 57th St., New York 19, N. Y.</td>
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<tr>
<td>Judson 6-5700</td>
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<tr>
<td>President................C. O. Langlois</td>
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<tr>
<td>Secretary................John D. Langlois</td>
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<td>Treasurer...............C. O. Langlois, Jr.</td>
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<td>Vice President...........W. O'Keefe</td>
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<tr>
<td><strong>HERBERT S. LAUFMAN &amp; COMPANY</strong></td>
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<tr>
<td>624 So. Michigan Ave., Chicago 5, Ill.</td>
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<tr>
<td>Phone: Webster 9-2302</td>
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<tr>
<td>Partner, Sales...........Herbert S. Laufman</td>
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<tr>
<td>Partner, Production.......Jules Pnovar</td>
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<tr>
<td>Executive Prod...........Bernard I. Miller</td>
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<td><strong>LAWRENCE PRODUCTIONS</strong></td>
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<tr>
<td>780 Thayer Ave., Los Angeles 24, Calif.</td>
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<tr>
<td>Phone: Arizona 9-3265</td>
</tr>
<tr>
<td>Owner....................Bee Eaton Lawrence</td>
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<tr>
<td>Production Manager...Richard Hill Wilkinson</td>
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<tr>
<td>Services Offered: Own and sell transcribed radio series “Mystery Is My Hobby” half-hour show.</td>
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<td><strong>LAWRENCE &amp; LEE, INC.</strong></td>
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<tr>
<td>Equitable Bldg., Hollywood 28, Calif.</td>
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<tr>
<td>Phone: Hillside 0101</td>
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<tr>
<td>President................Jerome Lawrence</td>
</tr>
<tr>
<td>Vice-President...........Robert E. Lee</td>
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<tr>
<td>Services Offered: Production consultants, delivery of literary rights for television, radio and motion pictures.</td>
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<td><strong>JERRY LAYTON ASSOCIATES, INC.</strong></td>
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<tr>
<td>551 Fifth Ave., New York 17, N. Y.</td>
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<tr>
<td>Phone: Murray Hill 7-6320</td>
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<tr>
<td>President .................Jerry Layton</td>
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<td>Services Offered: Radio and television shows: live, transcribed, on film.</td>
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<tr>
<td><strong>LES LEAR PRODUCTIONS CORP.</strong></td>
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<tr>
<td>Hotel Sherman, Chicago 1, Ill.</td>
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<tr>
<td>Phone: FRanklin 2-2100</td>
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<tr>
<td>President ................Les Lear</td>
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<tr>
<td>Account Executives: Milt Parlow, Jack Curran</td>
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<td>Services Offered: Radio, TV and film production. Personal management.</td>
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<tr>
<td><strong>JACK CURRIER LEWIS</strong></td>
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<tr>
<td>P. O. Box 255, Riverside, Conn.</td>
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<tr>
<td>Phone: Old Greenwich 7-9474</td>
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<tr>
<td>Owner ...................Jack Currier Lewis</td>
</tr>
<tr>
<td>General Manager ..........William P. Popp</td>
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<tr>
<td>Women’s Programs ..........Margaret Tester</td>
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<tr>
<td>Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.</td>
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<td><strong>LESTER LEWIS ASSOCIATES</strong></td>
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<tr>
<td>11 East 48th St., New York 17, N. Y</td>
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<tr>
<td>Phone: PLaza 3-5083</td>
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<tr>
<td>Partner .................Lester Lewis</td>
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<tr>
<td>Partner ..................Juliet Lewis</td>
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<tr>
<td>Casting Director ..........Marie Stroud</td>
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<tr>
<td>Sales Manager .............Merritt Franken</td>
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<tr>
<td>Literary Dept...............Carolyn W. Stagg</td>
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<td>Script Editor ............Mort Lewis</td>
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<td>Services Offered: TV package shows, personal management.</td>
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<td><strong>PHILLIPS H. LORD, INC.</strong></td>
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<tr>
<td>501 Madison Ave., New York 22, N. Y.</td>
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<tr>
<td>Phone: PLaza 5-2211</td>
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<tr>
<td>President ................Phillips H. Lord</td>
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<tr>
<td>Manager ....................Dorothy E. Levy</td>
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<td>Program Supervisor ......Leonard L. Bass</td>
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<td>Services Offered: Radio and TV package shows.</td>
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<tr>
<td><strong>LUXEMBOURG BROADCASTING CO.—AMERICAN SALES &amp; SERVICING AGENCY</strong></td>
</tr>
<tr>
<td>(Radio Luxembourg)</td>
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<tr>
<td>175 Fifth Avenue, New York 10, N. Y.</td>
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<td>Phone: Algonquin 4-7881</td>
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<tr>
<td>Manager ....................Guy Bolam</td>
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<tr>
<td><strong>C. P. MacGREGOR</strong></td>
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<tr>
<td>729 S. Western Ave., Hollywood 5, Calif.</td>
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<tr>
<td>Phone: DUnkirk 4-4191</td>
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<tr>
<td>President ................C. P. MacGregor</td>
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<tr>
<td>Manager .................George R. Jones</td>
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</tbody>
</table>
| 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.
PROGRAM PRODUCERS

MARK VII, LTD.
(For full listing see TV Film Producer-Distributors)

ARNOLD MARQUIS PRODUCTIONS, INC.
717 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 6-8796
President ..................Arnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-34
President .................A. W. Marshall
Vice-President ............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 Bowne
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: RAvenswood 8-9010
Owner .................Alexander McQueen
Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

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
Director of Publicity .......Jo Ranson
Asst. to Dir. of Prod. ......Irwin Greenfield

PETER ARNELL
PACKAGER — PRODUCER
CBS CONSULTANT
originator of
The Name’s The Same
Wheel of Fortune
Balance Your Budget
Rate Your Mate

Exclusive Management
TED ASHLEY ASSOCIATES
Press Representative
Solters-O’Rourke Assoc.
Does Not Pay,” “The Gracie Fields Show,”
“John Neshitt’s Passing Parade,” “MGM
Musical Comedy Theatre,” “The Adventures
of Casanova,” “Woman of the Year,” and
“Black Museum.”

CHARLES MICHELSON, INC.
15 W. 47th St., New York 36, N. Y.
Phone: PLaza 7-0695
President .................. Charles Michelson
Secretary ..................... A. Michelson
Divisional Sales Manager .......... Ray Linton
Traffic Manager .............. R. Mantell
Export Manager ............. Martin Diamond
Services Offered: Producers and distri-
butors of open end quarter hour and half
hour radio and television programs. Radio
Transcription feature 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 5-6224; Circle 6-2100, Ext. 219
Executive Producers .......... Milton E. Stanson,
Vernon P. Becker.
Services Offered: Origination and produc-
tion of creative TV programs for every bud-
get; 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
Editor ...................... .... Helen Andrews
Services Offered: Production of packaged
shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.
1740 Broadway, New York 19, N. Y.
Phone: Judson 6-5100
Exec.-in-Chge. of Radio . Wallace S. Jordan
Services Offered: Production of packaged
shows for radio and TV, also talent reps.

CARLTON E. MORSE
PRODUCTIONS
1500 Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
Owner ...................... Carlton Morse
Services Offered: Recording, program pro-
duction, scripts, package programs.

MORTON RADIO PRODUCTIONS,
INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144
President .................... Morton Jacobson
Services Offered: Transcribed radio pro-
grams.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y.
Producer ................. Herbert M. Moss
Sec-Treas. .........................Rose Gray
Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE
PRODUCTIONS, INC.
Rockefeller Bldg., Cleveland 13, Ohio
Phone: FProspect 1-4900
President.....................Donald C. Jones
Vice-President.............Claude N. Rakestraw
Secretary.....................M. C. Jones
Services Offered: Producers of motion pictures, television, and slide films 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
35 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.
105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
837 Book Tower, Detroit, Mich.
9 Newbury St., Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

STANLEY MURPHY PRODUCTIONS
General Service Studios
Hollywood 38, California
Phone: Hollywood 7-3111
Services Offered: Package programs.

MUSIAC 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 Director and Continuity Director.

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 produc-
tion, consultation to agencies and clients, time buying, filmed commercials, research.

CY NEWMAN PRODUCTIONS
221 West 57th St., New York 19, N. Y.
Phone: PLaza 7-0550
Executive Producer........Cy Newman
Sales Manager.............James Koblenzer
Services Offered: Package, produce and direct TV and radio shows.

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 36, N. Y.
Phone: LUXemburg 2-5130
Cable Address: ARREFFAY Newyork Producer-Dir.,
Executive-Director........Oliver W. Nicoll
Associate Director........Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION
PRODUCTIONS, INC.
(See Television Film Producers)
PALLADIUM RADIO
PRODUCTIONS, INC.
445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8644
Vice-President............S. George Gallu
Services Offered: Package producers.

PAN AMERICAN BROADCASTING
CO.
17 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-0830
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.

PETESEON RADIO PRODUCTIONS
1457 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-0069
Owner .......................Donald Peterson
Services Offered: Recording, program production (religious, economic).

NORMAN & IRVING PINCUS
18 E. 48th St., New York, N. Y.
Partnership.........Norman & Irving Pincus
Services Offered: Program producers.

GEORGE LOGAN PRICE, INC.
20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Globe 6-2135
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
ethically accounts of every type. Complete accompanying on commercials, publicity, promotion and publicity relations.

**PSI-TV, INC.**
221 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-0800
President .................. Bernard J. Proctor
Services Offered: Package Programs.

**RCA VICTOR CUSTOM RECORD SALES DIVISION**
(See Transcription Companies.)

**RADIO CITY PRODUCTIONS, INC.**
350 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-1988
Pres. & Sales Mgr............ Morton D. Catoe
V.P. & Prog. Dir............. Raymond R. Chambers
General Manager.................. Frank Scott
Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.


**RADIO FEATURES OF AMERICA**
37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York
Executive Director........... Oliver W. Nicoll
Associate Director........... Sandra Munsell
Production Unit, Hotel New Weston, Madison Ave., at 49th St., New York
Phone: PLaza 3-4800
Managing Dir.................. J. H. Macdonnell

**R-STAR PRODUCTIONS**
1429 Valleyheart Dr., Burbank, Calif.
Phone: ROckwell 9-2914
President.................. Walter "Hank" Richards
Associate Prods. Fred Howard, Merle Travis
Editor .................. Dave Nowinson
Services Offered: Program packages.

Productions: "All American Jubilee," a one hour "country style" show.

**IDEAS in programming
— EXPERIENCE in production**

**DEMBY PRODUCTIONS, Inc.**
34 East 51 St., N. Y. C. PLaza 9-2495

**TV (on air):**
"WHAT’S PLAYING?" — Syndicated and Live, N. Y.
"SEWING IS FUN!"— Syndicated and Live, N. Y.
"HOW TO BE A COWBOY" — Syndicated

**FILMS:**
"THIS IS INDONESIA" — public relations
"FILMS FOR SALES" — sales training

**RADIO (on air):**
"TURNING POINTS" (drama; 26 recordings), Spot announcements for Lady Otis Hosiery, GP-O Clothes, etc...

...since 1936 combining showmanship and salesmanship

**MARSHALL—HESTER PRODUCTIONS, Inc.**
521 FIFTH AVENUE NEW YORK 17, N. Y.

MURRAY HILL 7-2722-3-4
RAO VIDEO
366 Madison Ave., New York 19, N. Y.
Phone: Va. 6-3417
Exec. Dir. Producer....Robert A. Ormbach
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.

REEMACK ENTERPRISES, INC.
527 Fifth Ave., New York 17, N. Y.
Phone: MUrrey Hill 7-7979
President ....................Lou Goldberg
Vice-President ..............Wanda Ellis
Secretary ....................Lloyd Marx
Services Offered: Producers of "The Original Amateur Hour."

STU REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 16155
President ....................Stuart Reynolds
Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

NORMAN & IRVING PINCUS
Distinctive television productions

101 W. 55th Street, N. Y. C.

Walt Framer Productions
specializing
HIGH RATING
AUDIENCE-PARTICIPATION
and QUIZ SHOWS at LOW COST
CURRENT . . .
"STRIKE IT RICH"
"THE BIG PAYOFF"
"DOUBLE OR NOTHING"
on TV and Radio
IN PREPARATION . . .
"GREATEST MAN ON EARTH"
"MAKE A MILLION"
"BACKSTAGE REUNION"
"CALLING ON AMERICA"
"THE MAGIC HORSESHOE"
"FREE ENTERPRISE"
"PASS THE BUCK"
"JACK IN THE JUKEBOX"

WALT FRAMER PRODUCTIONS
123 WEST 44th STREET New York 36, N. Y.
PLaza 7-0800

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 and merchandise prizes.

BOB L. ROBERTS PRODUCTIONS
152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5
President ....................Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES
60 E. 67th Street
New York 21, N. Y.
Phone: TRinidad 9-5640
President ....................Richard H. Roffman
Vice-President ..............Alvin Rubin
Vice-President ..............Nancy M. Osserman
Asst. to Pres. ..........Solomon Kalichman
Promotion Director ......Herman Jaffe
Radio-TV Director ......Maurice 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 Aley
Producer .................... Leonard Carlton
Producer .................... Allen Duovony
Producer .................... Drex Hines

**Services Offered:** Complete packages, radio, TV and film.

**JACK ROURKE PRODUCTIONS**
Phone: HE 7178
President .................... Jack Rourke
Treasurer .................... Joan Lane Rourke
Production Manager ........ Dick Wendelken
Office Mgr. .................. Marjorie Lawson
Musical Dir .................. Robert Garretson

**Services Offered:** Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

**Productions:** “Ladies Matinee,” “Jack Rourke Varieties,” “Beauty Parade.”

**LESLIE ROUSH PRODUCTIONS, INC.** 333 W. 52nd St., New York 19, N. Y. Phone: COlumbus 5-6430
President .................... Leslie M. Roush
Vice-Pres. ................... Jules Sindic
Gen. Mgr. .................... John Fox
Assoc. Producer ............ Charles Elms
Production Mgr. ............. James Di Gangi

**Services Offered:** Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

**Productions:** TV Comm’s: Canada Dry Ginger Ale; Shredded Wheat; Fig Newtons; Vanilla Wafers; White Rose Tea & Coffee; Benrus Watch Co. Comm’l Mot. Pix: “Why Nuts & Bolts” (Bethlehem Steel); “Ichabod—The Headless Man” (Assoc. Amer. Railroads); various films for U. S. Navy.

**BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS** Empire Bldg., Philadelphia 7, Pa. Phone: Kingsley 5-6063
Production Manager ........ Barnard L. Sackett
Film Technician ............ Richard Newmayer
Publicity .................... Morris Yuter

**Services Offered:** Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, 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: MUrray 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 Schaefer
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.

**BERNARD L. SCHUBERT, INC.** 509 Madison Ave., New York 22, N. Y. Phone: MUrray Hill 8-9944
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
Director of Sales ............ George Guyan
Sales Manager .............. Bernie Crost
Program Director ........... Arthur Pickens

**Services Offered:** TX and Radio package programs.

**SCREENCRAFT PICTURES, INC.** 341 W. 44th St., New York 36, 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.
**PROGRAM PRODUCERS**

**SENTINEL PRODUCTIONS**  
(A Division of Sentinel Enterprises, Inc.)  
5746 Sunset Blvd., Hollywood, 28, Calif.  
(Nassour Studios)  
Phone: HEmpstead 6828  
President & Exec. Dir. .......... Earle R. Harper  
Vice-Pres. & Treasurer .......... 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.**  
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.

**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 programs.

**STAR ENTERTAINMENT CORP.**  
214 W. 42nd St., New York 36, 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.

**RICHARD STARK & COMPANY**  
125 E. 72nd St., New York 21, N. Y.  
Phone: REgent 7-9608  
Partners ................. Richard Stark, Jane Troxell  
Fashion Photog., Consultant ... J. T. Stark  
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 .......... Gloria McGrath  

**Services Offered:** Personalities and programs for radio and television.

**RICHARD STROUT PRODUCTIONS**  
Box 331, Hollywood 38, Calif.  
Phone: Hemstead 8507

**STANLEY MURPHY PRODUCTIONS**  
*Producing for Television*  
""DIXIE DUGAN""  
and  
""FRONTIER DETECTIVES""  
*starring*  
VICTOR JORY  

**GENERAL SERVICE STUDIOS**  
Hollywood 38 California  
Phone: Hollywood 7-3111
President....................George C. Meacham
Hollywood Prod. Mgr......James E. McKenzic
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.
10 Washington Place, New York 3, N. Y.
Phone: GRamercy 3-0123

President....................Edward Roberts, Jr.
Director of Sales.............Leonard Beckman

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. Altfield

Services Offered: Syndicated and customized radio/television programs produced and distributed; advertising agency specializing in radio-television; package of radio promotional campaigns; advertising-sales counsellors.

HAL TATE PRODUCTIONS
192 N. Clark St., Chicago 1, Ill.
Phone: FInancial 6-3450

President....................Hal Tate
Vice-Pres. & Sales Mgr......Phil Fischer
Secy.-Treas...................Lucille 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. Current production, “Who’s Talking.”

THE TEE VEE CO.
(See TV VEE CO.)
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 McGehee

Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.
(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.
(See TV Film Producers)

TRANSCRIBED RADIO SHOWS
4 W. 47th St., New York 19, N. Y.
Phone: LUXemburg 2-3530
President...................M. E. Moore
General Manager..............Norm Bart

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, specially 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. Karr
Vice-Pres. & Gen. Mgr..........John F. Hylk
Manager......................Claude Barrere

Services Offered: Building 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.

TRANSCREATION OF Remote Control RAY & TELEVISION CORP.
1 E. 54th St., New York 22, N. Y.
Phone: Plaza 5-9800
President......................John L. Clark

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. & Mgr..............H. Allen Campbell
Secy. & Gen. Counsel.......Raymond J. Meurer

Services Offered: Radio-TV production.

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. Kemper

Services Offered: Spots, library of jingles for local use. Barbershop Harmonies, the Beatrice Kay Show, Tune-O, Dollar Derby.

TEGRAND-LANDAU ASSOCIATES
101 W. 55th St., New York 19, N. Y.
Phone: COLUMbus 5-8646
Associates.............Oliver Unger, Harold Goldman,
Marty Ross, Ely Landau

Services Offered: Distribution of feature films for TV; distribution of filmed programs made specifically for TV.

UNITED BROADCASTING CO., INC.
301 E. Erie St., Chicago 11, Ill.
Phone: SUPERior 7-9144
President......................William L. Klein

Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS
220 E. 42nd St., New York 17, N. Y.
Phone: MULTray Hill 2-0400
Mgr. U.P., Movietonews........Wm. C. Payette
Radio Manager................John Madigan
Gen. Sales Manager..............Leroy Keller
Radio Shows Div. Mgr........C. Edmonds Allen

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

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
Vice-President..............Elsie F. Valentino
Gen. Mgr., Secy..............Peter J. Riolo

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.
A LOCAL-SALES FORMULA

Showmanship + Smart Shows + Merchandising

By ROBERT W. FRIEDHEIM, Vice President.
World Broadcasting System, Inc.

WORLD BROADCASTING SYSTEM'S business for 1952 was 40% over that of 1951. And 1951 had been our record year. There is no better proof possible that local radio is stronger than ever because, of course, our business is local.

In 1952, local radio sales were up 7.1% and network sales were down 13.1%.

I predict that 1953 will be our greatest year not only because local radio will be better even than last year, but because of our expanded plans to build programs and sales features which will stimulate local sponsorship. We have never operated in the vain, empty hope that because radio was strong, we would be strong simply by reflection.

Even before television, we planned aggressive, imaginative, exciting releases because we knew that no matter how great radio is, it must be sold to make it profitable.

And no one is going to buy radio simply because it's there.

Local radio station salesmen want aids for selling, they want to be able to walk into a local sponsor with a plan, with a program that is tested and proved, with big names that attract audiences, and, in addition — merchandising and promotion aids with which the station can back up the program.

That is the combination which keeps our business climbing—showmanship plus smart, attractive program features plus hardhitting merchandising. With that combination, radio will continue to grow and the smart local radio station operator will find his business bigger even than ever.

But this requires more than lip service to merchandising. We’re not competing with Chautauqua lecturers here; we’re fighting for the audience with the most glamorous of all media, television. This kind of competition requires complete, well-planned merchandising—from point of sale merchandising to suggested tie-ins, to presentation material for advertisers, to public service campaigns, to special selling aids and to reports on other stations’ success stories.

In other words—ammunition. No one ever shot any game with last year’s record book.

Our climbing business proves two things: That local radio is booming, and that where it booms loudest is where you find it supported by strong merchandising and promotion.

Last year we gave our station subscribers selling tools which varied from “Bundle of Joy,” a framework for announcing the arrival of new babies, to a “Go To Church” campaign, to a commercial sound effects feature. We also drew on the nation’s excited interest in the political campaigns and produced a “Get Out The Vote” campaign.

These sold, as will one of our big features planned this year which I predict will hit a new high in combining smart programming, showmanship and merchandising.

The listeners are there. There are 44 million radio homes and 25 million car radios. Radio is not only strong, but it will grow and become stronger. It is up to the programmers to avoid like the plague listless programming unsupported by merchandising. This is inviting disaster.

Our subscribing station managers write to us continually reporting that with the help of our sales features their business is better than ever. They are not crying the blues as are some of the radio network officials. They know the business is there, but they also know that it has to be jumped for.

The available business includes not only large national advertisers who now bend an attentive ear to an attractive local program, but also advertisers new to radio. Both those groups, as well as those who have successfully used local radio for years are the ones we think of when we blueprint our programs.

These are smart businessmen. They aren’t going to go into radio or stay in radio because it puffs their ego to be sponsors; they want to see their advertising dollars produce revenue. And there are more advertising dollars available than ever. It is up to us programmers to build sales tools to help the local station manager get his share of those dollars.

774
VIDEO EVENTS, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1668
President .................. Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials, consultants; specializing in children’s shows.

V. I. P.
35 W. 33rd St., New York 19, N. Y.
Phone: Plaza 7-0130
President .................. Bill Murphy
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.

VIDEO PICTURES, INC.
(For complete listing see TV Film Producers)

CHICK VINCENT CO.
509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734
Director Producer........... Chick Vincent
Casting Director............. Norma Vincent
Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.
420 Madison Ave., New York 17, N. Y.
Phone: Plaza 5-7620
President, Gen. Mgr........... Edward Wolf
Vice-President .............. Herbert Wolf
Exec. Producer-Dir........... Jack Rubin
Sales Manager .............. Paul Ross
Services Offered: Radio-TV package production.

WYNN WRIGHT ASSOCIATES
17 W. 57th St., New York 22, N. Y.
Phone: Plaza 3-4417
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
Exec. 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
Services Offered: Network and transmitted 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: Film programs.


FELLOWS
(Continued from Page 35)

tion to re-write the Taft-Hartley Act, and the ultimate outcome here should have far-reaching effects upon labor-management relationships.

Already-felt manpower shortages continue to be a problem. Stations have come into existence at a faster rate than skilled workers have been produced, and the resultant problem is a very real one.

This problem was given serious consideration at the 1952 NARTB District Meetings; and from these came instructions that the Association do everything possible to encourage the nation’s schools and colleges to afford proper training for young people in the radio-TV industry. As an initial step, NARTB has urged every state association of broadcasters to work with the educational institutions within their areas to achieve this goal.

By no means the least of the problems to be overcome by the media in 1953 are those involving legislation. This looms as a most active year for the law-makers at all levels—federal, state and municipal. For example, all but four of the state legislatures are in session this year, and it is certain that the industry will receive attention from each.

NARTB will watch federal legislation vigilantly and willingly places its facilities and advisory services at the disposal of the members of Congress and the Congressional committees. In many instances this industry representation and cooperation has been instrumental in preventing unwise legislation—much of which is proposed simply through an ignorance of the industry itself rather than through a desire to impose unreasonable restrictions. Ours, therefore, is the task of “educating” law-makers in the complexities of the business of broadcasting. The industry will be aided materially if every broadcaster will make this his personal responsibility during the years ahead.

Yes, 1953 is certainly fraught with problems. But it also promises the compensations of expanded economic stability, improved services to the audience and to the advertiser, and the continuing satisfaction of the opportunity to make substantial contributions to our democratic society through serving in the public interest, convenience and necessity.
TRANSCRIPTION COMPANIES

Serving Radio And Television
Any way you figure...

RCA Victor Transcriptions serve buyers best!

Transcriptions of every description—Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs—10" and 12" microgroove; 12" and 16" standard groove...

Complete facilities, strategically located—Recording and re-recording, processing, pressing, shipping and handling are all part of RCA Victor service. Script-writing and complete radio production also available. And you get the benefit of the country’s best-equipped studios and plants, the world’s top engineers.

Fast service: large order or small—You can count on a delivery cycle timed to your orders. Regardless of size, every transcription order gets full attention and prompt handling every step of the way.

It adds up! Finest quality at a low, competitive price—The best of materials and most advanced methods team up with RCA Victor skill, to bring you a product that leads the industry in sound, uniformity, high-fidelity and appearance. All this is yours at a competitive price! Check with an RCA Victor Custom Record Sales office for electrical transcription service at its best!

Custom Record Sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

630 Fifth Ave.
Dept. D-10
New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Dr.
Dept. D-10
Chicago 11, Ill.
WHitehall 4-3215

1016 N. Sycamore Ave.
Dept. D-10
Hollywood 38, Calif.
Hillside 5171
TRANSCRIPTION COMPANIES

A-V TAPE LIBRARIES, INC.
730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091
President..................Joseph F. Hard
Services Offered: Full library of recordings on tape, recording, program production.

ALL-CANADA RADIO FACILITIES. LTD.
305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7-691
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
(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: Hemlock 3-7405
President..................Sanford L. Wartell
Services Offered: Custom record pressings; long-play microgrooves in 45 and 78 R.P.M., phonograph records in materials ranging from pure black or 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 9-5107
619 W. 54th St., New York 19, N. Y.
Phone: JUdson 23791
President..................D. K. Broadhead
Vice Pres. of Mfg..........Sam Salzman
Comptroller................J. S. Van Leer
Sales Manager.............Hal G. Neely
New York Div. Asst. Mgr...Peter M. Rogers

Wash., D. C. Mgr. & Contr. Dir., W. S. Adams
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.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.
19 West 44th St., New York 18, N. Y.
Phone: MURray Hill 2-4944
General Manager.........Robert A. Bories
Services Offered: Production of transcribed programs for food merchandising.

APEX RECORDING STUDIOS, INC.
119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067
President...............Robert E. Scheuing

ARTISTS RECORDING STUDIOS
15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109
Owner.....................Bill L. Godden
Engineer-Operator.........Bill L. Godden
Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, 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.)
229 Fourth Ave., New York, N. Y.
Phone: ORehard 4-7400
Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. & Treas.........John C. Andrus
Sales Manager............Edward Hochhauser, Jr.
Services Offered: 15 different libraries of transcribed music for radio stations; special libraries of production music for TV. Special libraries for foreign stations, educational stations.

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
Ross Van Nibroc
THE NEW ENLARGED

GOTHAM

Lateral 33-1/3 RPM

NOW—MORE THAN EVER

THE FINEST EQUIPMENT

THE BEST PERSONNEL

THE MOST SERVICE

Proudly Announces the Completion of its Third Major Expansion in Three Years —

- 10 Studios (all sizes)  .  .  .  Custom-built Disc Lathes  .  .  .  Air Conditioned Editing Rooms  .  .  .
- TV Film Sound  .  .  .  All combine to offer you the ABSOLUTE TOPS IN Recording.

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 19, N. Y.

Herbert M. Moss, Pres.


Judson 6-5577

Stephen F. Temmer, Vice-Pres.
**TRANSCRIPTIONS—RECORDINGS**

*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 7-3091

President ...............James W. Herbert
Vice-President ...........E. A. Alden
Vice-President ..........W. Oliver Summerlin
V.P., Treas., Asst. Secy.....Richard Rynd

*Services Offered:* Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

**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.)

**CAPITOL RECORDS DISTRIBUTING CORP.**

**Studio and Rec. Sales Services Div.**
5515 Melrose Ave., Hollywood 38, Calif.
Phone: HEmstead 7114
N. Y. Phone: PLa 7-7470

Vice-President ............Walter S. Heebner
Western Sales Rep. ..........Mel Angle
Eastern Sales Mgr. ..........Herbert I. Sachs
Production Mgr. ...........T. Clynton Elrod

*Services Offered:* Custom recording for records and television; mastering, processing and pressing; electrical transcription library and production music.

**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.

**CENTURY RECORD MFG. CO.**
160 West Olive Ave., Burbank, Calif.
Phone: ROakwell 9-1593

Owner ....................James B. Keysor
Manager ..................James B. Keysor, Jr.

*Services Offered:* Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

**CINEMART INTERNATIONAL CORP.**
322 E. 44th St., New York 17, N. Y.
Phone: ORegon 9-4430

President ..................Varian M. Fry
Vice-President ..........Walter T. Colquitt

*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.**
136 W. 52 St., New York 19, N. Y.
Phone: Circle 6-3900

Manager ..................Arthur Shaer

*Services Offered:* Complete recording and transcription service - two large air-conditioned studios, sound effects library, Hammond organs, celeste. Two small studios for spot announcements. A complete staff for foreign transcriptions. Ampex tape recording.

**COLUMBIA RECORDS, INC.**
799 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-7300

President ................James B. Conkling
Executive Vice-Pres. ......Goddard Lieberson
Vice-Pres. Chg. of Mfg. & Engrs. .....James H. Hunter
Nat'l Sales Mgr. ..........E. Terry Southard
Vice-Pres. Chg. of Sales .Paul J. Wexler
Secretary ..................Kenneth E. Raine
Treasurer ...............W. G. Wilkin
General Auditor .......Arthur S. Padgett
Advertising Mgr. .........Irv Townsend

*Services Offered:* Records, phonographs and attachments and transcriptions.

**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
WORLD STARS
The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!

WORLD ARTISTS
From hillbilly to Metropolitan Opera stars . . . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

WORLD SPECIAL CAMPAIGNS
Attention-getting, sales-making . . . World's unequaled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!

WORLD SCRIPTS
Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . the buying audience!

WORLD ADVERTISING AIDS
Colorful, sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . . and exciting, sales-clinching audition discs are provided by World to help stations sell!
MORE AND MORE STATIONS ARE SELLING WORLD!

"In my opinion, you have the most complete and progressive service of its kind."
WMCA, New York, N. Y.
M. M. Fleischl
General Manager

"We wanted a service that our station could sell. We took WORLD and the results prove that we made a wise choice."
WKHM, Jackson, Michigan
Walter Patterson,
General Manager

"We've found that WORLD, plus production on the local level, spells SALES!"
KMCD, Modesto, California
Gene D'Accardo
Program Director

"We are delighted with WORLD. The reason is simple. . . we are making money with your service."
WABI, Bangor, Maine
Lee Gorman, Jr.
Manager

"We are indeed pleased with WORLD. It is definitely paying its way here plus a nice profit."
WLAG, LaGrange, Georgia
Edwin Mullinax
General Manager

WRITE, WIRE OR PHONE WORLD TODAY
FOR BIGGER, BETTER AND MORE PROFITABLE
PROGRAMMING TOMORROW!
CENTURY RECORD MFG. CO.

MANUFACTURERS OF PURE

VINYLITE

transcriptions and records

Complete Facilities For Dubbing From Tape
With Western Electric Vertical Or Lateral Cutting

Western Electric
RECORDING

Office and Plant
160 West Olive Avenue
BURBANK, CALIFORNIA
Telephone: ROckwell 91593
FINESOUND, INC.
Tomkins Cove, N. Y.
Phone: STony Point 6-2266
President..................C. Robert Fine
Chf. Record and Edit........George Piros
Technician ................Stephen Robb
Services Offered: Recording, engineering and research.

FULTON RECORDING CO.
80 W. 40 St., New York 18, N. Y.
Phone: LAckawanna 4-7187
General Manager...........Rene J. Oulmann
Services Offered: Sound recording, tapes, discs, Ampex tape recorders; Separate facilities for cutting of masters and tape editing. Western Electric magnetic and optical film recorders.

MITCHELL GERTZ AGENCY, INC.
240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491
Owner ....................Mitchell Gertz
Talent Head................Harold Gefsky
Literary Head ..............Joel Cohen
Services Offered: Packagers of Radio and TV shows—live, transcribed, or kiniscoped. Representing and servicing authors, actors, composers, directors, playwrights and other artists.

HARRY S. GOODMAN
PRODUCTIONS
19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131
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 availability 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
Comptroller..............Robert M. Volkell
General Manager ..........Harry F. Landon
Services Offered: Six medium and large studios available—12 ampe tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.
Why? Because in 1953, you'll need more sponsors and bigger audiences and—you can get both faster and easier—with RCA's Thesaurus.

No need to tell you that the way to build bigger profits in 1953 is to do a more effective job for your advertisers. This means building bigger audiences for their messages.

There is need to have something different—something better to sell in programming.

That's why you need Thesaurus, the complete local programming service which gives you everything to boost local radio time sales. And because RCA's Thesaurus brings you top-talent, you can easily sell shows and make extra profits on talent fees.

So investigate now the ways in which Thesaurus can help build greater audiences and increased profits for your station. Contact your nearest Thesaurus representative for complete details.
Thesaurus... the library that pays its own way with
80 top-talent shows... 31 program series —
plus 5,000 musical selections and 52 releases per month!

And, again this year... as in every year... you can count on the New Era in Thesaurus to provide the biggest names... the most saleable shows... the most effective program aids... the most productive sales tools in the transcription library field.

Stations praise Thesaurus results...
“Sponsor very happy — Mail response increased appliance dealer’s schedule of Thesaurus show from 3 to 5 times per week.” WFDF (Flint, Michigan)
“We’re getting a large enough talent fee from The Wayne King Serenade and The Hour of Charm to pay for your service.” WMT (Cedar Rapids, Iowa)
“Sold 15 Thesaurus shows in 60 days—46 quarter-hours weekly... Thanks for everything in helping us get started with Thesaurus.” KROS (Clinton, Iowa)

SONS OF THE PIONEERS
An all-star, quarter-hour musical round-up of Western and Cowboy music at its best... five times weekly

“the FREDDY MARTIN Show”
Freddy Martin and his Orchestra with Merv Griffin, Murray Arnold and the Martin Men... quarter-hour show —twice weekly

Music Hall Varieties
Starring Beatrice Kay and Joe E. Howard, with Aileen Stanley and Irving Kaufman in a “Gay 90’s” show... half-hour—once a week

Thesaurus... "big-name shows for small-budget sponsors"

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA
630 Fifth Avenue, New York 20, N. Y.
JUdeon 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill.
WHitcbe 4-3530
1016 N. Sycamore Ave., Hollywood 38, Cal.
Hillside 5171
522 Forsyth Bldg., Atlanta 3, Ga.
WAlnut 5948
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Riverside 1371

Novatime
A Festival of Waltzes
Norman Clafler’s Memorial Show
Claude Thornhill
Ray McKinley
I Hear the Southland Singing
Slim Bryant and his Wildcats
Jumpin’ Jacks
Five complete recordings of the following libraries:

PAXTON — BOSWORTH — BRULL — ODEON —

AND

FRANCIS DAY & HUNTER

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.

Established 1932

159 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues
Arranged by Our Firm

- - TRANSCRIPTIONS

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.

Phone: GRant 1-3696

President .................. George Heid
V.P., Treas. ................ Margaret Heid
Chief Engineer ................ Bob Davis
Musical Director ............ Everett Neill

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.

Phone: PLaza 8-2910

Owner .................. Mary Howard
Chief Engineer ............. L. MacDonald
Office Manager .......... Gretchen C. Howard

Services Offered: Ampex Tape, Scully Lathe, Pic-Sync Generator for synchronizing tape to film—Studio, live, off-the-air recordings; Microgroove recordings, pressings.

FLORRIE JAYE

48 West 48th St., New York 36, N. Y.

Phone: JUdson 6-9734

Services Offered: Custom-built Radio & TV jingles, recordings.

ESTELLA H. KARN

49 W. 45 St., New York, N. Y.

Phone: LUxemburg 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.

111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President (Dir.) .............. Sidney J. Wolf
Vice-President (Dir.) ........ Joseph Bayer
Vice-President ................ Noel A. Rhys
Vice-President ............... Edwin R. Peterson
Vice-President ............... William Bayer
Secretary-Treasurer (Dir.) .... Arthur Wolf

580 Fifth Ave., New York, N. Y.

Phone: PLaza 7-1460

V.P., East. Sales Dir.......... Noel A. Rhys
Acct. Executive ............. Charles A. Hammarstrom
Office Manager ............. Eve Bannier
Director of Research ......... Nicholas Gordon

111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President ................... Sidney J. Wolf
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, 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 1953, as in 1952, 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 FEATURE / PROGRAMS, INC.

117 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
Mgr. of West Coast Oper........Hugh S. Allen
Station Relations..................Addison C. Amor

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: Dunkirk 4-4191

President..................C. P. MacGregor
Manager................George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinyl-pressings.
MASTERPIECE RECORDING CO.
1 E. 54th St., New York 22, N.Y.
Phone: PL 5-9760
Owner-Mgr. ...............Nathan Levy
Services Offered: Disc, tape and film recording. Studio and remote facilities. Micro-groove and standard masters and pressings. Auditions, line checks and tape editing. Transcriptions and disc duplications.

FRED C. MERTENS & ASSOCIATES
20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135
Sales Manager..........George L. Price
Services Offered: 156 five-minute transcribed spots, Miracles of Faith, open in middle and at each end. 78 miracles of religious origin; 78 pertaining to political, social, and economic advancement of mankind.

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 MICHELMAN, INC.
15 West 47 St., New York 19, N.Y.
Phone: PLaza 7-0695
President ............Charles Michelson
Divisional Sales Mgr.......Ray Linton
Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO
55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183
Owner .............Edwin M. Webb
Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

ALLIED RECORD MANUFACTURING COMPANY
619 W. 54th Street
New York, New York

1041 N. Las Palmas
Hollywood, California
MORTON RADIO PRODUCTIONS, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144
President .................. Morton Jacobson

Services Offered: “This Is the Story—TV,” 53 fifteen-minute teleplays, all vignette stories about history, science, art, literature, music, etc., with an O’Henry-type ending.

MUSICOMMERICALS
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: ORchard 4-7400
President .................. Harry E. Houghton
Exec. Vice-Pres.................. Charles C. Cowley
Vice-Pres. & Treas.............. John R. Andrus
Vice-Pres.-Nat’l Sales ...... Maurice B. Mitchell
Vice-Pres.-Spec. Svs. .......... Alexander B. Motenko
Secretary .................. Anna M. Kerner

Wired Music Div.
229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400
Vice-Pres. N. Y. Oper ....... Ethel W. Maclean
Vice-Pres. Chg. of Sales ... Curt H. Pfenniger
Promotion Mgr............. Roger L. Thaxter

Associated Program Service Div.
Radio Libraries and TV Film
237 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-7700
Vice-Pres. & Gen. Mgr.... Maurice B. Mitchell
Sales Mgr.................. Edward Hochhauser

Technical Research and Engineering Div.
229 Fourth Ave., New York 3, N. Y.
Vice- PRES.................. Emil F. Hembrooke

Fine Sound Inc.
TOMKINS COVE, N. Y.
STONY POINT 6-2266

“Craftsmanship in Recording.”
SKILL

... the mark of an "old pro"

It takes years to develop the ability to produce the highest degree of skill under the most exacting pressure. This is the mark of the professional.

We at Radio Recorders are "old pros" when it comes to high fidelity sound recording. Our skill never suffers under pressure.

For 16 years Radio Recorders has followed a basic policy of concentrating on the technical improvement of sound recording in all forms. The result is perfection in all departments.

As the largest independent recording organization in America, Radio Recorders only interest is to perfect sound quality, and to keep clients secure in the knowledge that their efforts will be recorded with the highest fidelity possible ... by the best "old pros" in the business.

TRANSCRIPTIONS

NOLA RECORDING STUDIOS
1657 Broadway, New York, N. Y.
Phone: PL 7-4870
Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: IU 6-0040
President .................. Vincent J. Nola
Vice-President ............ Vincent T. Nola
General Manager .......... Thomas Nola
Chief Engineer ............. Stanley Bumbly
Mgr. Film Prod. Facilities ... Peter Wilde

Services Offered: Film-Tape-Disc transcriptions for TV, Radio, Industry and Education—Studio and Location, Shooting facilities—Masters—Processing and pressings—Tape Duplication, Air and Line checks.

PALMETTO BROADCASTING SYSTEM
Transcription Division of
THE HALL BROADCASTING AND TELEVISION COMPANY, INC.
Anderson, S. C.
Phone: 3802
President .................. Wilton E. Hall
General Manager .......... Glenn P. Warnock
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 .................. Frank J. Starzel
Vice-Pres., Mgr.............. Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who’s who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of 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: Globe 6-2135
President ................. George Logan Price
Sales Manager ............. S. M. Lauch

Services Offered: Radio transcriptions of morale-building, constructive, open-end 15- and 30-minute programs, Scripts, ideas, commercial tie-ins, production, and advice on talent availabilities. (Not a talent agency.)
RCA VICTOR CUSTOM RECORD SALES DIV.
630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
Vice-Pres., Gen. Mgr. . . . Paul A. Barkmeier
Manager . . . . . . . . . . . . . . . James P. Davis
Artist & Repertoire Mgr. . . . Ben Selvin

Custom Record Sales Sections
Manager . . . . . . . . . . . . . . . . D. J. Finn
Chicago Manager . . . . . . . . . A. E. Hindle
Hollywood Manager . . . . . . . R. C. Bucholz
N. Y. Mgr. Orders & Service
Richard E. Bylandt
N. Y. Sales Rep. (Phonograph
Records) . . . . . . . . . . . . . . Ralph C. Williams
N. Y. Slide Film Rep. . . . . . . Marjorie Tahaney
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. Reiland
Western Sales Manager . . . . . William C. Cartland
Northeastern Sales Rep. . . . . George Field
Southeastern Sales Rep. . . . . Henry A. Gillespie
Central Sales Rep. . . . . . . . Gregory Reeser
Southwestern Sales Rep. . . . Robert Fender
Mgr. Sales Service . . . . . . . Walter R. Seifert
Mgr. Comm'l Research . . . . Donald D. Axt

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices
630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3530
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: JUdson 2-5130
Executive Director . . . . . . . Oliver W. Nicoll
Assoc. Dir. of Svcs . . . . . . . Sandra Munsell
Mng. Dir. of Prod . . . . . . . J. H. Macdonell

UNITED RECORDING LABS.
TAPE — DISC — STUDIOS
Editing

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089

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

793
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  
Chair. of Bd., Secy. & Treas.: H. DeVoe Rea  
President: G. Howard Hutchins  
Vice-Pres., Sales: J. Joseph Sameth  
Vice-Pres., Engineering: H. L. Bryant  
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.

**RADIOZARK ENTERPRISES, INC.**

606 St. Louis St., Springfield, Mo.  
Phone: 2-4422  
Vice-President, Mgr.: E. E. Siman, Jr.  
Vice-President, Mgr.: John B. Mahaffey  
President: Ralph D. Foster  
Mgr., Chicago Office: Wm. K. Ermeling  

Services Offered: Program Production and Package Syndication. Transcribed vehicles for network and local advertiser and spot-station advertiser. Currently providing shows for one network and 550 independent outlets. Talent representation also.

**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. Wiggins  

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 L. 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.

**PROVEN QUALITY**

**COASTAL RECORDING COMPANY, INC.**

135 West 52nd Street  
Circle 6-3900  
New York 19, N. Y.  
Fine quality — dependable, rapid service — experienced personnel — have resulted in a representative clientele.

* Proven by the repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER, Managing Director
THE CHARLES E. SKINNER PRODUCTIONS
1600 Broadway, New York, N. Y.
Phone: Circle 6-6915
Exec. Producer-Director...Charles E. Skinner
Associate Producer.....Robert Sloan
Musical Director.......Skitch Henderson
Associate Producer, West Coast Rep...Albert Kelley
Gen. Business Mgr........Melville Ruick
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, theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

HARRY SMITH RECORDING STUDIOS, INC.
48 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-2893
Services Offered: Full studio facilities, air checks, transcriptions, phonograph records.

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: Processing, pressing, shipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

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

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275
Owner..................L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 36, N. Y.
Phone: LUX. 2-3530
President..............M. E. Moore
General Manager........Norm Bart
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-Pre...Adna H. Karns
Vice-Pre. & Gen. Mgr...John F. Hyle
Services Offered: Open-end Transcriptions.

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President...............Richard H. Ullman
Exec. V. P................Robert P. Mendelson
Vice-President.........Marvin A. Kemppner
Services Offered: Create, wire and produce radio programs and announcements, selling

Western's Your Best Bet!
for
CUSTOM RECORDING
• TAPE
• DISC
• EDITING

Western Recorders
6000 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

**UNITED BROADCASTING COMPANY, INC.**
301 E. Erie St., Chicago 11, Ill.
*Phone: SUperior 7-9114*

Gen. Mgr. & Chief Producer.. Wm. L. Klein Assistant Manager .................. John Brunner Chief Engineer .................. John Just

**Services Offered:** Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," spots, musical jingles.

**UNITED RECORDING LABS.**
1630 Broadway, New York 19, N.Y.
*Phone: CI 7-2089, 3718*

Partners........George Adams, Anita Smith

**Services Offered:** Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks. Studios for radio and TV.

**UNIVERSAL BROADCASTING SERVICE, INC.**
205 Union Savings Bank, Boston 16, Mass.
*Phone: Liberty 2-9293*

President..................Richard L. Colten
Exec. Vice Pres.............P. C. Huellmantel
Vice Pres-Sales.............Kenneth E. Heinz
Vice Pres-West Coast ...... W. L. Gleeson
Sec-Treas..................John L. Mayer
Exec. Sec..................Patricia A. Griffin
Vice Pres., Chief Eng........Michael Pesanelli
New York Representative..U. Brent Groves

**UNIVERSAL RECORDERS, INC.**
*Phone: Hollywood 9-8282*

President..................Arthur B. Hogan

**Services Offered:** All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use. Complete 16 mm. dummy setup with interlock and facilities for recording 16 mm. and 17½ mm. magnetic. Substantial vinylite pressing business done also.

**UNIVERSAL RECORDING CORP.**
111 E. Ontario St., Chicago 11, Ill.
*Phone: MI 2-6465*

President..................Milton T. Putnam
Vice-President...............A. B. Clapper
Secretary-Treasurer ..........Robert A. Weber
Office Manager...............Belinda Richmond
Controller ..................Tony Parri

**Services Offered:** Recording, transcriptions, package programs, masters and pressings.

**THOMAS J. VALENTINO, INC.**
150 W. 46th St., New York 36, N.Y.
*Phone: Circle 6-4675*

President..................Thomas J. Valentino
Vice-Presidents...........Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec...........Peter J. Riolo

**Services Offered:** Mood music for TV.

**WESTERN RECORDERS**
6000 Sunset Blvd., Hollywood 28, Calif.
*Phone: HE 6811*

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.

**WMGM RECORDING STUDIOS**
711 Fifth Avenue, New York 22, N.Y.
*Phone: MUrRAY Hill 8-1000*

Director....................B. Lehhar, Jr.
Gen. Mgr....................F. Roehrenbeck

**Services Offered:** Complete facilities for studio recording tape and disc. Ampex tape recorders, Scully lathes, Fairchild cutting machines and all associated equipment of the same high quality. Six studios of various sizes all air-conditioned. Audience seating of 300 in largest studio.

**WORLD BROADCASTING SYSTEM**
501 Madison Ave., New York 22, N.Y.
*Phone: MURRAY Hill 8-4700*

President....................John L. Sinn
Vice-President...............Frederic W. Ziv
Vice-President...............Robert W. Friedheim
General Manager...............Richard Lawrence
West Coast Manager...........Maynard Marquardt

**Services Offered:** World Program Service Library. Library programs and custom built shows.

**FREDERIC W. ZIV CO.**
1529 Madison Rd., 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.
Play and Story

BROKERS

Los Angeles, Calif.
Bentel, George
6606 Sunset Blvd................ GRanite 8608

Bergerman Agency
141 El Camino Dr., B. H....... CRestview 6-4124

Bloom, Phil, Agency
416 N. Bedford Dr.............. CRestview 6-1339

Elwood, Maren, Agency
4949 Hollywood Blvd.............. OLYmpic 4786

Famous Artists Corp.
9141 Wilshire Blvd................ CRestview 1-5222

French, Samuel, Inc.
7623 Sunset Blvd................ HEmpstead 3146

Goldstone, Nat C.
9131 Sunset Blvd................ CRestview 6-1071

Jaffe, Sam, Inc.
8553 Sunset Blvd................ CRestview 6-6121

Herzbrun, Walter, Agency
9009 Beverly Blvd. (38).......... CRestview 6-4157

Irwin, Lou
9165 Sunset Blvd................ CRestview 1-7131

Kohner, Paul, Inc.
9169 Sunset Blvd, (46)............ CRestview 1-5165

Literary Corp. of America
915 N. La Cienega Blvd. (46).... CRestview 5-7494

Mack & Levene Agency
9128 Sunset Blvd................ CRestview 1-2141

Morris, William, Agency
202 N. Canon Dr., Bev. Hills...... CRestview 1-6161

Music Corp. of America
9370 Santa Monica Blvd., B. H.... CRestview 6-2001

Orsatti & Co.
211 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 5412

Shurr, Louis, Agency
327 N. Rodeo Rd., B. H............ CRestview 1-1116

Small, Paul
448 S. Canon Dr., B. H............. CRestview 1-5246

Swanson, H. N., Inc.
8928 Sunset Blvd................ CRestview 1-5415

Winckler, D. M.
9606 Santa Monica Blvd., B. H...... CRestview 1-7244

New York, N. Y.
American Play Co.
522 Fifth Ave...................... MUrray Hill 2-0156

Bartsch, Hans
522 Fifth Ave...................... MUrray Hill 2-0156

Brandt & Brandt
101 Park Ave........................ MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave.......................... MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave........................ MUrray Hill 2-9145

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........................ MUrray Hill 2-6390

Leonard, Claire & Carl Cowl
516 Fifth Ave........................ MUrray 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.
1270 Ave. of the Americas.......... JUdson 6-5100

Pauker, Dr. Edmond
1639 Broadway........................ COLUMbus 5-1726

Reynolds, Paul R. & Son
509 Fifth Ave........................ MUrray Hill 8-4787

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 2-8873

797
heart-warming aspects to this story. First, the listeners and viewers of America have demonstrated in convincing fashion their loyalty to and reliance upon radio and TV. Second, broadcasting has added a new chapter to its 30-year record of public spirited good citizenship. And third, one cannot help but feel that the unparalleled coverage given to the conventions, the campaign, and the issues by TV and radio have created in the citizen a new feeling of closeness to political decisions and a more active desire to have a part in them."

With a vast audience assured by the success of the get-out-the-vote campaign, both parties settled down to the serious business of putting into operation one of the most intensified time-buying drives in history.

It is estimated that the national political organizations and their supporters spent more than $6,000,000 for radio and television time during the campaign, with the Republicans signing up for the lion's share of this total.

The surge of spending brought with it the obligation on the part of the two industries to exercise the ultimate in fairness in handling the campaigns, an obligation which was fulfilled in a manner which brought universal approbation.

Praise of the industries' efforts in this direction was paid by Paul A. Walker, chairman of the Federal Communications Commission, at the close of the campaign.

Walker, in an appearance before the special House of Representatives committee which looked into campaign expenditures, told that group that the Commission had received no evidence that either the radio or television industry, or the commercial sponsors of the programs aired by those industries, had favored any candidate or party. Reports indicated, he said, that the stations and networks had exercised every effort to play fair with all candidates, not only for the national, but also for the state and local offices as well.

The balloting took place on Tuesday, November 4. The inauguration of General Eisenhower as the 34th President of the United States was held on Tuesday, January 20. Both were red letter days in the radio and television industries. With public interest at a fever pitch, the audience for each of the media was probably greater than at any other time in history.

Mighty preparations for coverage of the balloting were made by the major networks.

NBC opened its facilities at 8 p.m. with a running story of the balloting. George Hicks and Merrill Mueller gave listeners full returns as well as vote analyses, while Richard Harkness kept listeners informed on gubernatorial and Senatorial contests.

For TV, Bill Henry, veteran of the Chicago convention, provided the running story as developments unfolded. John Cameron Swayze acted as "presidential reporter" for the televiewers.

CBS election headquarters at 15 Vanderbilt Avenue was a compact, complete co-ordination of radio and TV, with some 500 staffers working within the confines of three adjoining studios. TV was housed in the larger studio, a beehive of continuous activity from 8 p.m. onward, giving well-integrated, up-to-the-minute coverage via scoreboards on Presidential, gubernatorial and Senatorial returns, with the web's top commentators, Walter Cronkite, Ed Murrow, Lowell Thomas and Doug Edwards holding forth, aided by a 20-member staff of statisticians under the direction of John Burke, together with a highly geared staff of newsmen and other CBS personnel—all co-ordinated by Don Hewitt.

The AM headquarters of CBS was directly behind the bustling TV beehive. Fourteen teletype machines serviced both radio and TV in a night-long schedule.

ABC Radio and Television started coverage of the balloting promptly at 8 p.m., with such luminaries as Walter Winchell, John Daly, Drew Pearson and Elmer Davis spearheading the network's operation. For tabulating purposes the network used IBM machines and a special staff of personnel numbering some 300. Total staff
used by the network from studios in New York, Chicago and Hollywood totaled more than one thousand.

The newsroom of the Mutual network, while achieving a peak of activity, was at the same time a model of smooth operation. Under the direction of Milton Burgh, Mutual's director of news, batteries of teletype machines fed bulletins to a full staff in program operations, with Hal Wagner at the helm, and to control, under Art Feldman, director of special events.

At 8 p.m., starting time of the Chevrolet sponsorship of the broadcasts, Mutual gave the "box score" existing at that time. Then Fred Vandevertener, anchor man of the MBS team, launched into a report of late returns. Within the next quarter hour the network had switched to seven cities throughout the East, South, New England and midwest for election news from those sections. Coverage was given to General Eisenhower's headquarters in New York's Hotel Commodore as well as to Stevenson headquarters in Springfield, Ill.

The Du Mont network, in a tie-up with the New York Journal American, gave its adherents an all-video picture of the event. Frank Conniff, popular "Journal" columnist, and Sanford Stanton, noted political editor, were featured on the WABD-Du Mont "Election Roundup," giving viewers accurate analyses of the voting trends.

The five major networks each received a "Bill of Rights Award" from the American Heritage Foundation for their work in the get-out-the-vote campaign. The networks so honored by the Foundation were ABC, CBS, Du Mont, Mutual and NBC.

As the tumult and the shouting of the election died, the nation's viewers and listeners leaned back and enjoyed a breathing spell while looking forward to the inauguration of "Ike," which was held in Washington on Tuesday, January 20.

It is estimated that most of the country's 158 million people saw the inaugural ceremony on television or heard it on the radio. There are an estimated 110 million radio sets in the nation, and more than 21 million television receivers.

The radio networks and the independent stations carried the inaugural to all sections of the country, while 125 TV stations in 75 cities gave a sight-and-sound coverage to upward of 75 million viewers.

The leading role which radio and television played in the recent election poses at once the question "What of the future"? The basic processes of nominating—and electing—a President may undergo radical revisions in the light of recent events.

A conservative estimate of TV coverage reveals that the more than 21,000,000 receivers are normally watched by approximately 70 million persons, putting telecasts within range of 75 per cent of the population at the present time. And this percentage is being enlarged daily.

The rapid rate of this advance can be appreciated when it is recalled that when Mr. Truman took office four years ago there were only 800,000 TV sets in range of the pooled telecast which reported his inauguration. The 21 million receivers available in 1953 represents an increase of more than 2,600 per cent in only four years. What this figure will be in 1956 can be only a matter of conjecture.

Radio and television broadcasts of the recent campaign pointed up the possibility and feasibility—the necessity, in fact—of shortening the campaign period. Obviously, the days of the "stumping" candidate are over. The striving, and jockeying, for political advantage, which consumed almost a year, has been made archaic by the advances of radio and TV.

The waste-time, waste-motion, waste-money character of the political nominating conventions was brought home forcefully to those who pay the bills by the all-revealing eye of the television camera. Here again the need for correction has been made painfully clear.

In 1956, with virtually 100 per cent of American homes reached by radio, and with, possibly, 90 per cent within video range, the people of the nation will be brought face to face, so to speak, with their candidates for leadership. An entirely new era in political life will have been born.

This industry is fortunate indeed that it is the instrumentality whereby this revolutionizing development will most surely result in a clearer-thinking, a better-educated political America.
The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

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.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

du Mont Television Transmitter Division,

Allen B. Du Mont Laboratories, Inc., Clifton, N. J.
Radio Daily

Presents

1953

Television Year Book

Sixteenth Annual Edition

Jack Alicoate

Editor-in-Chief

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FORGING ahead with boundless enthusiasm the television industry in this year 1953 is on the threshold of an era of electronic expansion unprecedented in the history of communications.

☆

THIS edition of the Television Year Book is replete with information attesting to the giant strides video has made during the past year as well as to the planning for the future. It is an up-to-the-minute chronicle of a year of startling progress of the sight-and-sound medium.

☆

THE facts, figures and opinions embodied in this edition bear testimony to the creative forces which brought this modern miracle to the nation. This volume is your record of accomplishments.

☆

TO the men and women of television we express our appreciation. Your interest and contributions have made this edition a priceless reference volume. Again, we thank you.

JACK ALICOATE
Editor-in-Chief
As the curtain goes up on another successful year of the TELEVISION PLAYHOUSE, Philco broadcasts its sincere appreciation to all the talented actors, actresses, writers and technicians whose work has established the PLAYHOUSE as television’s outstanding dramatic program.
TV CODE

OF THE

NARTB
Is your Television set outmoded?
(THF NEXT FEW MINUTES WILL TELL YOU)

Here are eight pertinent questions you should ask yourself about your present television set. Get a pencil and answer them now.

YES NO
☐ ☐ Got a small picture? The new Zeniths have big 17, 21 and 27-in. pictures, fine grain pictures with sharp, clean contrasts.

☐ ☐ Is your cabinet an eyesore? Every new Zenith is a fine piece of furniture in its own right. 22 models to choose from, styles for every taste.

☐ ☐ Has your set a flat, tinny tone? Big speakers and precision-engineered FM sound systems make the sound of a new Zenith as matchless as the Zenith picture.

☐ ☐ Has your set an awkward tuning system? You tune a Zenith, both sound and picture, with just one knob. You get perfect reception on every channel, UHF or VHF, pre-tuned for your location.

☐ ☐ Do you anticipate UHF troubles? Any Zenith ever built can be readied for UHF in 15 minutes without taking the chassis out of the cabinet, without converters.

☐ ☐ Does interference blur picture and sound? You can lock out interference with the Zenith Fringe Lock. It keeps the picture from wobbling and rolling, too!

☐ ☐ Got fringe area "snow?" When tested in 17 difficult fringe areas the new Zenith million-dollar chassis gave 25% better reception than any leading make tested against it.

☐ ☐ Do you get reflection and glare on the screen? A special development eliminates room reflection and glare at eye level on the new Zenith models.

IF you’ve answered "Yes" to 2 or more of the above questions, it’s pretty good proof that your set is out of date—robbing you of a lot of TV enjoyment. And it means that you’d better make a bee-line for the nearest ZENITH TV DEALER.

GET ZENITH®
Quality TV
and start to enjoy television

The Tudor
17-inch screen $199.95*

*Manufacturer’s suggested retail prices are shown and include Federal Excise Tax as well as Parts and Tube Warranty. West Coast and Far South prices slightly higher.

Zenith Radio Corporation, Chicago 39, Ill. Backed by 33 Years of “Know-How” in Radionics® exclusively. Also makers of fine hearing aids.

COPYR. 1953
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.

(Continued on Page 808)
TRULY THE
MOST MAGNIFICENT SERIES
OF TELEVISION DRAMAS EVER PRODUCED!

ADOLPHE
MENJOU

YOUR STAR AND HOST IN

"FAVORITE
STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE
IN TELEVISION ENTERTAINMENT!

Planned for 3 full-length
Commercials Plus Opening
and Closing Sponsor
Identification!
Thrill to television's greatest dramatic achievement!

Exciting!

PRODUCED WITH A
Master's Flair!
Not anywhere, not by anyone has television been so handsomely
and lavishly staged!

BEYOND BELIEF!
Brilliant Stories!
All thrillingly new
to television!

NEVER BEFORE HAVE SO MANY
talents been combined for
the sole purpose of
building
Sales and Profits!
for you!
ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:
   a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
   b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
   c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
   (ii) 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.
TELEVISION CODE—NARTB

(ii) Any telecasting designed to “buy” the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not 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.

809
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.
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.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

   a) In affording opportunities for cultural growth as well as for wholesome entertainment.

   b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

   c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

   d) In eliminating reference to kidnapping of children or threats of kidnapping.

   e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

   f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.
NEW 16mm LAB

Consolidated is proud to make available to users of 16mm film its new 16mm laboratory.

This is the first large, fully-equipped, professional laboratory ever built for the processing of 16mm film exclusively. It incorporates every advanced facility for attaining the finest possible quality in 16mm black & white and color.

In Every Field, One Name Stands Out.
In Film Laboratories, It's . . . CFI

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, Calif. • HO 9-1441
1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700
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
Yes, I dabble in oil a bit, but my real money comes from my new TV station. You see, I bought Consolidated's STATION-STARTER PLAN and made money on programming right from the start. Actually, it was just a case of taking the little old ball and running with it. Money came pouring in. Have a cigar. Have two.

Consolidated Television Sales distributors of film for Television
SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231
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-
TELEVISION PROGRAM AIDS

BMI services are designed as practical aids to the television broadcaster. Check with your program director or music librarian for this material.

TELEVISION SKETCHBOOK

A regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

CATEGORICAL INDEX

For setting musical scenes and selecting appropriate music for countless script situations.

A complete volume, carefully compiled, indexed and cross-indexed, to provide immediate reference to a wide variety of popular and standard song titles.

RECORDED BRIDGES, MOODS, INTERLUDES

A classified and cross-indexed reference book, particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a music expert to make the most of this BMI service. "Recorded Bridges, Moods, Interludes" gives you thousands of cues to recorded symphonic music which is available to any telecaster.

"22 TELEVISION TALKS"

An important book containing transcripts of the talks and discussions at the BMI Television Clinics.

A practical symposium of TV data by men of wide experience and recognized pioneers in television.

Offered to TV, radio and allied industries at the cost of transcribing and printing.

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.

Broadcast Music, Inc. 580 Fifth Avenue • New York 36, N.Y.
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
"AMERICAN INVENTORY"

NBC - TV

Producer: Bill Hodapp
Associate Producer: Bob Wald

Director: Larry Schwab, Jr.
Administrative Director: Martin Cohen
to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising materials 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:

<table>
<thead>
<tr>
<th>Length of Program (minutes)</th>
<th>Length of Advertising Message (minutes and seconds)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>News Programs</td>
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<tr>
<td></td>
<td>Day and Night</td>
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<tr>
<td>5</td>
<td>1:00</td>
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<tr>
<td>10</td>
<td>1:45</td>
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<td>15</td>
<td>2:15</td>
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<td>30</td>
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<tr>
<td>45</td>
<td></td>
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<tr>
<td>60</td>
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</tr>
</tbody>
</table>
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
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.

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.

Radio-TV Receiver Production in 1952

Washington—A month-by-month breakdown of 1952 production of television and radio receivers, showing a total production for the year of more than 6 million TV's and 9.7 million radio receivers, as released by the Radio-Television Manufacturers' Assn., follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Televison</th>
<th>Home Sets</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>434,932</td>
<td>288,724</td>
<td>68,433</td>
<td>195,147</td>
<td>80,151</td>
<td>632,455</td>
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<tr>
<td>February</td>
<td>409,337</td>
<td>312,705</td>
<td>72,866</td>
<td>267,779</td>
<td>106,103</td>
<td>759,459</td>
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<tr>
<td>March</td>
<td>510,561</td>
<td>357,689</td>
<td>99,720</td>
<td>343,314</td>
<td>175,169</td>
<td>975,892</td>
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<tr>
<td>April</td>
<td>322,878</td>
<td>286,164</td>
<td>110,523</td>
<td>275,250</td>
<td>173,003</td>
<td>747,946</td>
</tr>
<tr>
<td>May</td>
<td>309,375</td>
<td>288,927</td>
<td>128,351</td>
<td>215,478</td>
<td>115,588</td>
<td>748,344</td>
</tr>
<tr>
<td>June</td>
<td>515,655</td>
<td>324,786</td>
<td>126,636</td>
<td>230,706</td>
<td>183,496</td>
<td>965,554</td>
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<tr>
<td>July</td>
<td>198,921</td>
<td>203,868</td>
<td>81,353</td>
<td>95,220</td>
<td>61,295</td>
<td>441,736</td>
</tr>
<tr>
<td>August</td>
<td>397,769</td>
<td>235,728</td>
<td>105,006</td>
<td>94,315</td>
<td>108,753</td>
<td>543,802</td>
</tr>
<tr>
<td>Sept.</td>
<td>361,152</td>
<td>297,669</td>
<td>205,186</td>
<td>246,909</td>
<td>124,489</td>
<td>874,253</td>
</tr>
<tr>
<td>Oct.</td>
<td>724,117</td>
<td>314,459</td>
<td>113,552</td>
<td>163,494</td>
<td>180,841</td>
<td>772,346</td>
</tr>
<tr>
<td>Nov.</td>
<td>780,486</td>
<td>399,853</td>
<td>153,503</td>
<td>195,200</td>
<td>185,639</td>
<td>924,195</td>
</tr>
<tr>
<td>Dec.</td>
<td>921,086</td>
<td>452,556</td>
<td>194,837</td>
<td>406,258</td>
<td>271,507</td>
<td>1,325,158</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,096,279</td>
<td>3,753,128</td>
<td>1,460,002</td>
<td>2,729,070</td>
<td>1,769,036</td>
<td>9,711,236</td>
</tr>
</tbody>
</table>

828
TV ‘NEVER HAD IT SO GOOD’
But—Beware The Delusion Of Self-Satisfaction

By CHRIS J. WITTING, Managing Director,
Du Mont Television Network

TELEVISION at both the network and station level “never had it so good” as in 1952—at least on the basis of billings figures and reports on sets in use—and 1953 looks even better!

But one does not require a crystal ball to question whether telecasters should accept too confidently all that meets the eye—whether they wouldn’t be wiser to look below the surface. Here, within the confines of the industry’s trade journal annual, is a good place to make a closer examination of some of the things that rate a second look.

The first question we should attend to is: Just how united are we in our “united front”? True, we’ve got the code and we’ve even acquired a congressional accolade for industry efforts to police ourselves. And, of course, the code has remedied some programming problems—cleavage and off-color, ad lib jokes, for example. But who will contend that the code is as fully effective on the commercial side—as to length of commercial, improper display of promotional signs, and so on?

In reviewing many a conversation on the subject this year, I’m sure that I express a common sentiment when I suggest that we’d all be wise sincerely and effectively to support the industry’s effort to do the many jobs that the code seeks to carry off—to do the jobs for ourselves before we face the added problem of outside attempts at “regulation.” And if there is any doubt in your mind that the threat of such outside “aid” is very real, just ask your Congressman.

And while we are on the subject of Washington, I think television would be wise to view with sympathy the tele-consciousness of the Eisenhower administration and develop an affirmative, positive program to make sure that the administration finds ways to interpret national problems and its approach to them through our medium.

Last year I wrote here that television had two vital jobs cut out for it in 1952, and one of them was “to put the brakes on soaring costs.” Yet costs have continued to rise and this pivotal problem has been carried over into 1953.

Employees are striking or negotiating for more money. Stations already on the air are increasing rates as their set circulation figures rise, and new stations are coming on the air—all to add to the bill that sponsors are expected to foot.

What does this mean? The answer is written in the roll of advertisers who used the medium a year or two ago, but found it “too rich for their blood”—“too rich” during a period when they, too, were operating at peak levels, enjoying good incomes and profits. Where will we be if the excess profits tax is eliminated and many enterprises don’t have the money available in the future that they have had in the past? Or if business volume falls off a little?

One of the most regrettable things of the year is the general agreement among sympathetic but critical commentators that network TV, although only three years old, commercially has found a “well heeled rut” and is taking the conventionally safe side of the road rather than the rougher road of daring and pioneering. It makes me wonder whether we are not too inclined to accept the quick dollar rather than explore the promise in such initiative and creative effort.

And I am all the more sensitive to this when I review the quick response to Bishop Sheen, who has been followed by so many programs based on a strong individual; by our own daring Mono-Drama Theater which puts Shakespeare in the format of a soap opera with great success; by Dark of Night which proves television capable of “on location” dramatic production—breaking through the walls of the studio, and by the splendid documentaries that two of our competitors have produced this year.

So, to sum up, the moment is one that calls not for self-satisfaction over ever-increasing billing figures but for serious self-examination and energetic co-operation that Television may quickly achieve a sound economic basis and become the great communication medium that it promises to be.
As Whole Nation Looks And Listens

Frank Conniff, New York Journal-American, and Sanford E. Stanton, political editor, analyze Presidential voting trends on the "Election Roundup" program over WABD-Du Mont.

This snap of activity at Mutual shows Fred Vandeventer, assisted by agency and production personnel, airing the voting tallies to 560 affiliates.

This photo at CBS TV headquarters shows Walter Cronkite (extreme right) serving as "anchor man" for the web's operations.

830
TELEVISION NETWORKS and FCC STATION ALLOCATIONS
ABC-TV's 3-WAY EXPANSION
Talent, Production And Facilities All Affected

By ALEXANDER STRONACH, JR.
Vice President in Charge of the ABC-TV Network

A new super nova appeared in the firmament of the entertainment industry early this year.

However, this nova is already behaving in a manner totally unfamiliar to astronomers and scientists accustomed to coping with our heavenly bodies. This nova didn’t suddenly flare up only to return to its former magnitude in a few weeks or months. It was born of long and deliberate undertaking and study—the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into the American Broadcasting-Paramount Theaters, Inc.

This new giant on the horizon of the entertainment industry was made possible through approval by the Federal Communications Commission on Feb. 9, 1953.

The realization of this accomplished fact brings into sharp focus the competitive enterprise that makes American business the envy of an entire world and the American knack for entertainment, especially as applied to the broadcasting-telecasting fields—one of the truly great industries in America.

The merger has placed at the network’s disposal sufficient financial resources to enable ABC to expand—talentwise, productionwise, and facilitieswise—and to assume a real competitive position in TV.

These three major expansions have already been undertaken:

Talentwise: by the signing of George Jessel as artist-producer and whose services become available to both the ABC Radio and TV Networks on a long term basis in June of this year; similarly, the signing of America’s outstanding disc jockey—Martin Block, for his “Martin Block’s Make Believe Ball Room” to debut on the network’s flagship radio outlet—WABC—on New Year’s Day, 1954 and who will shortly thereafter, inaugurate a similar program over the ABC Radio Network. Block’s services will also be available to the ABC-TV Network. Even as this is being written, ABC will shortly announce the signing of two of the top stars in our comedy roster.

Productionwise: the ABC-TV Network already has in preparation a series of especially planned TV presentations, each of half-hour’s duration and which will have their initial showing in April of this year. Titled the “ABC Album,” with Donald Cook as host of the series and featuring such outstanding names of the entertainment world as Paul Douglas, Brandon de Wilde, Audrey Christie, Don Briggs, Allen Jenkins, Walter Slezak, John Hodiak, Alan Mowbray and others, the “ABC Album” will bring to the nation’s televiewers a new concept in TV entertainment.

Facilitieswise: the long-range improvement of the network’s owned video outlets, boosting their respective power output to maximum signal strength as authorized by the FCC, and which will enable the ABC-TV Network’s five owned stations—WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles, and KGO-TV, San Francisco, to radically improve their signal strength, and which in turn will result in better reception to televiewers in those cities and surrounding areas. This facilities improvement plan is being undertaken at a cost of $2,500,000 and will be finally completed during 1954.

The merger does something more than simply bring into being a greatly revitalized network. It brings new life and hope to the entire entertainment industry—an industry that constantly strives to find new methods for the expression of great talent, education, news, public service and many other facets that enable some 80 million Americans to sit down in their living rooms each evening and see what the creative and technical skill of other Americans can bring to them.

From the combined resources of the newly merged companies there is certain to emerge a greater good and purpose. The fact that the merger creates a new competitive force among the other major networks is in itself most laudable.


The challenge has been set before us. We have met it in the past. The merger now enables us to meet the future with renewed strength in which a great industry and the public it serves are the final beneficiaries.
ALEXANDER STRONACH, JR.
Vice President in Charge of the ABC-TV Network

Rich in experience as a free-lance writer and as a director of some of radio's top shows, ALEXANDER (SANDY) STRONACH, JR. joined the American Broadcasting Company in September, 1948 as manager of television programs for the network. His versatility and ability to adapt himself to the rapidly changing TV industry gained him swift recognition as both a showman and executive and in January, 1950, he was named national director of television pro-

STRONACH, JR.

ROBERT M. WEITMAN
Vice President in Charge of Programming and Talent

He may be new to ABC, but ROBERT M. WEITMAN isn't new to people in show business. He joined ABC this year as vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into American Broadcasting-Paramount Theaters, Inc. and he is without a doubt, one of the most valuable executives that the broadcasting-telecasting industry could ac-

WEITMAN

CHARLES R. ABRY
National Sales Manager for the ABC-TV Network

It was in the early part of this year (February) that CHARLES R. (CHICK) ABRY was promoted to the position of national sales manager for the ABC-TV Network, a rather phenomenal rise, considering that he first joined ABC in June, 1951, as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC, that he proved himself one of the most capable account executives in the network field.

ABRY

His salesmanship, meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November, 1952. His present duties as National Sales Manager for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.
OFFICERS

Edward J. Noble...........Chairman of Finance Committee, AB-PT
Robert E. Kintner...........President
Robert H. O'Brien..........Exec. Vice-President
Earl E. Anderson...........Vice-President
Charles T. Ayres...........Vice-President
Slocum Chapin..............Vice-President
James Connolly.............Vice-President
Robert H. Hinckley........Vice-President
Earl Hudson.................Vice-President
Frank Marx..................Vice-President
Ernest Lee Jahncke, Jr.....Vice-President
John Mitchell..............Vice-President
Harold L. Morgan, Jr........Vice-President
John H. Norton, Jr..........Vice-President
Theodore I. Oberfelder.....Vice-President
C. Nicholas Priaux........Vice-Pres. & Treasurer
Alexander Stronach, Jr.....Vice-President
Thomas Velotta..............Vice-President
Robert M. Weitman..........Vice-President
Paul Whiteman..............Vice-President
Omar Elder................Assistant Secretary and Attorney
Aaron Rubin................Assistant Treasurer & Assistant Secretary
Walter C. Tepper............Controller
Geraldine B. Zorbaugh......Acting Gen. Attorney and Secretary

TELEVISION

Alexander Stronach, Jr........Vice President in Charge of Television Network

Engineering & General Services

Frank Marx.....................Vice President in Charge
Thomas F. Foy................Purchasing Agent
Richard Hamilton............Supervisor of Communications
Clure Owen....................Administrative Assistant
John Preston................Director of Engineering
Facilities & General Services

Lawrence Ruddell...........Recording Director
Joseph J. Spagnola.........Office & Studio Services Director
William Trevarthen.........Director of Engineering Operations

Reginald Willcocks..........Traffic Manager
Merle Worster..............Eastern Operations Manager

Finance, Personnel

C. Nicholas Priaux.........Vice Pres. & Treasurer
Henry T. Hede..............Administrative Assistant to the Vice President and Treasurer
Aaron Rubin.................Assistant Treasurer & Assistant Secretary
Walter C. Tepper............Controller
Marie McWilliams...........Director of Personnel

Legal

Geraldine B. Zorbaugh......Secretary & Acting General Attorney
Omar Elder..................Attorney & Assistant Secretary

Labor Relations

Mortimer, Weinbach.........Acting Director of Labor Relations

Program

Robert M. Weitman..........Vice-President in charge of Programming and Talent

Services

Harold L. Morgan, Jr........Vice-President in charge of TV Services Department
Robert Holland..............Manager of Film Services
Ruth K. Blainey............Operations Manager
John L. Kelly................Plant Superintendent
James McNaughton...........Art Director
Harold Sobolov..............Studio Supervisor
Robert L. Stone............Business Manager

Programming

Charles Underhill..........National Director of Program Department
Freelon Fowler..............Film Program Manager
Charles Holden.............Asst. National Director of the Program Department
Robert F. Lewine...........Eastern Program Director
John Madigan.................Director of News & Special Events

James Stabile..............Administrative Manager

Public Relations, Advertising & Promotion and Continuity

Acceptance

John Pacey..................Director of Public Affairs
Ruth Crawford.................Librarian
Mitchell DeGroot...........Manager of Advertising & Promotion
Arthur B. Donegan...........Manager of Publicity
Ellen Heagerty..............Supervisor of Audience Information
Grace Johnsen..............Director of Continuity Acceptance

Ruth Trexler.................Executive Producer of Religious & Educational Programs
Sales
Charles Aby .......... National Director of Sales
Don Kearney .......... Assistant National Sales Manager
Stanley Smith .......... Eastern Sales Manager
Malcolm B. Laing .......... Business Manager for Network Sales

Station Relations, Sales & Station
Traffic Operations, Research & Sales Development
Ernest Lee Jahncke, Jr. .......... Vice Pres. & Assistant to the President
Frank Atkinson .......... Manager of Co-operative Program Department
Alfred Beckman .......... National Director of Station Relations Department
Donald Buck .......... Director of Operations for Sales & Station Traffic
Alice Stamatis .......... Manager of Order Processing
Oliver Treyz .......... Director of Research & Sales Development
William A. Wylie .......... Manager of Station Relations Department

CENTRAL DIVISION
20 North Wacker Drive
Chicago 6, Illinois
John H. Norton, Jr. .......... Vice President in Charge
Leroy Bartram .......... Manager of Traffic & Communications
Edward Bishoff .......... Sales Service Manager
Kenneth Christiansen .......... Manager of Office & Studio Services
Mary A. Corcoran .......... Purchasing Agent & Personnel Interviewer
James Duffy .......... Manager of Advertising & Sales Promotion
Walter L. Emerson .......... Legal Counsel
Monte Fassnacht .......... Manager of Program Department
John Fitzpatrick .......... Production Manager
Clarence Heider .......... Program Operations Manager
Elliott Henry, Jr. .......... Publicity Manager
William Hohmann .......... Research Supervisor
E. C. Horstman .......... Manager of Engineering & General Services
Lawrence Kelley .......... Manager of Film Department
Jack McCord .......... Program Business Manager
Francis McNulty .......... Music Rights Supervisor
Cornelius O’Dea .......... News Supervisor
Stewart Robinson .......... Auditor
Robert M. Savage .......... Manager of Script & Continuity Acceptance
James Stirton .......... Director of Network for Central Division
Floyd Timberlake .......... Engineering Operations Supervisor
Gerald A. Vernon .......... Manager of Network Sales

HOLLYWOOD
ABC Television Center
Hollywood 27, California
Earl Hudson .......... Vice-President in Charge of Western Division
William Phillipson .......... General Manager
J. Clifford Anderson .......... Program Business Manager
Cecil W. Barker .......... Program Production Director, Western Division
Dorothy L. Brown .......... Continuity Acceptance Editor, Western Division
Philip G. Caldwell .......... Manager of Engineering & General Services, Western Division
Edward B. Hullinger .......... Manager, Station Relations, Western Division
Francis LaTourette .......... Western Division News Editor
Allan Maynard .......... Purchasing Agent & Supervisor of Building Maintenance
Courtney McLeod .......... Traffic Manager, Western Division
Norma T. Olsen .......... Director of Program Operations
Cameron G. Pierce .......... Manager of Television Engineering
Albert R. Landers .......... Film Director
Darrell E. Ross .......... Production Manager
Jerry Ross .......... Director of TV Promotion—Publicity Department
Florence T. Schiro .......... Personnel Director
Norman H. Sloane .......... Production Control Manager
Donn B. Tatum .......... Director of Television, Western Division
C. Merwin Travis .......... Director of Promotion—Publicity Services
John C. Wagner .......... Controller, Western Division

SAN FRANCISCO
420 Taylor Street
San Francisco 2, California
James H. Connolly .......... Vice-President in Charge
Lorraine Duchene .......... Continuity Acceptance Editor
A. E. Evans .......... Manager of Engineering
Gordon Grannis .......... Advertising, Promotion & Publicity Manager
Marion Warda .......... Sales Service Manager
Edith Kirby .......... Traffic Manager
Victor Reed .......... Manager of News & Special Events & Program Operations
Henry A. Saroyan .......... Auditor

OWNED TELEVISION STATIONS
Slocum Chapin .......... Vice President in Charge of Owned Television Stations & General Manager of WABC-TV
William Mattern .......... National Sales Manager, Owned Television Stations

New York
J. Trevor Adams .......... Sales Manager of WABC-TV
Paul Mowrey .......... Station Manager of WABC-TV

Chicago
Joseph Fisher .......... Sales Manager of WBKB
Sterling C. Quinlan .......... Program Manager, WBKB

Hollywood
Philip Hoffman .......... Station Manager of KECA-TV
Frank King .......... Sales Manager of KECA-TV
Stanton Kramer .......... Director TV Promotion—Publicity Department
James Pollak .......... Program Manager of KECA-TV

San Francisco
Vincent Francis .......... Station Manager of KGO-TV
Dave Sacks .......... Sales Manager of KGO-TV
Bloyce Wright .......... Program Manager of KGO-TV

Detroit
(WXYZ, Inc.)
John Pival .......... Station Manager of WXYZ-TV

837
Curtain going up... on the

Biggest Event in Television!

Chances are you’ve already seen television’s newest, most exciting symbol... the symbol for the new ABC.

But the symbol is not important by itself. It’s just a curtain raiser for major announcements to come. It’s a sign that big things are in the air... and if you are an advertiser, a sign that this is the time to put ABC television in your plans.

New shows are being developed. New talent will be attracted. Not all right away, of course. But it will pay to watch ABC... because ABC now has the right combination of experience, equipment, and showmanship to be a leader in television.

The stage is set... and big things are beginning to happen. So keep your eye on the new ABC!

ABC Television Network
VIDEO FITS RETAIL PATTERN
Adaptable To Current ‘On-Sight-Alone’ Buying

By J. L. VAN VOLKENBURG
President, CBS Television

IT WAS a chilly month of the year. Electrical dealers in Chicago couldn’t understand why they were virtually sold out of $70 electric fans. Within a single week, $60,000 worth of the fans had moved across their counters.

There had been no local advertising, no other possible sales stimulus—except a single television commercial message on the Westinghouse “Studio One” program.

And there was the case of Schick Razor. Chester Gifford, president of Schick, Inc., reports: “Our sales record shows the biggest first quarter in our sales history, and also the biggest first half, with sales one-third ahead of the same period last year—and this at a time when industry in general, and especially the electrical appliance field, was not enjoying any material increases.”

Behind this story of vanishing inventories of Schick shavers is another great television success story—a story of the company’s merchandise being pulled out of non-TV areas and rushed to TV areas in order to meet consumer demand.

Each of these stories has a peculiar significance to marketing men. Each indicates that we may soon be anticipating a shift in the market picture determined largely by whether television is there or not. We can look for the market to follow television, rather than the other way around. For television creates demand for products—takes the customer to the spot where he can buy them.

And television fits today’s retail buying patterns: Today we find an increasing trend toward the self-service market, where merchandise is sold on sight alone, with the number of trained personnel kept to an economic minimum. No medium has given this trend such powerful impetus as television, where the skilled and controlled demonstration of the product occurs before the customer ever reaches the actual point-of-sale.

Advertisers, well aware of this merchandising trend, are relying more and more on television—as a potent advertising medium, as a new and revolutionary distribution and sales tool.

On our part, CBS Television has built a new flexibility into the medium to put it at the service of more and more advertisers. One plan, for example, is alternate-week sponsorships, with cross-referencing of sponsors, so that the advertiser may enjoy the benefits of a weekly program for about half the price of going it alone.

Another notable departure is the advertising participation plan, whereby the cost of some of the biggest shows may be assumed by as many as three or four sponsors on an equal basis.

In addition, we are currently experimenting with a five-minute segment plan for some of our daytime shows, by which an advertiser may buy as many or as few segments as he likes on a daily, weekly or seasonal basis. The plan makes network programs available to advertisers with modest budgets.

We have also made aggressive attacks on television’s basic costs. We built CBS Television City in Hollywood, for example, not only to provide housing for an increasing number of programs, but also to incorporate cost-reducing production methods.

We are fitting out our new production center in New York City with the same goals in mind. We expect to continue developing production efficiency and program quality in order to bring better and better shows before the public and to assure the most attractive and effective “buy” for advertisers.

As each new case history of sales success continues to indicate, television has emerged as the swiftest, most effective, most economical tool for moving merchandise across the counters of America.
HUBBELL ROBINSON, JR.  
Vice President in Charge of Network Programs

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising.

ROBINSON JR.

HARRY S. ACKERMAN  
Vice President in Charge of Network Programs — Hollywood

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.

ACKERMAN

WILLIAM H. HYLAN  
Vice President in Charge of Network Sales

WILLIAM H. HYLAN, associated with CBS for sixteen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account executive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.
Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS corporate personnel, as well as the board of directors, will be found on Page 268.

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg .......... President
William H. Hylan ........... 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
Frank B. Falknor .......... Vice President in Charge of Operations
Morle S. Jones .......... Vice President in Charge of CBS-Owned Stations and General Services
W. Spencer Harrison ........ Vice President in Charge of Legal and 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
William J. Flynn .......... Controller

Network Sales

William H. Hylan .......... Vice President in Charge of Network Sales
Thomas H. Dawson .......... Sales Manager
George E. Klaye .......... Chicago Sales Manager
Charles K. Sterritt .......... Detroit Sales Manager
Kingsley F. Horton .......... Pacific Coast Sales Manager
William J. Fagan .......... Business Manager
T. D. Connolly .......... Program Sales Manager
Edward P. Shurick .......... Manager of Sales Development
Robert F. Jamieson .......... Sales Service Manager
George A. Kolpin .......... Contract Manager

Network Programs

Hubbell Robinson, Jr. .......... Vice President in Charge of Network Programs

Harry S. Ackerman .......... Vice President in Charge of Network Programs, Hollywood
William Dozier .......... Executive Producer, Dramatic Shows
Marlo Lewis .......... Executive Producer, Music and Variety Programs
James C. Shattuck .......... Director of Editing
Harry G. Ommerle .......... Program Director
E. Carlton Winckler .......... Production Manager
Louis T. Stone .......... Program Budget Manager

News and Public Affairs

Sig Mickelson .......... Director of News and Public Affairs
F. M. Littlejohn .......... Managing Editor, News
Paul Levitan .......... Producer of Special Events
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
Walter Piersen .......... Manager of Production
Gilbert DeStafano .......... Manager of Stage Lighting
Anthony Boschetto .......... Manager of Procurement
Richard Hopkins .......... Manager of Scenic Design and Construction
Herbert O. Phillips .......... Executive Art Director in Scenic Division
William Vogel .......... Manager of Special Effects
H. C. Meier .......... Manager of Network Operations
H. Grant Theis .......... Manager of Film Service Operations
Al Raymond .......... Manager of Theater and Stage Operations
Paul Wittig .......... New Effects Development
Ira De Lumen .......... Manager of Cost Control
R. G. Thompson .......... Director of Technical Operations
Orville Sather .......... Manager of Technical Operations

Station Relations

Herbert V. Akerberg .......... Vice President in Charge of Station Relations
Clark A. Snyder .......... Director of Station Relations
Advertising and Sales Promotion
William Golden .................. Creative Director
John P. Cowden ............. Operations Director
Robert I. Elliott ............. Copy Chief
Alex Kennedy ......... Director of Program Promotion
Fred Kramer ............. 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 of Public Relations
Michael J. Foster ........ Director of Press Information
Arthur Perles .......... Administrative Director &
Norman Seigel ........ Director of Publicity and
Hank Warner ........ Assistant Director of
Jack Goldstein .......... Director of Special Projects
Dorothy Leffler ...... Director of Magazine Division,

Research
Oscar Katz .................. Director
Philip Eisenberg ........ Director of Coverage and
Rose Marie O'Reilly ....... Manager of Ratings
Tore Hallongquist ....... Director of Program Analysis
Leonard DeNooyer...... General Surveys

Engineering
William B. Lodge .......... Vice President in Charge of Engineering
A. B. Chamberlain ......... Chief Engineer
H. A. Chinn ............... Chief Audio-Video Engineer
J. W. Wright ............ Chief Radio Frequency Engineer

Legal and Business Affairs
W. Spencer Harrison .. Vice President in Charge of Business and Legal Affairs
Merritt H. Coleman .. Director of Business Affairs
Henry Howard, Jr. ........ Director of Business Affairs, Hollywood

Accounting
William J. Flynn ........ Controller
Norman C. Hadley ...... Director of Accounting Operations

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 Construction
Kingdon Tyler ............. Manager, Building Construction Department
H. W. Van Wagenen ...... Assistant Manager, Building Construction Department

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 .......... Personnel and 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
Sam Cook Digges .. General Sales Manager of
CBS Television Spot Sales
Clark George .......... Eastern Sales Manager
MacLean Chandler ...... Midwest Sales Manager
Ben Margolis .......... Business Manager

CBS Television Film Sales
Fred Mahlstedt .......... Director of Operations
W. S. Edwards .......... General Sales Manager

CBS Owned Stations
WCBS-TV, 485 Madison Avenue,
New York 22, New York
Craig Lawrence .......... General Manager
George R. Dunham .......... General Sales Manager
Hal Hough .......... Program Manager
Robert Patt .......... Promotion Manager

KNXT, 1313 North Vine Street,
Los Angeles 28, California
James T. Aubrey .......... General Manager
Edmund C. Bunker .......... Sales Manager
Donald M. Hine .......... Program Director
Dean Linger .......... Promotion Manager

WBBM-TV, 410 North Michigan Ave.,
Chicago, Ill.
H. Leslie Atlass .......... Vice-President in Charge of
Central Division
George Arkedis .......... General Sales Manager
Kenneth B. Craig .......... Director of Operations
Thomas A. Bland .......... Program Manager
John T. Curry .......... Promotion Manager
The pundits who solemnly explained that television’s popularity was largely based on its “novelty” may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before — an average last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to any spare-time pursuit.

Though not all areas yet have access to television, one television program wins, week after week, the largest audience ever garnered by any medium in advertising history — 40,000,000 people!

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation’s leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand . . . and it becomes clear why advertisers use more time on CBS Television than on any other network.
“BRIGHTEST YEAR” FOR TV
1953 Augurs Well For “Fastest Growing Industry”

By DR. ALLEN B. DU MONT, President
Allen B. Du Mont Laboratories, Inc.

TELEVISION, the most spectacular facet of the electronics industry, can anticipate its brightest year in 1953. All signs point to the industry continuing its sensational growth pattern which has been one of the fastest moving developments yet seen in American business history.

An all-time cumulative total of receiver production since 1946 runs to 23.6 million units. This adds up to an aggregate public total investment, at retail level of $9½ billion. And, of course this figure is apart from the investments averaging $500,000 each, in approximately 120 telecasting plants (as this is being written). Small wonder that television is called America’s fastest growing industry!

Looking ahead to industry prospects in 1953, we may expect upward of 75 new stations on the air, with the possibility that approximately 50 of this total will be in the Ultra High Frequencies. This increase in stations, will, of course, mean a wide increase in present coverage by the major networks.

An interesting development, only recently announced, is that of a new coaxial cable system. This system is capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs considerably.

The release of the “freeze,” new stations going on the air, and numerous construction permits being granted by the Federal Communications Commission means that transmitter manufacturers can look forward to a possible volume of $90 million for transmitting and allied studio equipment in 1953.

The increased use of television by various segments of business and industry also makes the industrial television market an attractive one for equipment manufacturers.

The new television areas opening, and increased emphasis on the multi-television-set-home in older markets, cues manufacturers to plan for 1953 their biggest production year since 1950 when 7.5 million receivers came off the production lines.

During 1952, the broadcasting segment of the industry reached high levels with its serious and constructive view of its responsibilities, not only as an entertainment medium, but as an instrument of public service to the American people.

In 1953 television will be stimulated and inspired to accept an even greater challenge. As television continues to broaden its horizons its vast potential will be limited only by the imagination and skill of those using it.

Since Allen B. Du Mont Laboratories, Inc., is devoted exclusively to television in all of its phases, its progress in 1953 will mirror the growth pattern of the video industry.

Nineteen fifty-two was an excellent year for the network division, and prospects for 1953 look even better. For the first time in network history, billings passed the 10 million dollar mark and, at the moment, we are putting into operation our new Tele-Centre on East 67th Street.

We look forward in confidence to keeping step with the spread of the medium throughout 1953. Our programming has made two distinct contributions to the medium during the year. Bishop Sheen demonstrated that millions of viewers are eager for substantial thought-provoking periods. And we strengthened sports telecasting substantially—first, with regular weekly boxing bouts, and later through our coverage of professional football, demonstrating how fans can see the game they want to see weekly, namely, by way of regional telecasts.

The public’s acceptance of our 1953 line of television receivers is already following the 1952 trend which saw production hard pressed to keep up with expanding sales.

The long range future of electronics and television will be limited only by the imagination of those using it. At this point we have only skimmed the surface of its possibilities. Electronics and television are new instrumentalities which mean wider and added services to mankind. They both will provide a new dimension in every day living.
A veteran of the Du Mont organization, CHRIS J. WITTING, managing director of its broadcasting division, is also a leader in telecasting. He joined Du Mont in 1947, when he was asked to leave his own accounting business and set up operating procedures for the telecasting division, whose general manager he became in 1949. He assumed his present position of managing director in June, 1951. In the meantime, he has seen Du Mont reach the highest billings in its history and complete a $4,000,000 programming-engineering center in Manhattan. He took a part in setting up the National Association of Radio-Television Broadcasters and at its organization was made a member of its board of directors. He was elected a director of the American Television Society in June, 1951. In April, 1952, he was elected a member of the board of directors of the Advertising Council, representing the broadcasting industry.

JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. He is credited with giving the medium several of its significant "firsts"—the first full daytime schedule as well as 7 to 9 a.m. programming, the medium's first space show (Captain Video) and its first kindergarten (TV Baby Sitter). He also created and aired its first fantasy for children (Magic Cottage). A veteran of the motion picture field, he pioneered the effective use of film on TV through skillful editing for a home audience and in late 1952 instituted the medium's most sustained effort at "on location" production with "Dark of Night." He also has been a leader in creating programs of a public service nature. A native of Boston, Caddigan served during the war as a colonel on the staff of the Adjutant General. He is a member of ATS and SMPE.

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 coups 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.
Network Executives

Chris J. Witting .................. Director and General Manager
Donald H. McCannon ............ Admin. Asst. to the Dir.
Ted Bergman ...................... Director of Network Sales
James L. Caddigan ............... Dir. of Prog. and Production
Elmore B. Lyford .............. Director of Station Relations
Robert L. Coe ................. Mgr., Station Relations Dept.
Rodney D. Chipp .......... Director of Engineering
Gerald Lyons ................. Director of Public Relations and Publicity
Thomas J. McMahon ............ Director of Sports
John H. Bachem .............. Asst. Dir. of Network Sales
Norman W. Drescher ........ Manager Closed Circuit, Merchandising and Licensing Departments
Joseph Hess ................. Controller, Broadcasting Division
Richard E. Jones ........ .. Manager, Owned and Operated Stations
Walter Compton ............ Manager of WTTG, Washington, D. C.
Harold C. Lund ............. Manager of WDTV, Pittsburgh, Pennsylvania
Milton Morel ............... Manager of New York Operations

Network Sales

Ted Bergmann .............. Director of Network Sales
John H. Bachem ........ Assistant Director of Network Sales
Lynn Cleary .................. Manager of Sales Service
Edward R. Eadeh ........... Manager of Research
David Lasley ............. Central Division Sales Manager,
435 North Michigan Avenue, Chicago 11, Illinois
Robert H. Miller ........ Account Executive, Central Division,
435 North Michigan Avenue, Chicago 11, Illinois
Richard S. Railton .......... West Coast Sales Representative,
Monadnock Building, San Francisco 5, California
William Koblenzer ........ Account Executive
James F. Owens ............ Account Executive
Duncan R. Buckham .......... Account Executive
John B. Soell .............. Account Executive
Norman J. Hendershot .... Account Executive
Richard B. Stark .......... Account Executive
Harry Pertka .............. Account Executive
Arthur J. Daly ............ Account Executive
Lawrence H. Buck .......... Mgr., Account Mgrs.' Group
Richard Geismar ........ Account Manager
Hank Opperman .......... Account Manager

Programming and Production

James L. Caddigan .......... Director of Programming and Production
Leslie G. Arries, Jr. ....... Assistant Director of Programming and Production
Werner, Michael ........ Assistant to the Director
Paul Rosen ........ Manager of Program and Talent Procurement
A. L. Hollander .... Production Facilities Manager
Duncan MacDonald ........ Supervisor of Women's Programming and Religious Programming
Don Russell ............... Chief Announcer
Ed Lieberthal ............. Chief Coordinator
Elizabeth Mears .......... Casting Director
Charles Mann ............. Script Editor
Edward Saulpaugh ........ Supervisor of Continuity Acceptance
Dominick Celentano ........ Supervisor of Music Acceptance
Sam Posner ................. Program Administration Asst.
Ted Hammerstein ......... Supervising Producer
Charles Parsons .......... Supervising Producer
Roger Gerry ............... Supervising Producer
Irwin Rosten ............ Supervising Producer
Frank Bunetta .......... Senior Director
Harry Coyle .................. Director
Pat Fay .................. Director
H. Wesley Kenney .......... Director
David Lowe ............... Director
William Marcceau .......... Director
Arnold Nocks .................. Director
Operations
Saul Abraham.........Supervisor, Adelphia Theater
S. W. Fairchild.........Supervisor, Studio D
Ralph Robbins........Supervisor, Wanamaker Studio
Samuel Spachner......Supr., Ambassador Theater

Engineering
Rodney D. Chipp..........Director of Engineering
Robert F. Bigwood........Mgr. of General Engineering
H. C. Milholland.....Mgr. of Technical Operations
S. Patremio........Development Engineer
Arthur Deneke........Building Facilities Engineer
Eric Herud..........Technical Operations Engineer, WABD, New York
Malcolm Burleson.....Chief Engineer, WTTG, Washington, D. C.
Ralph Robbins........Spur., Studio A, Wanamaker's

Station Relations
Elmore B. Lyford......Dir. of Station Relations
Robert L. Coe..........Mgr., Station Relations Dept.
Roylance H. Sharp.....Mgr., Traffic Dept.
Edwin G. Koehler..Area Super., Station Relations
Joseph R. Cox........Area Super., Station Relations
Robert S. Woolf.......Teletranscription Dept.

Sports Department
Thomas J. McMahon......Director of Sports

Accounting
Joseph Hess........Controller, Broadcast Division
Willoughby Walsh.......Purchasing Agent

Public Relations and Publicity
Gerald Lyons..........Director of Public Relations and Publicity

Research
Edward R. Eadeh........Manager of Research

Personnel
Leil Tanenholz........Manager, Network Personnel Department

Advertising and Promotion
Norman S. Ginsburg.....Manager, Advertising Program Promotion
Norman S. Brett.......Manager, Sales Promotion

DuMont Owned and Operated Stations
WABD, New York

Richard E. Jones..........Manager
James L. Caddigan.......Program Director
Lawrence L. Wynn.........Sales Manager
Milton Morel........Manager of N. Y. Operations
Saul Abraham........Supervisor, Adelphi Theater
Sam Spachner........Supervisor, Ambassador Theater
S. W. Fairchild.........Supervisor, Studio D, 515 Madison Avenue

SALES ACCOUNT EXECUTIVES
William Walters
Jim Wilber
Perry Frank
Richard Hamburger
Robert F. Adams

WDTV, Pittsburgh

Harold C. Lund........Manager
Don Menard........Operations Manager
George Baren Bregege.....Sales Director
Raymond Rodgers........Chief Engineer
William A. Krough......Sales Service Manager
Paul P. Palangi.........Personnel Manager
Dick Fortune........Public Relations Manager
Byron Dowty..........Program Manager
Mildred Johnson.......Traffic Manager
Dave Murray..........News and Special Events
Richard Dreyfuss.......Film Manager
Nick Perry........Chief Announcer
William Jewett.........Prop Facilities
Joe Bock...............Art Manager

WTTG, Washington

Walter Compton........General Manager
Roger M. Coelos......Program Operations Manager
Neal J. Edwards........Sales Manager
M. M. Burleson........Chief Engineer
Jules Huber........Film Supervisor
George Flax........Promotion and Publicity
Whether there be green grass or white lights outside, inside they're watching television. Without tickets, without top hats, with but a single switch to turn, millions of people, day and night, watch miracles from the best seats in the house. Du Mont keeps them watching with a simple formula—sensible television. With programs that lift while they entertain, that please everyone. With programs born of imagination, not imitation.
For advertisers, too, DuMont television is sensible television, powerful in impact but practical in cost. DuMont alone has brought this greatest of all sales mediums within the grasp of all advertisers, large or small.

Because it is unique in its appeal to viewers, and to advertisers, DuMont will always be a prime factor in the continued growth and betterment of the miracle called television.
FINANCIAL SIDE OF TV-FILM
Good Product Now Can Be Accurately Evaluated

By BASIL GRILLO, Exec. Vice President,
Bing Crosby Enterprises, Inc.

The bookkeeping aspects of the business of producing film for television is not the least of the manifold problems created by this mercurial child of electronics. Television, or, seeing at a distance, according to the language experts, offers no sight at any distance when it comes to the certain estimate of investment return over given periods.

Certainly, good product will pay out because the profit horizon is now much nearer the reach of calculating instruments than in past years and hard-headed evaluation suggests that realistic price structures if understood and maintained by all concerned, can bring sufficient revenue to make television film production a sound enterprise.

Top production requires adequate investment and adequate investment obviously requires adequate return. It's that simple to comprehend but much more difficult to realize.

There has been a tendency to equalize rising facilities' costs by a demand for reduction in program payments. But as was said many years ago anent radio costs, "... no one ever listened for a watt..." then just as certainly, nobody cares to view merely a television test pattern.

The show is the thing and good shows cannot be made out of stuffed suits. People of talent who can move the minds and warm the hearts of viewers, writers who give them the words and directors who bring the whole into a smooth exhilarating experience for the viewer—these are the elements which give television more than temporary scientific excitement and such as these are the only insurance of a continuing growing of the great television industry.

Production investment is long term and we expect to wait for our fair return, but that old bugbear, obsolescence— obsolescence of style, of settings, of events themselves, is ever lurking in the background, so time is also of the essence to capital.

It is too easy to overlook the fact that a thirty-nine week Class "A" television series can be equivalent to a Class "A" metropolitan station in point of invest-

ment. Those of us who have risked hundreds of thousands of dollars are willing to venture and to wait, but the television dollar must be so placed as to equalize return as well as risk, and thus to attract continuing investment from the same experienced, tried and proven production sources.

Overall distribution costs have had a tendency to increase insofar as selling the smaller television markets is concerned since these require the same personal contact and sales service as the larger markets, yet potential income per sales dollar expended is ridiculously small by comparison.

Rising costs during the past three years have created additional burdens on the producer and he has found himself on the horns of a dilemma. He cannot get sufficient additional income for his product to level off the increase nor does he desire to reduce production values in order to even things up. If he did, his competitive position would be seriously endangered, plus the fact that any budgeting on production values would probably shorten the production life of the series. Top-level production, in our opinion, aids materially in extending the income potential since the product continues to hold its own with newer product into which more production money may have been invested because of greater income expectation from the additional markets constantly coming on the air.

Corner cutting on dramatic show production is something which will always stick out like a sore finger because the mood is created by atmosphere and dialogue together. To eliminate mood producing settings and thus place the entire production upon the cast is to invite mediocrity and low-level impact.

Viewers will expect to find continuing improvement in their television programs, they will not be satisfied with anything less than an ever-growing visible maturity in this new medium. We have much to learn, much to refine and much to develop in the business of bringing to the television screen all of the values potentially possible in this intricate, challenging and dynamic medium of communication.
BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. In 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial man-

ager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

Elected President and a director of NBC on Jan. 2, 1953, FRANK WHITE is a veteran of 16 years in the broadcast industry, beginning in 1937 when he joined CBS as treasurer. In 1942, he was named a vice president and director, continuing to function as treasurer until 1947, when he became president and director of Columbia Records, Inc. On May 1, 1949, he moved to MBS as president and director. He joined NBC May 31, 1952, and was named vice president and general manager of the networks June 18, 1952.

White, a graduate of George Washington University and a veteran of Navy aviation in World War I, served for six years as treasurer of the Literary Guild of America, leaving in 1935 to join the Stage Publishing Co. From 1936 to 1937 he was treasurer and business manager of Newsweek, Inc.

JOHN K. HERBERT joined NBC Sept. 5, 1950, as assistant to the President, and on Nov. 27, 1950, was appointed general sales manager for the Radio Network. He was named vice president in charge of Sales for both the Radio and Television Networks on July 21, 1952. On Jan. 2, 1953, he was named vice president in charge of Networks. He left the post of vice president and general advertising manager of Hearst Magazines, Inc., where he had served for 12 years, to join NBC. Prior to that Herbert had been New England manager and Eastern advertising manager of Good Housekeeping. A graduate of Holy Cross College, in Worcester, Mass., he served in the United States Marine Corps from January, 1943, until October, 1945, when he left the Marine Corps with the rank of captain.
NATIONAL
BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300
Registered Telegraphic Address:
NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 280.

ORGANIZATION UNDER
VICE-PRESIDENT IN CHARGE
OF NETWORKS

John K. Herbert........ V.P. in Charge of Networks
David C. Adams........ V.P. for Administration
William H. Fineshriber, Jr. V.P. and Gen. Mgr. of Networks

Sales Department
George H. Frey........ V.P. and Sales Director
Walter D. Scott........ Administrative Sales Manager
John Lanigan........ Manager of Eastern Sales Division
Edward R. Hitz......... Manager of Central Sales Division
John T. Williams....... Manager of Western Sales Division
Frederick W. Dodge..... Director of Merchandising

Program Department
Charles C. Barry...... Vice-Pres. in Charge of Networks Program
Thomas A. McAvity..... National Program Director
Carl M. Stanton...... Television Network Program Manager
Thomas McCray......... Director Networks Programs—Hollywood
Harold Kemp........ Manager of the Talent Office
Merritt W. Barnum, Jr. Manager of New Program Development

Public Affairs Department
Davidson Taylor....... Director of Public Affairs
William R. McAndrews.. Manager of News and Special Events
Thomas S. Gallery..... Manager of Sports
Edward Stanley........ Manager of Public Service Programs

Production Department
Frederick W. Wile, Jr.......Vice Pres. in Charge of Networks Production
Leonard H. Hole......... Director of Production

Technical Operations Department
George McElrath......... Director of Technical Operations
Frederick G. Knopfke.. Manager of Sound Effects
Thomas H. Phelan..... Manager of TV Technical Operations
Charles L. Townsend.. Technical Film Coordinator

Production Services Department
Fred Shawn......... Director of Production Services
James A. Glenn....... Manager of Staging Services and Special Effects
Hugh T. Graham......... Chief of Production Coordinators
Ernest V. Theiss........ Manager of Production Operations
Anthony M. Hennig...... Director of Plant Operations
Sol Cornberg......... Supervisor of Plant Facilities Development

Production Controls
J. Robert Myers...... Director of Production Controls
Isabel Finnie.......... Supervisor of Business Office

Film and Kinescope Division
Frank C. Lepore...... Manager of Film and Kinescope Operations

TV Network Operations—Hollywood
Earl H. Rettig.......... Director of Finance and Operations

Promotion, Planning and Development Department
Ruddick C. Lawrence.... Director of Promotion, Planning and Development

860
Advertising and Promotion Department
Jacob A. Evans......Director of Advertising and Promotion
James H. Nelson........Advertising Manager
John G. Fuller........Sales Promotion Manager
Fred C. Veit.........Manager of Art, Production and Graphics

Research and Planning Department
Hugh M. Beville.....Director of Research and Planning
Dr. Thomas E. Coffin.Manager of Research
James H. Cornell......Manager of Audience Measurement
Barry T. Rumple.....Manager of Plans

Development Department
Robert W. McFadden...Director of Development

Film Division
Robert W. Sarnoff........V.P. in Charge of Film Division
John B. Cron.........Mgr. of Television Film Sales
Stanton M. Osgood.....Mgr. of Television Film Production

Station Relations Department
Harry Bannister......Vice Pres. in Charge of Station Relations
Sheldon B. Hickox, Jr..Director of Station Relations
Thomas E. Knodle.....Mgr. of Station Relations

Press Department
Sydney H. Eiges......Vice Pres. in Charge of Press
Frank Young........Director of Press
Don Bishop..........Manager of Program Publicity
William Lauten......Manager of Business Publicity
Norman H. Pader......Manager of Exploitation

Controller's Department
Charles J. Cresswell..Controller for the Networks
William V. Sargent...Assistant Controller, Networks

ORGANIZATION UNDER VICE-PRES. OWNED & OPERATED STATIONS
Charles R. Denny......Vice President for Owned & Operated Stations, Public Relations and Staff Engineering
Henry T. Sjogren.....Controller for Owned & Operated Stations
Thomas B. McFadden....Director of National Spot Sales
Richard H. Close......Manager for Represented Stations
John H. Reber........National Mgr. for Television Spot Sales

Public Relations Department
Edward D. Madden......Vice President & Assistant to the President

Continuity Acceptance Department
Stockton Helffrich.....Manager of Continuity Acceptance

Information Department
Anita Barnard.........Manager of Information

Engineering Department
O. B. Hanson..........Vice President & Chief Engineer
William A. Clarke.....Administrative Assistant
Chester A. Rackey.....Mgr. of Audio-Video Engineering
Robert E. Shelby.....Dir. of Color Television Systems Development
James Wood, Jr.......Manager of Technical Services

WNBT, New York
Ted Cott........Vice Pres. & General Manager
Peter M. Affe.........Television Program Manager
Max E. Buck........Director of Advertising, Sales Promotion & Merchandising
Jay J. Heitin......Television Sales Manager
Richard M. Pack.......Director of Programs & Operations

WNBJ, Chicago
Harry C. Kopf......Vice Pres. & General Manager
Jules Herbulveaux.....Director of Television Operations
Howard C. Lutgens.....Engineer in Charge
John J. McPartlin.....Manager of Television Local Sales

WNBK, Cleveland
Hamilton Shea.........General Manager
Norman Cloutier......Program Director
Charles F. Hutaff.....Director of Advertising, Promotion & Merchandising

NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 282.
As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the road.

A comparison that's closer to home
is the radio industry. Radio reached the 21 million mark in 1932 after 11 years of set production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network... by pioneering big-time program techniques... by bringing the greatest stars in entertainment to television... by measuring and proving television's tremendous sales effectiveness... by developing new and unique sponsorship plans... by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.
21.8 Million TV Sets
Manufactured Since 1946

Over 21.8 million television receivers were shipped to dealers throughout the country from 1946 through the end of 1952, according to figures published here early this Spring by the Radio and Television Manufacturers Assoc. Although the report is not designed to show the actual number of TV sets in use in various areas—due to obsolescence, exports from the area, dealers’ inventory and other factors—it does give a picture of the original distribution of the 21,812,263 sets shipped to dealers during the 7-year period, the Radio Television Manufacturers Association said.

The following table shows state-by-state shipments.

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>156,268</td>
<td>Nebraska</td>
<td>139,179</td>
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<tr>
<td>Arizona</td>
<td>49,918</td>
<td>Nevada</td>
<td>581</td>
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<td>Arkansas</td>
<td>33,893</td>
<td>New Hampshire</td>
<td>63,570</td>
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<td>California</td>
<td>2,697,472</td>
<td>New Jersey</td>
<td>1,282,585</td>
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<td>Colorado</td>
<td>109,571</td>
<td>New Mexico</td>
<td>20,406</td>
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<td>Connecticut</td>
<td>115,002</td>
<td>New York</td>
<td>3,505,155</td>
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<tr>
<td>Delaware</td>
<td>77,300</td>
<td>North Carolina</td>
<td>255,067</td>
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<tr>
<td>District of Columbia</td>
<td>251,051</td>
<td>North Dakota</td>
<td>1,380</td>
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<tr>
<td>Florida</td>
<td>200,195</td>
<td>Ohio</td>
<td>1,855,765</td>
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<td>Georgia</td>
<td>279,827</td>
<td>Oklahoma</td>
<td>195,962</td>
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<td>Idaho</td>
<td>2,315</td>
<td>Oregon</td>
<td>46,872</td>
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<td>Illinois</td>
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<td>Pennsylvania</td>
<td>2,098,227</td>
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<td>Indiana</td>
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<td>Rhode Island</td>
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<td>Iowa</td>
<td>247,351</td>
<td>South Carolina</td>
<td>59,907</td>
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<td>Kansas</td>
<td>86,395</td>
<td>South Dakota</td>
<td>3,673</td>
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<td>Kentucky</td>
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<td>Tennessee</td>
<td>191,736</td>
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<td>Louisiana</td>
<td>114,818</td>
<td>Texas</td>
<td>607,610</td>
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<td>Maine</td>
<td>22,769</td>
<td>Utah</td>
<td>89,609</td>
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<td>Maryland</td>
<td>466,881</td>
<td>Vermont</td>
<td>13,787</td>
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<td>Massachusetts</td>
<td>1,641,136</td>
<td>Virginia</td>
<td>305,390</td>
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<td>Michigan</td>
<td>1,121,839</td>
<td>Washington</td>
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<td>Minnesota</td>
<td>391,655</td>
<td>West Virginia</td>
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<td>Mississippi</td>
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<td>Missouri</td>
<td>549,597</td>
<td>Wyoming</td>
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<tr>
<td>Montana</td>
<td>1,156</td>
<td>Grand Total</td>
<td>21,812,263</td>
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864
TV
Allocations
Of The
FCC
OFFICIAL FCC TV ALLOCATIONS

ALABAMA

<table>
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<th>Location</th>
<th>Channel No.</th>
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<td>Andalusia</td>
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<tr>
<td>Anniston</td>
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<tr>
<td>Auburn</td>
<td>*56</td>
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<tr>
<td>Bessemer</td>
<td>54</td>
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<tr>
<td>Birmingham</td>
<td>8, 10, 13, 48</td>
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<td>Brewton</td>
<td>23</td>
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<tr>
<td>Clanton</td>
<td>14</td>
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<tr>
<td>Cullman</td>
<td>60</td>
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<td>Decatur</td>
<td>23</td>
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<td>Demopolis</td>
<td>18</td>
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<td>Dothan</td>
<td>9, 19</td>
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<td>Enterprise</td>
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<td>Enfalta</td>
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<td>Fort Payne</td>
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<td>Gadsden</td>
<td>15, 21</td>
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<td>Greeneville</td>
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<td>Gunterville</td>
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<td>Huntsville</td>
<td>31</td>
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<td>Jasper</td>
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<tr>
<td>Mobile</td>
<td>5, 10, *42, 48</td>
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<td>Montgomery</td>
<td>12, 20, *26, 32</td>
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<tr>
<td>Opelika</td>
<td>22</td>
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<tr>
<td>Selma</td>
<td>58</td>
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<tr>
<td>Sheffield</td>
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<tr>
<td>Sylacauga</td>
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<td>Talladega</td>
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<td>Thomasville</td>
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<tr>
<td>Troy</td>
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<td>Tuscaloosa</td>
<td>45, 51</td>
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<tr>
<td>Tuskegee</td>
<td>16</td>
</tr>
<tr>
<td>University</td>
<td>*7</td>
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</table>

ARIZONA

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**CONNECTION**

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<th>Fort Myers</th>
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<th>Gainesville</th>
<th>Jacksonville</th>
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<th>Leesburg</th>
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<th>Miami</th>
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<th>Panama City</th>
<th>Pensacola</th>
<th>Quincy</th>
<th>St. Augustine</th>
<th>St. Petersburg (see Tampa)</th>
<th>Sanford</th>
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* Denotes Channel reservation for non-commercial educational use.

**Kansas**

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* Denotes Channel reservation for non-commercial educational use.

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## OFFICIAL FCC TV ALLOCATIONS

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* Denotes Channel reservation for non-commercial educational use.
## OFFICIAL FCC TV ALLOCATIONS

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### RHODE ISLAND

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### RHODE ISLAND

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*Denotes Channel reservation for non-commercial educational use.

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(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen, and Weslaco.

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BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
See how they run
(and re-run, too!)

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New York, Chicago, Los Angeles and Memphis

*Telepulse multi-market ratings for January 1953
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Alphabetically Listed by Cities — Call Letters

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<td>Atlantic City, N. J.</td>
<td>897</td>
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<tr>
<td>WGAL-TV</td>
<td>Lancaster, Pa.</td>
<td>907</td>
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<td>WGN-TV</td>
<td>Chicago, Ill.</td>
<td>889</td>
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<tr>
<td>WHAM-TV</td>
<td>Rochester, N. Y.</td>
<td>900</td>
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<tr>
<td>WHAS-TV</td>
<td>Louisville, Ky.</td>
<td>890</td>
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<tr>
<td>WHER-TV</td>
<td>Rock Island, Ill.</td>
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<tr>
<td>WHEN</td>
<td>Syracuse, N. Y.</td>
<td>902</td>
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<td>WHIO-TV</td>
<td>Dayton, O.</td>
<td>905</td>
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<td>WHUM-TV</td>
<td>Reading, Pa.</td>
<td>909</td>
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<tr>
<td>WICC-TV</td>
<td>Bridgeport, Conn.</td>
<td>885</td>
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<tr>
<td>WICU</td>
<td>Erie, Pa.</td>
<td>907</td>
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<tr>
<td>WISE-TV</td>
<td>Asheville, N. C.</td>
<td>902</td>
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<tr>
<td>WJAC-TV</td>
<td>Johnstown, Pa.</td>
<td>907</td>
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<tr>
<td>WJAR-TV</td>
<td>Providence, R. I.</td>
<td>911</td>
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<td>WJBK-TV</td>
<td>Detroit, Mich.</td>
<td>893</td>
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<tr>
<td>WJIM-TV</td>
<td>Lansing, Mich.</td>
<td>895</td>
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<td>WJTV</td>
<td>Jackson, Mich.</td>
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<td>WKAB-TV</td>
<td>Mobile, Ala.</td>
<td>881</td>
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<td>WKBN-TV</td>
<td>Youngstown, O.</td>
<td>906</td>
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<td>WKNB-TV</td>
<td>New Britain, Conn.</td>
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<td>WKNX-TV</td>
<td>Saginaw, Mich.</td>
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<td>WKRC-TV</td>
<td>Cincinnati, O.</td>
<td>903</td>
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<td>WKTU</td>
<td>Utica, N. Y.</td>
<td>902</td>
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<tr>
<td>WKY-TV</td>
<td>Oklahoma City, Okla.</td>
<td>906</td>
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<td>WKZO-TV</td>
<td>Kalamazoo, Mich.</td>
<td>895</td>
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<td>WLTN</td>
<td>Atlanta, Ga.</td>
<td>887</td>
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<td>WLVA-TV</td>
<td>Lynchburg, Va.</td>
<td>914</td>
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<td>WLW-C</td>
<td>Columbus, O.</td>
<td>905</td>
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<td>WLSH</td>
<td>Shreveport, La.</td>
<td>904</td>
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</table>
Announcing

KPIK

TV CHANNEL 22 LOS ANGELES

scheduled to be operating September 1, 1953

ULTRA-

In Effective Power
540,000 Watts Authorized

HIGH-

Transmitter on Mount Wilson is a Mile Above Metropolitan Los Angeles

FREQUENCY-

UHF channel 22 transmits interference-free picture to the Nation's Third Market

KPIK - John Poole Broadcasting Company

KBIG - KSJV - KPIK

6540 Sunset Boulevard, Hollywood 28, California - HEmpstead 3205
**ALABAMA**

**WA FM - TV**

**BIRMINGHAM—1949—ABC-CBS**

DUM

Channel: 13. AP: 13.6 Kw. VP: 26 Kw.

Owned-Oper. By: The Television Corp.

Business-Studio Address: Protective Life Bldg.

Phone Number: 4-0501

Air Time: 99 1/2 hours weekly

lb News Service: UP

Representative: CBS TV Spot Sales

Membership: NARTB

Ch. of the Board: Ed Norton

Pres. Treas.: Thad Holt


Prog. Service Mgr.: Owens Alexander

Chief Engineer: Jimmy Evans


Consulting Engr.: A. D. Ring & Co.

**WBRC - TV**

**BIRMINGHAM—1949—NBC**

Channel: 6. AP: 17.50 Kw. VP: 35 Kw.


Bus.-Studio Address: P. O. 2311

Phone Number: 4-7741

Transmitter Location: Red Mountain

Air Time: 120 hours weekly

News Service: AP, INS

Representative: Paul H. Raymer Co.

President: Eloise Smith Hanna

General Manager: G. P. Hamann

Commercial Manager: Leroy Reaves

**WALA - TV**

**MOBILE—1953—ABC-CBS-NBC**

Channel: 10 VHF. AP: 235 Kw. VP: 316 Kw.


Address: P. O. Box 1548

Representative: Headley-Reed

General Manager: William Pape

**WKAB - TV**

**MOBILE—1953—DuM-CBS**

Channel: 48 UHF. AP: 12 Kw. VP: 22.5 Kw.

Owned-Oper. By: Pursley Bcastg. Service

Address: P. O. Box 1306

Representative: Forioe

General Manager: Robert H. Moore

Program Director: Carl Junker

**ARIZONA**

**KPHO - TV**

**PHOENIX—1949**

ABC-CBS-DuM

Channel: 5. AP: 8.75 Kw. VP: 17.5 Kw.

Owned-Oper. By: Meredith Engineering Co., Inc.

Studio Address: 531 North First Ave.

Phone Number: 4-7367

Transmitter Location: Westward Ho Hotel

Air Time: 100 hours weekly

News Service: AP

Representative: Katz

President: E. T. Meredith

Station Manager: Richard B. Rawls

Commercial Manager: Julian Kaufman

Prom., Publ. Dir.: Lee Kerry

Program Director: Arthur Sprinkle

Dir. of News & Spec. Events: Jack Murphy

Film Manager: Ray Gallagher

**KOPO - TV**

**TUCSON—1953**

Channel: 13 VHF. AP: 160 Kw. VP: 316 Kw.


Address: 115 W. Drachman St.

President: Harold C. Tovrea

Consulting Engineer: E. C. Page

**CALIFORNIA**

**KMJ - TV**

**FRESNO—1953—NBC**

Channel: 24 UHF. AP: 53 Kw. VP: 105 Kw.


Address: 21st & Q, Sacramento

Representative: Raymer

General Manager: William Sanford

Sales Manager: Leo Ricketts

Consulting Engineer: George C. Davis

**KECA - TV**

**HOLLYWOOD—1949—ABC**

Channel: 7. AP: 14.7 Kw. VP: 29.4 Kw.


Business-Studio Address: ABC-TV Center

Phone Number: Normandy 3-3311

Air Time: 87 1/2 hours weekly

News Service: AP, INS

Representative: ABC Spot Sales

President: Robert E. Kintner (ABC)

Board Chairman: Edward Noble

Western Div. TV Dir.: Donn B. Tatum

Station Mgr.: Phil Hoffman

Sales Manager: Frank King
KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**
KLAC-TV
HOLLYWOOD—1948
Channel: 13...AP: 15.75 Kw...VP: 31.4 Kw.
Owned-Oper. By...KMTR Radio Corp.
Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number...Hudson 2-7311
Air Time...98 hours weekly
News Service...INS, UP
Representative...Katz Agency Inc.
Membership...BAB
President...M. W. Hall
Gen. Sta. Mgr...Don Fedderson
Commercial Manager...Dave Lundy
Program Director...Fred Henry
Promotion Director...Warren Earl
Dir. of News...Ed Lyon
Publicity Director...Leo Guild
Director of Film, Remotes...Fred Henry
Sales Mgr...Bob Klein
Chief Engineer...Robert W. Conner
Consulting Engr...Craven, Lohnes & Culver

KHJ-TV
LOS ANGELES—1948
Channel: 9...AP: 15.7 Kw...VP: 30.2 Kw.
Owned-Oper. By...General TeleRadio, Inc.
Business-Studio Address...1313 N. Vine St.
Phone Number...Hudson 2-2133
Transmitter Location...Mt. Wilson
Air Time...70 hours weekly
News Service...AP, INS
Pres., (Don Lee, Div.)...Willett H. Brown
Film Mgr...James H. Love
Sales Mgr...John Reynolds
Operations Director...Tony LaFranc
Chief Engineer...Robert Arne
Address...Security Bldg., Long Beach

KPIK
LOS ANGELES—SEPT. 1953
Channel: 22 UHF...AP: 320 Kw...VP: 540 Kw.
Owned-Operated By...John Poole Bestig, Co.
Phone Number...HEmpstead 3205

KTLA
LOS ANGELES—1947
PARAMOUNT
Channel: 5...AP: 15 Kw...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
Representative...Paul H. Raymer
Membership...NARTB
Pres., Para, T-V Prods...Paul Raibourn
Gen. Mgr...N-LTV, Paramount
T-V Prods...Klaus Landsberg
Sales Manager...Harry Maynard
Publicity Director...Howard Wormser
Production Coordinator...J. Gordon Wright
News Editor...Gilbert Martyn
Newsroom Supervisor...Dick Keusink
Accounting Department Spvsr...Lela M. Regan
Film Director...Leeland G. Muller
Engineering Spvsr...Raymond M. Moore
Studio Engr. Op. Spvsr...Roy White
Trans. Op. Spvsr...William S. Barnard
Audio Op. Spvsr...Rex D. Kepple

KNXT
HOLLYWOOD—1948—CBS
Channel: 2 VHF...AP: 12.5 Kw...VP: 25 Kw.
Owned-Oper. By...CBS Inc.
Business-Studio Address...1313 N. Vine St.
Phone Number...Hollywood 9-1212
Air Time...15½ hours daily

Representative...CBS TV spot Sales
News Service...AP, UP
Membership...NARTB
Pres. of CBS-TV, Inc...J. L. Van Volkenburg
General Mgr...James T. Aubrey, Jr.
Comm. Mgr...Edmund C. Bunker
Program Dir...Don Hine
Prom., Pub. Dir...Dean D. Linger
Dir. of News & Spec. Events...Grant Holcomb
Chief Engineer...Lester H. Bowman
**KTTV**  
LOS ANGELES—1949—DuM  
Channel: 11 VHF. AP: 16.6 Kw... VP: 30.9 Kw.  
Owned-Oper. By: KTTV, Inc.  
News Service: AP.  
Representative: Blair TV, Inc.  
Membership: NARTB  
President: Norman Chandler  
General Manager: Richard A. Moore  
Program Dir.: Robert Breckner  
Promotion Dir.: Jack O'Mara  
Dir. of News, Spec. Events and Remotes: Roy Maypole  
Production Mgr.: Charles Bulotti  
Publicity Dir.: Bobbe Valentine  
Film Manager: Dale Sheets  
Chief Engineer: Edward Benham  

**KFMB-TV**  
SAN DIEGO—1949—ABC-CBS-NBC  
Dumont  
Channel: 8 VHF. AP: 13.7 Kw... VP: 27 Kw.  
Business Address: 1405 Fifth Ave.  
Phone Number: Main 2114  
Air Time: 14 hours daily  
Representative: Branham  
News Service: AP, UP  
Membership: NARTB  
President: Jack D. Wrather  
General Manager: Howard L. Chernoff  
Commercial Manager: William Edholm  
Dir. of News & Spec. Events: Paul W. White  
Production Mgr.: Hal Coddon  
Prom., Pub., Rel.: Lisle F. Shoemaker  
Prog., Film Manager: Bill Fox  
Chief Engineer: Thornton Chew  

**KGO-TV**  
SAN FRANCISCO—1949—ABC  
Channel: 7 VHF. AP: 13 Kw... VP: 27 Kw.  
Business Address: 155 Montgomery St.  
Phone Number: Exbrook 2-6544  
Air Time: 12 hours daily  
Representative: ABC Spot Sales  
President (ABC): Robert E. Kintner  
General Mgr.: James H. Connolly  
Station Mgr.: Vincent Francis  
Comm. Mgr.: David Sacks  
Program Director: Guest Wright  
Promotion Director: Gordon Grannis  
Dir. of News and Spec. Events: Vic Reed  
Production Manager: Bill Hollenbeck  
Publicity Director: Gordon Grannis  
Film Manager: Ruth Shepard  

**KPIX**  
SAN FRANCISCO—1948—CBS  
Dumont  
Channel: 5 VHF. AP: 8.5 Kw... VP: 17 Kw.  
Owned-Oper. By: KPIX, Inc.  
Address: 2655 Van Ness Ave.  
Phone Number: Prospect 6-5100  
Air Time: 14 hours daily  
News Service: INS, UP  
Representative: Kats  
Membership: NARTB  
President: Wesley L. Dunn  
Vice-Pres., Gen. Mgr.: Philip G. Lasky  
Commercial Manager: Lou Simon  
Dir. of Programming, News, Spec. Events: Sanford Spillman  
Production Manager: George Mathieson  
Promotion Dir.: Frank Schro  
Film Director: William Ray  
Dir. of Engineering: A. E. Towne  
Consulting Engineer Universal Research Labs  

**KRON-TV**  
SAN FRANCISCO—1949—NBC  
Channel: 4 VHF. AP: 7.7 Kw... VP: 14.5 Kw.  
Business Studio Address: 901 Mission St.  
Phone Number: Garfield 1-1100  
News Service: AP  
Representative: Free and Peters  
Membership: NARTB  
President: G. T. Cameron  
General Manager: Charles Thierlot  
Director of Television: Harold P. See  
Comm. & Film Mgr.: Norman Louvau  
Program Dir.: Douglas Elleson  
Prom., Pub., Dir.: R. Irving  
Chief Engineer: L. Berry Hill  
Consulting Engineer: Robert Hamlett  

**COLORADO**  
**KKTV**  
COLORADO SPRINGS—1953—ABC-CBS-DuM  
Channel: 11 VHF. AP: 125 Kw... VP: 250 Kw.  
Owned-Oper. By: TV Colorado, Inc.  
Address: Exchange Nat'l Bank Bldg.  
Representative: Hollingbery  
General Manager: Bob Ellis  
Sales Manager: Jim Russell  
Consulting Engineer: E. C. Page  

**KBTV**  
DENVER—1953—ABC-CBS  
Channel: 9 VHF. AP: 120 Kw... VP: 240 Kw.
Owner-Operated By............Colo. TV Corp.
Address............1022 Midland Savings Bank Bldg.
Representative..........Free & Peters
General Manager..........Joseph Herold
Sales Manager.............Jerry Lee
Program Manager..........Sam Worsham
Film Manager.............W. L. Murray
Consulting Engineer.......A. Earl Cullum, Jr.

KFEL - TV
DENVER—1952—NBC-DuM
Channel: 2 VHF, AP: 28.5 Kw, VP: 58 Kw.
Owner-Oper. By...........Eugene P. O'Fallon, Inc.
Address............Albany Hotel
Representative..........Blair-TV
General Manager..........Gene O'Fallon
Sales Manager.............Bill Conklin

CONNECTICUT

WNHC - TV
NEW HAVEN—1948
ABC-CBS-NBC-DuM
Channel: 6 VHF, AP: 7.5 Kw, VP: 15.1 Kw.
Owner-Oper. By.............The Elm City Bcastg. Corp.
Business-Studio Address........1110 Chapel St.
Phone Number..............SRprise 7-3611
Air Time............17 hours daily
News Service.............AP, INS
Representative..........Katz
Membership.............NARTB
President................Patrick J. Goode
Sec.-Treas.................Aldo DeDominics
Exec. V.P...............Edward D. Taddei
Sta. Mgr., Prog. Dir........Edward C. Obrist
Comm. Mgr., Film Buyer......J. Vincent Callahan
Prom., Pub. Dir...........James W. Evans
Dir., News & Spec. Events...W. Rockwell Clark
Production Mgr............David K. Harris
Chief Engineer............Vincent De Laurentis
Consulting Engineer.......Garo W. Ray

WICC - TV
BRIDGEPORT—1952—ABC
Channel: 43 UHF, AP: 182 ERP
Business Address............114 State St.
Air Time............7 hours daily
News Service.............INS
Representative..........Adam Young
Membership.............NARTB, BAB

WKNB - TV
NEW BRITAIN—1952
CBS Primary, Du M. Secondary
Channel: 30 UHF, AP: 103 Kw, VP: 206 Kw.
Owner-Oper. By.............New Britain Bcastg. Co.
Address............213 Main St.
Phone Number.............Baldwin 3-3603
Air Time............7 hours daily
Representative..........Bolling
President.............Julian Gross
General Mgr.............Peter B. Kenney
Commercial Mgr...........David Scott
Publicity Dir............Irwin Needles
Film Manager..........Jack J. Fox
Chief Engineer............John Shipley
Consulting Engineer.......George C. Davis

DELAWARE

WDEL - TV
WILMINGTON—1949—NBC-DuM
Channel: 12 VHF, AP: 2.5 Kw, VP: 2.5 Kw.
Owner-Oper. By.............WDEL Inc.
Business-Studio Address........10th & King Sts.
Air Time............105 hours weekly
Phone Number.............7268
News Service.............UP
Representative..........Meeker
Membership.............NARTB
Station Executive........Clair R. McCollough
Station Manager..........J. Gorman Walsh
National Sales Manager......J. Robert Gulick
Program Director........James Adshead
Technical Director........J. E. Mathiot

DIST. OF COLUMBIA

WNBW
WASHINGTON—1947—NBC
Channel: 4...AP: 10.5 Kw, VP: 20.5 Kw.
Business-Studio Address........Woodward Park Hotel
Phone Number.............AD 4-5400
Air Time............115½ Hours Weekly
News Service.............AP, INS, UP
Representative..........NBC Television Spot Sales
Membership.............NARTB
Pres...Frank White
V.P., General Manager......Carleton D. Smith
Dir. of Sales.............Joseph Goodfield
Commercial Manager.......Charles de Loezir
Program Director........Ralph Burgin
Dir. News & Spec. Events...Cassius Keller
Film Dir................George Dorsey
Chief Engineer............John G. Rogers
(See Page 886)

WMAL - TV
WASHINGTON, D. C.—1947—ABC
Channel: 7 VHF, AP: 12 Kw, VP: 22 Kw.
**U.S. TELEVISION STATIONS**

Address ........................................ 4461 Connecticut Ave., N.W.
Phone Number .................................... Kellogg 7-1100
Air Time ........................................... 12 hours daily
Newspaper Affiliation .............................. The Evening Star
Membership ........................................ NARTB
News Service ........................................ AP
President ............................................ S. H. Kaufmann
V.P. & Gen. Mgr ..................................... K. H. Berkeley
Director of Sales ................................. Mahlon A. Glascock
TV Sales Mgr ......................................... George L. Greisbauer
Dir. of News & Spec. Events ....................... Bryson Rash
Production Mgr ....................................... Charles Bishop
Chief Engineer ...................................... Frank Harvey

**WTOP-TV**
WASHINGTON—1949—CBS

Channel: 9 VHF . AP: 14.4 Kw . VP: 27.3 Kw.
Owned-Oper. By .................................. WTOP, Inc.
Business Address .................................. Warner Building
Phone Number ...................................... ME 8-3200
Air Time ............................................ 16 hours daily
Newspaper Affiliation .............................. Washington Post
News Service ........................................ AP, INS. UP
Membership ........................................... NARTB
Pres., Gen. Mgr ...................................... John Hayes
V.P., Comm. Mgr ..................................... George Hartford

V.P., Prog. Dir ................................. Lloyd Dennis
Promotion Dir ...................................... Warren Booram
Dir. of News & Spec. Events ................. William Wood
Production Mgr ..................................... H. Thomas Tausig
Pub. & Prom. Director ......................... Cody Planstiehl
Film Director ...................................... C. D. Dyatt
V.P., Chief Eng ................................... Clyde Hunt

**WTTG**
WASHINGTON—1947—DuM

Channel: 5 VHF . 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
Air Time ............................................ 14½ hours daily
News Service ........................................ UP
Representative ...................................... Blair-TV
Membership ........................................... NARTB
President ............................................ Dr. Allen B. DuMont
General Manager ................................. Walter Compton
Comm. Mgr ......................................... Neal J. Edwards
Dir. of Spec. Events .............................. Donald G. Roper
Prom., Pub. Dir ..................................... George Flax
Production Mgr ...................................... Francis V. Guidice
Program Director ................................. Roger Coelos
Film Director ...................................... Jules Huber
Chief Engineer ...................................... Malcolm M. Burleson

In Washington, D.C. . . .
EVERY MONTH THROUGHOUT 1952

MORE PEOPLE VIEWED WNBW THAN ANY OTHER TELEVISION STATION.*

And the January and February reports in 1953 indicate the same successful pattern for WNBW and its advertisers.

* ARB surveys
**U. S. TELEVISION STATIONS**

**FLORIDA**

**WMBR-TV**

JACKSONVILLE—1949  
ABC-CBS-NBC-DuM

Channel: 4 VHF, AP: 7.4 Kw. VP: 14.8 Kw.  
Owned-Operated By: Florida Broadcasting Co.  
Business Address: 605 S. Main  
Phone Number: 94475  
Air Time: 17 hours daily  
News Service: UP  
Representative: Avery-Knodel Membership  
General Manager: Glenn Marshall, Jr.  
Pgm., Prom. Director: Bernie Adams  
Operations Mgr.: Bill Torry  
Comm. Mgr.: Charles Stone  
Program Dir.: Bill Allyn  
Dir. of News & Spec. Events: Bill Grove  
Production Mgr.: Harry Kalkines  
Chief Engineer: Ernest Vondermarks  
Consulting Engineer: Andrew Ring  

Promotion Mgr. Para Lee Brock  
Merchandising Mgr. David Mayo  
Chief Engineer. Hugo Pondy

**WTVJ**

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF. AP: 8.25 Kw. VP: 16.5 Kw.  
Address: 316 N. Miami Ave.  
Phone Number: 82-6671  
Air Time: 17.5 hours daily  
News Service: UP  
Representative: Free & Peters  
President: Mitchell Wollson  
Vice-Pres., Gen. Mgr. Lee Ruwitz  
Operations Mgr.: John A. Shay  
Comm. Mgr.: John S. Rillen  
Program Director: Lee Phillips  
Pub. & Prom. Director: Burt Toppan  
Film Director: Labe B. Mell  
Production Mgr.: Ashe Dawes  
Director of Remotes: Jesse Cripe  
Dir. of News & Special Events: Ralph Renick  
Chief Engineer: Earl W. Lewis

**WTV**

ATLANTA—1951—ABC

Channel: 8 AP: 12.5 Kw. VP: 23.8 Kw.  
Owned-Oper. By: Broadcasting Inc.  
Address: 15 Forsyth St. S.W.  
Phone Number: Cypress 6676  
Air Time: Varies  
News Service: AP  
Representative: Harrington, Righter & Parsons  
Membership: NARTB  
President: Walter C. Sturdivant  
Gen., Sta. Mgr.: William T. Lane  
Commercial Manager: Charles Grisham  
Prog., Prom., Publ., Film Dir.: Roger O. Van Deuzer  
Chief Engineer: Harvey J. Adenhold  
Production Manager: John Sever  
News Director: Bob Hendrickson

**WSB-TV**

ATLANTA—1948—NBC

Channel 2 VHF. AP: 25 Kw. VP: 50 Kw.  
Owned-Oper. By: The Atlanta Newspapers  
Address: 1801 W. Peachtree  
Phone Number: Atwood 3827  
Air Time: 98 hours weekly  
News Service: AP  
Representative: Petry  
Membership: NARTB  
Managing Director: J. Leonard Reinsch  
General Manager: John M. Outler, Jr.  
Station Manager: Marcus Bartlett  
Promotion Director: Vincent Piano  
Dir. of News & Spec. Events: James Bridges  
Production Manager: Mark Toalson  
Publicity Director: Wayne Anderson  
Film Director: Jean Hendrix  
Chief Engineer: C. F. Daugherty

**ILLINOIS**

**WBBM-TV**

CHICAGO—1941—CBS

Channel: 4 VHF. AP: 12.7 Kw. VP: 25.4 Kw.  
Owned-Operated By: CBS TV  
Bus., Studio Address: 175 North State St.  
Phone Number: RANDolph 6-8210  
Air Time: 16.5 hours daily  
News Service: UP, INS  
Representative: CBS TV Spot Sales  
V.P. Central Div.: H. Leslie Atlass  
Operations Dir.: Ken Craig  
Sales Mgr.: George Arkedish  
Promotion Manager: John Curry  
Program Director: Thomas A. Blanford  
Chief Engineer: William P. Kusak
DURING 1952, more local retail and national spot advertisers sponsored programs on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago market (and who isn’t) WGN-TV is your answer.
WBKB
CHICAGO—1948—ABC
Channel: 7 VHF. AP: 14.0 Kw.. VP: 28.3 Kw.
Business-Studio Address. 20 N. Wacker Dr.
Phone Number. ANDover 3-0800
Air Time. 94½ hours weekly
News Service. AP, INS
Representative. Blair-TV
Membership. NARTB, BAB
V.P., Gen. Mgr. John Mitchell
Mgr. of TV Dept. Monte Fassnacht
Program Mgr. Sterling Quinlan
Promotion Dir. James Duffy
Dir. of News & Spec. Events. Cornelius O'Dea
Publicity Director. Elliott Henry
Film Director. Larry Kelly
Chief Engineer. Edward C. Horstman
Eng.-Oper. Super. Floyd Timberlake

WNBQ
CHICAGO—1949—NBC
Channel: 5 VHF. AP: 12.29 Kw.. VP: 23.25 Kw.
Business-Studio Address. Merchandise Mart
Phone Number. SUPERior 7-9300
Air Time. 17:45 hours daily
News Service. AP, INS, UP
Representative. NBC Spot Sales
Membership. NARTB
Pres. of NBC. Joseph McConnell
V.P. & Gen. Mgr. Harry Kopf
TV Manager. Jules Herbaveaux
Commercial Manager. John J. McPartlin
Program Director. George Heinemann
Promotion Director. V.H. Keys
Dir. of News & Spec. Events. William B. Ray
Publicity Director. Chet Campbell
Film Procurement. Isabel B. Ray
Chief Engineer. Howard C. Luttgens

WGN-TV
CHICAGO—1948—DuM
Channel: 9 VHF. AP: 14.5 Kw.. VP: 29.0 Kw.
Owned-Operated By. WGN, Inc.
Business Address. 441 N. Michigan Ave
Phone Number. SUPERior 7-0100
Air Time. 95-100 hours weekly
Newspaper Affiliation. Chicago Tribune
News Service. AP, UP, AP
Representative. George P. Hollingsbery
President. Col. Robert R. McCormick
Station Manager. Frank P. Schreiber
Commercial Manager. William A. McGuineas
TV Sales Manager. Ted Weber
Program Director. J. E. Farragahan
Newsreel Director. Spencer Allen
Operations Director. George E. Pettersen
Promotion Director. Charles A. Wilson
Publicity Director. James Hanlon
Film Director. Elizabeth Bain
Director of Remotes. Donald Cook
Chief Engineer. Carl J. Meyers

WEEK-TV
PEORIA—1953
ABC—CBS-NBC-DuM
Channel: 44 UHF. AP: 88 Kw.. VP: 175 Kw.
Owned-Operated By. West Central Bestg. Co.
Bus.-Trans. Address. Telco Bldg., 231 18th St.
Phone Number. R. I. 6-5441
Air Time. 80 hours weekly
Newspaper Affiliation. "Argus"
News Service. INS
Representative. Avery-Knodel, Inc.
Membership. NARTB, BAB
President. Ben H. Potter
Gen. Sta. Mgr. Leslie C. Johnson
Commercial Manager. Maurice Corken
Program Director. Forest W. Cook
Prom. Publ. Director. (Miss) Fern Hawks
Chief Engineer. Robert J. Sinnett
Consulting Engineer. E. C. Page

WHBF-TV
ROCK ISLAND—1950—ABC—CBS
DuM
Channel: 4 VHF. AP: 11.7 Kw.. VP: 23.5 Kw.
Owned-Operated By. Rock Island Bestg. Co.
Bus.-Trans. Address. Telco Bldg., 231 18th St.
Phone Number. R. I. 6-5441
Air Time. 80 hours weekly
Newspaper Affiliation. "Argus"
News Service. INS
Representative. Avery-Knodel, Inc.
Membership. NARTB, BAB
President. Ben H. Potter
Gen. Sta. Mgr. Leslie C. Johnson
Commercial Manager. Maurice Corken
Program Director. Forest W. Cook
Prom. Publ. Director. (Miss) Fern Hawks
Chief Engineer. Robert J. Sinnett
Consulting Engineer. E. C. Page

INDIANA
WTTS
BLOOMINGTON—1949
ABC—CBS—NBC-DuM
Channel: 10 VHF. AP: 13.45 Kw.. VP: 26.8 Kw.
Owned-Operated By. Sarks-Tarzian, Inc.
Address. East Hillside Drive
Phone Number. 2-1407
Air Time. 12 hours daily
Newspaper Affiliation. Chicago Tribune
News Service. AP, INS
Representative. Robert Meekeey Assoc.
Membership. NARTB, BAB
President. Sarks-Tarzian
Gen. Sales Mgr. Norman Cisna
Prog. Mgr., Dir. of Remotes. Robert Petranoff
Prom., Pub. Dir. Susan Bartlett
Dir. of News & Spec. Events. Edward Keth
Production Mgr. Steve Briggs
Film Mgr. Jerry Danzig
Chief Engineer. Morton L. Welgel
Consulting Engineer. Kearney
**WF BM - 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

Air Time: 116 1/2 hours weekly

News Service: AP, INS

Representative: Katz

Membership: NARTB


Comm. Manager: William F. Kiley

Film, Program Director: Hugh Kibbey

Prom., Pub. Director: David F. Milligen

Dir. of News: Gilbert Forbes

Production Mgr.: Carl Belles

Chief Engineer: Harold S. Holland

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**WS BT - TV**

**SOUTH BEND—1953**

Channel: 34 UHF, AP: 88 Kw., VP: 170 Kw.

Owned-Operated By: South Bend Tribune

Address: 225 W. Collax Ave.

Representative: Raymer

General Manager: Neal B. Welch

Consulting Engineer: Millard M. Garrison

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**IO WA**

**WOI - TV**

**AMES—1950—ABC-CBS-NBC-DuM**

Channel: 4 VHF, AP: 8 Kw., VP: 15.6 Kw.

Owned-Operated By: Iowa State A & M

Address: Service Bldg., Iowa State College

Phone Number: 2500 Extension 570

Air Time: 15 hours daily

News Service: AP, UP

Representative: Weed

Membership: NARTB

President: Charles E. Friley

General Manager: Richard B. Hull

Comm. Mgr.: Robert Mulhall

Progr. Dir.: Chris Donaldson

Prog. Devel. Supervisor: Edward Wegener

Prom. Pub. Dir.: Marguerite Theobald

Dir. of News & Spec. Events: George Halsey

Prod. Mgr., Dir. of Remotes: Ray Stewart

Film Manager: Tad Williams

Chief Engineer: Keith Ketcham

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**WH AS - TV**

**LOUISVILLE—1950—CBS**

Channel: 9  AP: 50 Kw.  VP: 25 Kw.

 Owned-Oper. By: WHAS, Inc.

Address: 525 W. Broadway

Phone: Wabash 2211

Representative: Harrington, Richer, Parsons

News Service: AP

Membership: NARTB, BAB

President: Barry Bingham

Vice-Pres., Director: Victor A. Sholtz

Assistant Director: Neil D. Cline

Sales Director: Albert J. Gillen

Program Director: Ralph Hansen

Promotion Director: William Loader

Dir. of News & Spec. Events: Richard Oberlin

Film Manager: Ed Driscoll

Chief Engineer: Orrin W. Towne

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**Phone Number**: 3-3661

**Air Time**: 15 hrs. daily

**News Service**: UP

**Representative**: Free & Peters, Inc.

**Membership**: NARTB

**President**: Col. J. Palmer

**Vice-Pres. & Treas.**: D. Palmer

**Exec. Vice-Pres.**: Ralph Evans

**Secretary**: William D. Wagner

**Vice-President**: Paul Loyet

**Resident Manager**: Ernest Sanders

**Resident Sales Mgr.**: Mark Welldine

**Program Director**: Charles Freburg

**Asst. Mgr.**: Fred Reed

**Director of News**: Bob Frank

**Publicity Director**: Paul Ives

**Film Director**: Ken Wagner

**Chief Engineer**: Paul Arvidson

**Consulting Engineer**: A. D. Ring & Co.
**U. S. TV STATIONS**

**LOUISIANA**

**WDSU-TV**

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

Channel: 6 VHF...AP: 15.5 Kw...VP: 31.0 Kw.
Owned-Oper. By WDSU Bcstg. Corp.
Business-Studio Address 520 Royal St.
Phone Number TULane 4371
Air Time 119 hours weekly
News Service AP, UP
Representative Blair
Membership NARTB, BAB
President Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr. Robert D. Swezey
V.P., Comm. Manager A. Louis Read
Program Director Hubie Weiss
Program Mgr. Tom Hicks
Prom., Pub. Dir. Marion Annenberg
Dir. of News & Spec. Events Mel Leavitt
Prog. Operations Mgr. Stanley Holiday
Chief Engineer Lindsey Riddle
Consulting Engineer E. C. Page

**MAINE**

**WABI-TV**

BANGOR—1953
ABC-CBS-NBC-DuM

Channel: 5 VHF...AP: 0.95 Kw...VP: 1.9 Kw.
Owned-Operated By Community Telecasting Serv.
Address 57 State St.
Phone Number 8255
National Rep. George P. Hollingbery
General Manager Murray Carpenter
General Sales Mgr. Lee Gorman, Jr.
Chief Engineer Walter L. Dickson

**MARYLAND**

**WAAM-TV**

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF...AP: 13.3 Kw...VP: 26.1 Kw.
Owned-Operated By WAAM, Incorporated
Business Address Television Hill
Phone Number MOhawk 7600
Air Time 14 hours daily
News Service AP
Representative Harrington, Righter and Parsons, Inc.
Membership NARTB
President Ben Cohen
Exec. Vice-Pres. Norman C. Kal
General Manager Kenneth Carter
Asst. Gen. Mgr.—Sales Armand Grant
Program Mgr. Herbert B. Cahan
News Editor Ted Jaffe
In Maryland — Morning Noon and Night —

Most people watch WMAR-TV

Audiences preferred these Quarter-Hours in 1952:

**DAYTIME**
10:00 A.M. to 6:00 P.M.
WMAR-TV  Station A  Station B
1182   785   429

**NIGHTTIME**
6:00 P.M. to 12:00 Mid.
WMAR-TV  Station A  Station B
993    771   226

*According to Jan.-Dec. 1952 A. R. B.*
U. S. TELEVISION STATIONS

**WBAL-TV**
**BALTIMORE—1948—NBC**
Channel: 11 VHF...AP: 13.5 Kw...VP: 27 Kw. Owned-Operated By...Hearst Corporation-Business-Studio Address...2610 N. Charles Phone Number...Hopkins 3000 News Service...INS, UP, AP Representative...Edward Petry Membership...NARTB Vice Pres. & Exec. Dir...Charles B. McCabe Vice Pres. & Gen. Mgr...D. L. Provost Vice Pres. (Engineering)...John T. Wiener Station Manager...Leslie H. Peard, Jr. Dir. Public Affairs & Education...Arnold Wilkes Program Director...Victor F. Campbell Business Mgr...Freeman W. Cardall Sales Manager...Willis K. Freiert News & Publicity Mgr...Thomas J. White, Jr. Dir. Women's Programs...Mollie Martin Chief Engineer...William C. Bareham

**WMAR-TV**
**BALTIMORE—1947—CBS**
Channel: 2 VHF...AP: 12.5 Kw...VP: 25 Kw. Owned-Operated By...The A. S. Abell Co. Address...Charles & Redwood Sis. Phone Number...Mulberry 5870 Air Time...15 hours daily News Service...AP Representative...Katzen Membership...NARTB President...William F. Schmick V.D. Dir. of TV...Ewell K. Jett Commercial Manager...Ernest A. Lang Program Director...Robert B. Cochran Dir. of News & Spec. Events and Film Mgr...David V. R. Stickler Prom. Pub. Dir...Ralph Braun Production Mgr...Edwin B. Mick Film Director...David V. R. Stickler Chief Engineer...Carlton G. Nopper

**WBZ-TV**
**BOSTON—1948—NBC**
Channel: 4...AP: 12.8 Kw...VP: 26.5 Kw. Owned-Oper. By...Westinghouse Radio Stations, Inc.

**WNAC-TV**
**BOSTON—1948—ABC-CBS-DuM**
Channel: 7 VHF...AP: 13.3 Kw...VP: 28.6 Kw. Owned-Oper. By...General Teletadio, Inc. Business-Studio Address...21 Brookline Ave. Phone Number...Commonwealth 6-8800 Air Time...15 hours daily News Service...INS, UP, AP Representative...H.R. Reps, Inc. Membership...NARTB President...Tom O'Neil Exec. V.P. & Gen. Mgr...Linus Travers Comm. Mgr...Tom Bateson Vice Pres. Dir. of Prog. and Remotes...George Steffy Promotion Dir...George Hallberg Dir. of News & Spec. Events...Leland Bickford Production Mgr...Tony Lang Publicity Dir...Phyllis Doherty Film Director...James Pike Technical Director...Harry Whittemore

**MICHIGAN**
**WJBK-TV**
**DETOIT—1948—CBS-DUMONT**
Channel: 2 VHF...AP: 8.3 Kw...VP: 16.5 Kw. Owned-Oper. By...Storer Broadcasting, Co. Business-Studio Address...500 Temple Phone Number...Temple 3-7900 Air Time...16 hours daily News Service...INS Membership...NARTB Representative...Katz President...George B. Storer V.P., General Mgr...Gayle V. Grubb Comm. Mgr...Harry Lipson Production Manager...Lanny Pike Program Dir...Richard Fischer Promotion Dir...Peter Storer Dir. of News & Spec. Events...Earl Hayes Publicity Dir...Beverly Holden Film Mgr...Arthur McCall Chief Engineer...Paul Frincke Consulting Engineer...Earl Cullum
SOMETHING NEW HAS BEEN ADDED!!

the Saginaw-Bay City market

66th IN THE NATION

SAGINAW-BAY CITY (City of Progress)
* (90) 18, 3135 Consumer Markets for 1950

W KNX-TV

SAGINAW, MICHIGAN

CHANNEL 57

EXCLUSIVE NATIONAL REPRESENTATIVES

GILL-PERNA, Inc.

NEW YORK • SAN FRANCISCO

LOS ANGELES • CHICAGO

APPAREL STORE SALES * $20,344,000.00

ahead of such cities as:

Akron, Ohio

Frederic, Calif.

Kearney, Nebr.

Charleston, W. Va.

GREEN MERCHANDISE SALES

$27,607,000.00

out-ranking such cities as:

Harrisburg, Pa.

Flint, Michigan

Norfolk, Va.

Tampa, Fla.

Lansing, Michigan

AUTOMOTIVE STORE SALES *

$28,142,000.00

out-ranking all cities as:

Erie, Pa.

Albany, N. Y.

Cambridge, Mass.

Mobile, Ala.

FOOD STORE SALES *

$48,964,000.00

out-ranking such cities as:

Salt Lake City, Utah

Trenton, New Jersey

Erie, Pennsylvania

Fort Wayne, Ind.

Wilmington, Del.

PUBLISHING SALES *

$11,291,000.00

out-ranking such cities as:

Baton Rouge, La

Tampa, Fla.

Austin, Texas

Elizabeth, N. J.

San Jose, Cali.

BUILDING MATERIALS HARDWARE SALES *

$12,777,000.00

MORE THAN SUCH CITIES AS:

Birmingham, Ala.

Kansas City, Mo.

Richmond, Va.

Washington, D.C.

New Haven, Conn.

EATING-DRINKING PLACE SALES *

$12,000,000.00

out-ranking such cities as:

Yonkers, N. Y.

Scarsdale, N. Y.

Alexandria, Va.

Dallas, Texas

Corpus Christi, Tex.

Savannah, Ga.

DRUG STORE SALES *

$7,608,000.00

out-ranking such cities as:

Springfield, Mass.

Paterson, N. J.

Knoxville, Tenn.

Shreveport, La.

Youngstown, Ohio

Howard H. Wolfe
Sec.-Treas. & Station Mgr.

William J. Edwards
President and General Manager
W W J - T V
DETROIT—1947—NBC
Channel: 4 VHF...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
Newspaper Affiliation: ...The Detroit News
News Service: ...UP, AP
Representative: ...Hollingsbery
Membership: ...NARTB
General Mgr.: ...Edwin K. Wheeler
Sta. Mgr.: ...Willard E. Walbridge
Prog., Prod. Director: ...Ralph B. Hunter
Sales Mgr.: ...Norman Hawkins
Pub. Affairs Dir.: ...James Eberle
News Editor: ...Tom MacMahon
Publicity Dir.: ...Fred O'Brien
Film Editor: ...Frank Picard
Chief Engineer: ...Edgar J. Love
Consulting Engineer: ...William L. Foss
Film Mgr.: ...Clark Grant
Chief Engineer: ...Louis Bergenroth

W K Z O - T V
KALAMAZOO—1950
ABC-CBS-NBC-DuM
Channel: 2 VHF...AP: 8.0 Kw...VP: 16.0 Kw.
Owned-Operated By: ...Feitzer Bstg. Co.
Address: ...124 W. Michigan Ave.
Phone Number: ...3-1223
Air Time: ...14 hours daily
News Service: ...AP
Representative: ...Avery-Knodel, Inc.
Membership: ...NARTB
Pres., Gen. Mgr.: ...John E. Feitzer
Sales Director: ...Donald W. DeSmit, Jr.
Pgmm. Prom., Film Dir.: ...Harry E. Travis
Pub. Affairs Adviser: ...Dr. Willis F. Dunbar
Chief Eng. (Studio): ...Francis L. Morse
Chief Eng. (Transm.): ...Arthur E. Covell

W X Y Z - T V
DETROIT—1948—ABC
Channel: 7 VHF...AP: 13.9 Kw...VP: 27.9 Kw.
Owned-Operated By: ...WXYZ, Inc.
Business Address: ...1700 Mutual Bldg.
Phone Number: ...WOODward 3-8321
Air Time: ...18 hours daily
News Service: ...UP
Representative: ...Blair-TV
Membership: ...NARTB
President: ...James G. Riddell
Merchandising Mgr.: ...Harold Christian
Station Manager: ...John Pival
Program Dir.: ...John Lee
Production Mgr.: ...Ed Sanchez
Promotion Director: ...William Morgan
Dir. of Spec. Events & News: ...Richard Femmel
Film Director: ...Ken Simms
Chief Engineer: ...Charles Kocher

W O O D - T V
GRAND RAPIDS—1951
ABC-CBS-NBC-DuM
Channel: 7 VHF...AP: 14.5 Kw...VP: 28.5 Kw.
Owned-Oper. By: ...Grandwood Bstg. Co.
Address: ...Grand Rapids Nat'l Bank Bldg.
Phone Number: ...4-4125
Air Time: ...13 hours daily
News Service: ...AP
Representative: ...Katz
Membership: ...NARTB
President: ...Harry M. Bitner, Sr.
General Manager: ...Willard Schroeder
Program Director: ...Franklin Siison
Sales Service Mgr.: ...Howard Silbar
Promotion Dir.: ...David Hoyle
Dir. News & Spe. Events: ...Bob Runyon

MINNESOTA
K S T P - T V
ST. PAUL-MINNEAPOLIS—1948
NBC
Channel: 5 VHF...AP: 17.3 Kw...VP: 24.7 Kw.
Owned-Operated By: ...KSTP, Inc.
**U. S. TELEVISION STATIONS**

Bus., Trans. Lo., 3415 University Ave., St. Paul
Phone Number ......................Prior 2717
Air Time ..................17 hours daily
News Service ...................AP, UP
Representative ................Edward Petry
Membership ..................NARTB
Pres., Gen. Mgr. .................Stanley E. Hubbard
Exec. V. P., Treas. .............K. M. Hance
Nat. Sales Mgr. ..................Karl A. Plain
Local TV Sales Dir. .............William R. Brazzil
Promotion Director .............Del Franklin
Chief Engineer ..................Joseph C. Cook
Consulting Engineer ...........Andrew D. Ring

**WCCO-TV**
MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4 AP: 9.2 Kw. VP: 28.4 Kw.
Owned-Oper. By: Mid-Continent Radio-TV Inc.
Bus-Studio Address: Radio City—50 S. 9th St.
Phone Number: Lincoln 0552
Air Time: 112 hours weekly
News Service: AP, UP, INS
Representative: Free & Peters
Ch. of Board: W. J. McNally
President: Robert B. Ridder
Exec. V. P. & Gen. Mgr.: F. Van Konyenburg
Sales Manager: Robert N. Ekstrom
Production Director: Charles D. Miller
Film Director: Harry C. Jones
Prom. Publ. Director: Florence Z. Cook
Program Dir.: Gwen Harvey
Chief Engineer: John M. Sherman

**MISSISSIPPI**
**WJTV**
JACKSON—1953
ABC-CBS-DuM-NBC

Channel: 25 UHF. AP: 98 Kw. VP: 180 Kw.
Owned-Operated By: Mississippi Publishers Corp.
Address: P. O. Box 427
Representative: Katz
General Manager: John Rossiter
Consulting Engineer: Raymond M. Wilmette

**MISSOURI**
**WDAF-TV**
KANSAS CITY—1949
ABC-CBS-DuM

Channel: 4 AP: 11 Kw. VP: 22 Kw.
Owned-Oper. By: Kansas City Star Co.
Business Address: 3030 Summit
Phone Number: Harrison 1200
Air Time: 18 hrs. daily
News Service ....................The Kansas City Star
Representative ..................AP, UP
Managing Director: H. Dean Fitzer
Commercial Manager: E. M. Russo
Station Manager: Bill Bates
Chief Engineer: Joseph Flaherty
Prom. Dir.: Randall Jesse
Film Mgr.: John Krivas

**KSD-TV**
ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel: 5 VHF. AP: 8.0 Kw. VP: 16.0 Kw.
Address: 1111 Olive St.
Phone Number: Main 1111
Air Time: 110 hours weekly
News Service: St. Louis Post-Dispatch
Representative: AP, INS
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

**NEBRASKA**
**KOLN-TV**
LINCOLN—1953—DuM

Channel: 12 VHF. AP: 11 Kw. VP: 21.5 Kw.
Owned-Operated By: Cornhusker Radio & TV Corp.
Address: P. O. Box 987
Representative: Weed
General Manager: H. E. Anderson
Sales Manager: Otis Segler

**KMTV**
OMAHA—1949—ABC-CBS-DuM

Channel: 3 AP: 8.4 Kw. VP: 16.7 Kw.
Bus-Trans. Address: 2615 Farnam St.
Phone Number: WEBster 9800
Air Time: 93 hours weekly
News Service: UP
Representative: Edward Petry & Co.
Membership: NARTB
President: Edward W. May
V. P., Gen. Mgr.: Owen Saddler
Commercial Manager: Howard Peterson
Program Director: Glenn Harrls
Prom. Publ. Director: Joe Baker

896
NEW JERSEY
W F P G - T V
ATLANTIC CITY—1953—ABC-NBC
CBS-DuM
Channel: 46 UHF...AP: 9 Kw...VP: 18 Kw.
Owned-Operated By.....Neptune Bstg. Corp.
Address ................Steel Pier
Representative ..............Pearson
General Manager ..........Fred Weber
Sales Manager ............E. P. Trux
Consulting Engineer ..Craven, Lohnes & Culver

WATV
NEWARK—1948
Channel: 13 VHF...AP: 15.3 Kk...VP: 30.5 Kw.
Owned-Oper. By........Bremer Bstg. Corp.
Business-Studio Address 1020 Broad St.
Phone Number ..............Mitchell 2-6400
Air Time ..................100 hours weekly
Representative ..........Weed
Pres., Gen. Mgr..........Irving R. Rosenhaus
Vice Pres. (Sales) ....Edmund S. Lennon

WATV's best constitutes some of the most constructive and worthwhile television in this area. ...highly informal, singularly unpretentious in production and almost neighborly in its tone. WATV is doing a job that merits encouragement and commendation.

Under Robert P.}
actor of
watv channel 13

...
N.Y. Giants and N.Y. Yankees
For the 1953 Season

220 East 42nd St.,
N.Y.C. 17
MU 2-6500
National
Representatives:
Free & Peters, Inc.
Public Rel. Dir. ................................ Roland Trenchard
Program Director ............................. George Green
FIl'm Director .................................. Robert Paskow
Vice-President ................................ Frank V. Bremer

NEW MEXICO
KOBT-TV
ALBUQUERQUE—1948
ABC-CBS-NBC-DuM

Channel: 4 VHF...AP: 2.6 Kw...VP: 5.2 Kw.
Bus.-Studio Address .... 234 So. 5th
Phone Number .......... 3-4411
Air Time .................. 8 hours daily
Representative ......... Wayne Coy
Membership ............. NARTB
President ................. John C. Clark
General Manager ........ C. D. Mastin
Station Manager ........ L. L. Rogers
Sales Manager ........... Stanley N. Heslop
Pgm. Dir. ................ E. M. Scala
Promotion Director ...... E. R. McCloskey
Prod. Dir. .............. E. Clark Pollock
Chief Engineer .......... L. H. Stantz
Consulting Engineer .... Jansky & Bailey

NEW YORK
WNBF-TV
BINGHAMTON—1949
ABC-CBS-NBC-DuM

Channel: 12. AP: 25 Kw. VP: 50 Kw.
Owned-Oper. By .... Clark Associates, Inc.
Business Address ...... P. O. Box No. 49
Phone Number ........ 3-7311
Air Time ............... 85 hours weekly
News Service .......... UP
Representative ......... Bolling
Membership ............. NARTB
President ................. John C. Clark
General Manager ........ C. D. Mastin
Station Manager ........ L. L. Rogers
Sales Manager ........... Stanley N. Heslop
Pgm. Dir. ................ E. M. Scala
Promotion Director ...... E. R. McCloskey
Prod. Dir. .............. E. Clark Pollock
Chief Engineer .......... L. H. Stantz
Consulting Engineer .... Jansky & Bailey

WABC-TV
NEW YORK—1948—ABC

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By .... American Bcsthg.-Paramount Theaters, Inc.
Business Address ...... 7 W. 66th St.
Phone Number ........ SUsquehanna 7-5000
Air Time ............... 13 hours daily
News Service .......... INS
Representative ......... Petry
President (ABC) ........ Robert E. Kintner
Dir. of Sales ............ Trevor Adams
Promotion Director ...... M. De Groot
Mgr. O & S Sales ........ Don Dugan
Publicity Dir. .......... Ward Jones
Publicity Dir. .......... Arthur B. Donegan
Film Director .......... Freelon M. Fowler
V.P., Dir. of Engng. .... Frank Marx

WABD
NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw...VP: 16.7 Kw.
Owned-Oper. By .... Allen B. Du Mont Laboratories, Inc.
Business Address ...... 515 Madison Ave
Phone Number .......... Murray Hill 8-2600
Air Time ............... 13 hours daily
News Service .......... INS
Membership ............. NARTB
Director ................ Chris J. Witting
General Manager ........ Richard E. Jones
Commercial Manager .... Lawrence L. Wynn
Pgm. Prod. Dir. ........ James L. Caddigan
Chief Engineer .......... Rodney D. Chipp
Publicity Director ...... Gerald Lyons
Film Dept. Mgr. ......... Donald A. Stewart

WBEN-TV
BUFFALO—1948—ABC-CBS-NBC-DuM

Channel: 4 VHF...AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By .......... WBEN, Inc.
Phone Number .......... Mohawk 0930
Studio, Transmitter Location .... Hotel Statler
Air Time ............... 17 hours daily
News Service .......... AP, INS
Representative .......... Harrington, Righter & Parsons, Inc.
Membership ............. NARTB
President ................ Edward H. Butler
Vice-President .......... Alfred H. Kirchofer

General Manager ........ C. Robert Thompson
Dir. of News & Spe. Events .... Floyd Kalber
Sales Manager .......... Nicholas J. Maller
Station Mgr. ............. George R. Torge
Promotion Director ...... Joseph A. hoseffner
News and Spec. Events, Asst. Pgm. Dir. .... Edward J. Wegman

Film Director .......... Quintin P. Renner
Vice-President .......... Frederick A. Keller
Dir. of Remotes .......... John L. Hutchinson, Jr.
Technical Director ...... Ralph J. Kingsley

WCBS-TV
NEW YORK—1941—CBS

Channel: 2 VHF...AP: 8.5 Kw...VP: 17.3 Kw.
Owned-Oper. By .......... Columbia Bcsthg. System
Business Address ...... 485 Madison Ave
Phone Number .......... Plaza 5-2000
Air Time ............... 16 hours daily
News Service .......... AP, INS, UP, Telenews
Representative .......... CBS TV Spot Sales
Membership ............. NARTB
U. S. TELEVISION STATIONS

WNB T
NEW YORK—1941—NBC
Channel: 4 AP: 4.27 Kw. VP: 5.2 Kw.
Business Address 3 Rockfeller Plaza
Phone Number Circle 7-8300
Air Time 115 hours weekly
News Service AP, INS, UP
Representative NBC Spot Sales Dept.
Membership NARTB, BAB
President Frank White
General Manager Ted Cott
Station Mgr. Richard Pack
Commercial Manager Jay Heitin
Prog., Film Director Pete Affe
Promotion Dir. Jay Smolin
Production Mgr. John Grogan
Publicity Dir. Phil Dean
Chief Engineer Thomas Phelan

WHAM-TV
ROCHESTER—1949
ABC-CBS-NBC-DuM
Channel: 6 VHF AP: 11.7 Kw. VP: 23.4 Kw.
Owned-Oper. By Stromberg Carlson Co.
Business Address 201 Humboldt St.
Phone Number 7240
Air Time 90-95 hours weekly
News Service UP
Representative Hollingbery
Membership NARTB
Commercial Manager John W. Kennedy, Jr.
Program Director Charles W. Siverson
Promotion, Pub. Director Armin N. Bender
Director of News David E. Kessler
Production Manager John Crosby
Film Director David Manning
Director of Remotes George Driscoll
Chief Engineer Kenneth Gardner

WP N
NEW YORK—1948
Channel: 11 VHF AP: 51 Kw. VP: 100 Kw.
Owned-Oper. By WPIX, Inc.
Address 220 E. 42nd St.
Phone Number MU 2-6500
Air Time 14 hours daily
News Service AP, UP
Newspaper Affiliation N. Y. Daily News
Station Representative Free & Peters
Membership NARTB
President F. M. Flynn
V.P., Gen. Sta. Mgr. G. Bennett Larson
Comm. Manager A. B. Rodner
Program Director Louis B. Amos
Eastern Sales Mgr. Wm. L. Clark
Director of News Walter Engels
Sales Director John Patterson
Director of Remotes Jack Murphy
Publicity Director L. A. Hollingsworth
Promotion Director Adrien Rodner
Chief Engineer Tom Howard
Consulting Engineer Carol Levine

W RGB
SCHENECTADY—1942
ABC-CBS-NBC-DuM
Channel: 4 VHF AP: 49 Kw. VP: 98 Kw.
Owned-Oper. By General Electric Co.
Business-Studio Address 60 Washington Ave.
Phone Number Schenectady 7-2261
Air Time 171/2 hours daily
News Service Telenews, AP, UP, INS
Representative NBC Spot Sales
Membership NARTB
Mgr. of Bcastg. R. B. Hanna, Jr.
Operations Mgr. W. W. Welpott
Supervisor of Sales Robert F. Reid
Program Director Albert G. Zink
KAY'S KITCHEN
HAS TO BE BIG TO HOLD ALL ITS FRIENDS

Thousands of her friends gather each morning in Kay’s Kitchen to visit with her, and join in 15 minutes of recipes, household hints and old-fashioned philosophy. A spot on Kay’s Kitchen means a product sold!

REACHING OVER 225 COMMUNITIES

Broome County (6) | Cayuga County (14) | Chenango County (6) | Cortland County (6) | Delaware County (4) | Jefferson County (18) | Lewis County (5) | Madison County (16) | Monroe County (6) | Oneida County (33) | Onondaga Co. (34) |
Ontario County (10) | Oswego County (22) | St. Lawrence Co. (4) | Schuyler County (6) | Seneca County (7) | Steuben County (6) | Tioga County (3) | Tompkins County (5) | Wayne County (11) | Yates County (5) |

SEEN EXCLUSIVELY OVER
WHEN
TELEVISION
SYRACUSE, N. Y.
A MEREDITH STATION
When
SYRACUSE—1948—ABC-CBS-DuM
Owned-Oper. By. Meredith Syracuse TV Corp. Address...101 Court St.
Phone Number. 3-1126
Air Time. .102 hours weekly
News Service.upe.
Representative. Kauf
Membership. NARTB
President. . E. T. Meredith, Jr.
V.P. Gen. Mgr. Paul Adanti
Commercial Mgr. W. H. Bell
Promotion Director. Robert G. Peel
Program Director. Gordon J. Alderman
TV Dir. Payson Hall
Chief Engineer. H. E. Crow

WSYR-TV
SYRACUSE—1950—NBC
Channel: 5 VHF. AP: 12.8 Kw. VP: 26.0 Kw.
Phone Number. 3-7111
Air Time. .12 hours daily
Representative. Headley-Reed. Kettle-Carter Membership. NARTB, BAB
President. . H. C. Wilder
Dir. of Sales. W. R. Allord, Jr.
Proc. Dir. Film Mgr. William V. Rothrum
Prom. Pub. Director. Caley Augustine
Dir. of News & Spec. Events. Fred Hillegas Production Manager. James McDonald
Chief Engineer. A. B. Isle Consulting Engineer. Craven. Lohnes & Culver

WBTW
ASHEVILLE—1953—NBC
Owned-Oper. By. WISE. Inc. Address. 89 College St.
Representative. Bolling Consulting Engineer. George C. Davis

WFMY-TV
GREENSBORO—1948
Channel: 2 VHF. AP: 8.4 Kw. VP: 16.72 Kw.
Phone Number. 4-0114
Air Time. .14 ½ hours daily News Service. UP
**Ohio**

**WCPO-TV**

CINCINNATI—1949—ABC-DuM-CBS

Channel: 7 VHF...AP: 24 Kw...VP: 12 Kw.

Owned-Oper. By...Scripps-Howard Radio, Inc.

Business Address...2345 Symmes St.

Phone Number...Capital 0777

Air Time...17 1/2 hours daily

News Service...UP

News, Affili...The Post

Representative...The Branham Co.

Membership...NARTB

President...Jack R. Howard

V.P., Gen. Mgr...M. C. Watters

Station Manager...Harry LeBrun

Program Director...Ed Weston

Promotion Director...Phil Haynes

Production Manager...Jim McGuire

Publicity Director...Phil Haynes

Film Manager...Sid Barger

Dir. of News & Spec. Events...Bob Otto

Director of Remotes...M. Bowden

Chief Engineer...Paul Adams

**WKBK**

CINCINNATI—1949—CBS

Channel: 12 VHF...AP: 125 Kw...VP: 250 Kw.

Owned-Oper. By...Radio Cincinnati, Inc.

Business Address...Times-Star Bldg.

Phone Number...Garfield 1931

Air Time...17 1/2 hours daily

News Service...AP

News, Affili...Times-Star

Representative...The Katz Agency, Inc.

Membership...NARTB

Exec. Vice-Pres...Hubert Toft, Jr.

General Manager...U. A. Latham

Asst. Gen. Mgr...Don L. Chapin

Prom. Mgr., Pub. Dir...Fred Thomas

Nat'l Sales Mgr...Kenneth Church

Promotion Director...Eila Lambert

Director of News...George Palmer

Production Manager...Bob Huber

Film Co-ordinator...Barry Hersh

Comm., Prod. Mgr...George A. Wilson

Chief Engineer...Paul Wagner

**WLW-T**

CINCINNATI—1948—NBC

Channel: 5 VHF...AP: 18.5 Kw...VP: 23.5 Kw.

Owned-Operated By...Crosley Bcstg. Corp.

Address...140 W. Ninth St.

Phone Number...Cherry 1822

Air Time...11 1/2 hours weekly

News Service...UP

Representative...WLW Sales

Chairman of the Board...James D. Shouse

President...R. E. Dunville

Dir. of TV Oper. & V.P...John T. Murphy

Program Director...Lin Mason

Sales Manager...John H. Bone

Gen. Sales Mgr...David E. Patridge

Dir. of Promotion...James E. Allen

Chief Engineer...Howard Lepple

Consulting Engineer...Weldon & Carr

**Nets**

CINCINNATI—1949—CBS

Channel: 5...AP: 24 Kw...VP: 12 Kw.

Owned-Oper. By...Scripps-Howard Radio, Inc.

Business Studio Address...2435 Symmes St.

Phone Number...Capital 0777

Air Time...15 hours daily

News Service...UP

News, Affili...UP

Representative...The Press

Membership...NARTB

President...Jack R. Howard

V.P., Gen. Mgr...M. C. Watters

Station Manager...Harry LeBrun

Program Director...Ed Weston

Promotion Director...Phil Haynes

Production Manager...Jim McGuire

Publicity Director...Phil Haynes

Film Manager...Sid Barger

Dir. of News & Spec. Events...Bob Otto

Director of Remotes...M. Bowden

Chief Engineer...Paul Adams

**WKBK**

CLEVELAND—1949—CBS

Channel: 4...AP: 20.26 Kw...VP: 39.22 Kw.

Owned-Oper. By...National Bcstg. Co.

Business Studio Address...815 Superior Ave.

Phone Number...Cherry 1-0942

Air Time...91 1/2 hours weekly

News Service...AP

Representative...NBC Spot Sales

Membership...NARTB

President (NBC)...Frank White

General Manager...Hamilton Shea

Dir. of Sales...Charles Phillips

Program Manager...Norman Cloutier

Dir. of News & Spec. Events...Edward R. Wallace

Promotion Director...Clement G. Scharback

Dir. of Pgm. Op...Carl Freeborn

Film Director...Albert L. Odeal

Engineer-in-Charge...S. E. Leonard

Oper. Sup...William A. Howard

(See Page 904)
is NUMBER ONE IN CLEVELAND?

A GOOD question and a fair question.

Here's your television answer . . .

WNBK Cleveland delivers a larger audience from 7 a. m. to 1 a. m. throughout the week than any other television station, local newspaper or national magazine.

WNBK Cleveland, Your Community Station, offers the greatest number of preferred local programs. WNBK viewers are not "switch happy" . . . they stay on Channel 4.

WNBK increases the value of your advertising dollar through the services of a complete Advertising, Promotion and Merchandising Department.

Always Buy WNBK CHANNEL 4 when looking for results in the Cleveland-Northern Ohio market
U.S. TELEVISION STATIONS

WBNS-TV
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 3538
Air Time...15½ hrs. daily
Newspaper Affiliation...Columbus Dispatch
News Service...AP
Station Representative...Blair Membership...NARTB
Dir. of Television...Richard A. Borel Pgm., Film Director...Jerome R. Reeves
Sales Director...Robert D. Thomas Promotion Director...Barbara Haddock
Dir. News & Spec. Events...Chester S. Long Production Dir...John Holdi
Public Serv. Dir...Charles S. Cody Merchandising Dir...Morton Sherman
Chief Engineer...Leslie H. Nafzager Consulting Engineer...Jansky & Bailey

WLW-C
COLUMBUS—1949—NBC
Channel: 3 VHF...AP: 7.6 Kw...VP: 15.2 Kw.
Owned-Operated By...Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Phone Number...Jefferson 5441
Air Time...18 hours daily
News Service...UP
President...Robert E. Dunville Gen., Sta. Mgr...James Leonard
Commercial Mgr...C. George Henderson Program Director...Gene Ragle
Promotion Director...Juanita Wilcox Dir. of News & Spec. Events...Bill Hindman
Production Manager...Walter S. Jacobs Publicity Director...Juanita Wilcox
Film Manager...Nicholas Luppino Director of Remotes...Walter Jacobs
Chief Engineer...Charles Sloan

WTVN
COLUMBUS—1949—ABC-DuM
Channel: 6 VHF...AP: 10.0 Kw...CP: 19.8 Kw.
Owned-Oper. By...Picture Waves, Inc. Address...753 Harmon Ave.
Phone Number...Fletcher 4361
Air Time...13 hours daily

WHIO-TV
DAYTON—1949—ABC-CBS-DuM
Channel: 13...AP: 13 Kw...VP: 24 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address...45 S. Ludlow St.
Phone Number...Adams 2261
Air Time...125 hours weekly
News Service...UP
President...James M. Cox Jr.
Managing Director...J. Leonard Reinsch General Manager...Robert H. Moody
Commercial Manager...Harvey R. Young Jr.
Pgm., Film Dir...Don R. Lyons Dir. TV Op...Jack L. Hodgkinson
Chief Engineer...Ernest L. Adams
Dir. News & Spec. Events...Don Wayne

WLW-D
DAYTON—1949—NBC
Channel: 2 VHF...AP: 8 Kw...VP: 16 Kw.
Owned-Oper. By...Crosley Bcstg. Corp.
Business Studio Address...4595 S. Dixie Hwy.
Phone Number...Walnut 2101
Air Time...17½ hours daily
News Service...UP
Representative...WLW Offices, New York, Chicago, Hollywood
President...Robert E. Dunville Gen., Sta. Mgr...James Leonard
Commercial Mgr...C. George Henderson Program Director...Gene Ragle
Promotion Director...Juanita Wilcox Dir. of News & Spec. Events...Bill Hindman
Production Manager...Walter S. Jacobs Publicity Director...Juanita Wilcox
Film Manager...Nicholas Luppino Director of Remotes...Walter Jacobs
Chief Engineer...Charles Sloan

WSPD-TV
TOLEDO—1948—ABC-CBS-NBC-DuM
Channel: 13 VHF...AP: 14.4 Kw...VP: 27.4 Kw.
Owned-Oper. By...Storer Bdcstg. Corp.
Business Studio Address...136 Huron St.
Phone Number...Adams 3175
Transmitter Location...26 Superior St.
Air Time...100 hours weekly
News Service...UP
Representative...Katz
Membership...TBA, NARTB, BAB

News Service...AP
Representative...Headley-Reed
Membership...NARTB
President...Edward Lamb
General Manager...Frank Oswald
Commercial Manager...J. W. McGough
Prog. Dir., Film Mgr...Warren Warner
Prom. Pub. Dir...Ruth Sherman
Dir. of News & Spec. Events...D. Nichols
Chief Engineer...Joseph Gill
Consulting Engineer...MacIntosh & Ingalls
**U. S. TELEVISION STATIONS**

President..................................................George B. Storer
Commercial Manager.................................W. F. Shannon
Gen. Sta. Mgr............................................Allen L. Haid
Program Director.....................................Les Dana
Promotion-Publicity Dir..............................Rick Gourley
Dir. of News & Spec. Events........................James Uebelhart
Production Manager.................................Al Ruchel
Film Director...........................................Elaine Phillips
Chief Engineer........................................William Stringfellow
Consulting Engineer................................Glenn Boundy

**WFMJ-TV**

**YOUNGSTOWN—1952—NBC**

Channel: 73 UHF...AP: 89 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.............................................101 W. Boardman Street
Phone Number........................................3-4121
Newspaper Affil...................The Youngstown Vindicator
News Service.................................AP, UP
Representative.................................Headley-Reed
Membership.........................................NARTB
President...........................................W. O. Brown
V. P., Gen. Mgr.............................William F. Maag, Jr.

Program Director....................................Ronald Richards
Production Manager..............................Peter J. Frommert
Film Manager........................................David Davies
Chief Engineer......................................Frank A. Dieringer

**WKBN-TV**

**YOUNGSTOWN—1953—ABC-CBS-DuM**

Channel: 27 UHF...AP: 95 Kw...VP: 160 Kw.
Owned-Operated By...WKBN Bestg. Co.
Address.............................................17 N. Champion St.
Representative....................................Raymer
General Manager.................................J. L. Bowden
Consulting Engineer..............................Millard M. Garrison

**OKLAHOMA**

**KSWO**

**LAWTON—1953**

Channel: 7 VHF...AP: 5 Kw...VP: 10 Kw.
Owned-Operated By...Oklahoma Quality Bestg. Co.
Address.............................................P. O. Box 699
Representative......................................Everett-McKinney

**WKY-TV**

**OKLAHOMA CITY—1949**

Channel: 4 VHF...AP: 8.5 Kw...VP: 16.9 Kw.
Owned-Operated By...WKY Radiophone Co.
Address.............................................500 E. Britton Rd.
Phone Number......................................3Tlinity 8-2161
Air Time..............................................17½ hours daily

**WFBG-TV**

**ALTOONA—1953—NBC**

Channel: 10 VHF...AP: 160 Kw...VP: 316 Kw.
Owned-Operated By...The Gable Co.
Address.............................................1320 Eleventh Ave.
Representative....................................H.R Reps
Gen. Sales, Prom. Mgr..............................Jack Snyder
Consulting Engineers..............................Craven, Lohnes & Culver

**KOTV**

**TULSA—1949**

ABC-CBS-NBC

Channel: 6...AP: 8.5 Kw...VP: 16.6 Kw.
Owned-Oper. By...Wrather-Alvarez, Inc.
Business Address................................302 S. Frankfort St.
Phone Number......................................2-9233
Air Time..............................................126 hours weekly
News Service........................................UP
Station Representative............................Petry
Membership...........................................NARTB
President...........................................Jack D. Wrather, Jr.
Gen. Sta. Manager.............................Maria Helen Alvarez
Commercial Manager..............................John B. Hill
Program Director....................................Don Thompson
Promotion Dir........................................Robert Freeland
Film Director........................................Glenn White
News Director........................................Cy Tuma
Chief Engineer......................................George Jacobs

**OREGON**

**KPTV**

**PORTLAND—1952—ABC-CBS-DuM**

NBC

Channel: 27 UHF...AP: 44 Kw...VP: 88 Kw.
Address.............................................Portland
Owned-Operated By...Empire Coll Co.
Representative......................................NBC Spot Sales
Station Manager.................................Herb Mayer
Program Manager................................Frank Opral
Consulting Engineer..............................Adler Comm. Lab.

**Pennsylvania**

**WFBG-TV**

**ALTOONA—1953—NBC**

Channel: 10 VHF...AP: 160 Kw...VP: 316 Kw.
Owned-Operated By...The Gable Co.
Address.............................................1320 Eleventh Ave.
Representative....................................H.R Reps
Gen. Sales, Prom. Mgr..............................Jack Snyder
Consulting Engineers..............................Craven, Lohnes & Culver

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**U.S. TELEVISION STATIONS**

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**WICU**  
**Erie—1949—ABC-CBS-NBC-DuM**

Channel: 12  ... AP: 15 Kw.  ... VP: 30 Kw.  
Owned-Operated By: Dispatch Incorporated  
Bus.-Trans. Address: 3514 State St.  
Phone Number: 4-6371  
Air Time: 120 hours weekly  
News Service: AP  
Representative: Headley-Reed  
President: Edward Lamb  
Vice President: Paul Albracht  
General Manager: Ben McLaughlin  
Program Director: Dan Lick  
Film Director: John W. Cook  
Comm. Mgr: Don Boyce  
Prom. Dir: Jack Schumacher  
Chief Engineer: Michael Csop

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**WJAC-TV**  
**Johnstown—1949—ABC-CBS-NBC-DuM**

Channel: 6  ... AP: 35 Kw.  ... VP: 70 Kw.  
Owned-Operated By: WJAC, Inc.  
Business Address: 329 Main St.  
Phone Number: 9-1965  
Air Time: 14 1/2 hours daily  
Newspaper Affiliation: The Johnstown Tribune  
News Service: UP  
Representative: Katz  
Membership: NARTB  
President: Walter W. Krebs  
Gen. Sta. Mgr: Alvin D. Schrott  
Sales Manager: John H. Hepburn  
Prog. Dir: Film Mgr: Frank P. Cummins  
Chief Engineer: Theodore Campbell  
Consulting Engineer: McNary

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**WGAL-TV**  
**Lancaster—1949—ABC-CBS-NBC-DuM**

Channel: 8 VHF  ... AP: 7.2 Kw.  ... VP: 3.6 Kw.  
Owned-Operated By: WGAL, Inc.  
Business-Transmitter Address: 24 S. Queen St.  
Phone Number: 5246  
Studio Address: 24 S. Queen St.  
Air Time: 116 hours weekly  
News Service: UP  
Representative: Meeker  
Membership: NARTB  
President: Clair R. McCollough  
Station Manager: Harold E. Miller  
Gen. Sales Mgr: J. Robert Gulick  
Program Director: Paul Rodenhauser  
Technical Director: J. E. Mathiat

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**...the biggest buy in Television!**

4 Big Markets Covered by One Station!

...8th Largest TV Market In The United States*

*Taken from set count squares in Broadcasting Sept. 29, 1952.

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**Field Contest Map Estimated in Accord With FCC Regulations**

**POPULATION**  
3,503,200

**1951 RETAIL SALES**  
$3,377,035,000

**Metropolitan coverage...not metropolitan rates.**

Here's a big chance for covering all of Southwestern Pennsylvania with one television station. Study this map...make inquiries in the market...in the end you'll turn for best coverage to——

**WGAL-TV**  
**CHANNEL 6**  
**70 KW VISUAL 35 KW AUDIAL**

Represented by THE KATZ AGENCY, Inc.

Serving Millions From Atop the Alleghenies
DuMont's  
Great Station in a Great Market

WDTV

The Finest Entertainment from Four Networks
Serving an Area With More Than 550,000 TV Sets
Keeping in Step With Pittsburgh's Fabulous Progress

For
BEST SHOWS---and---BEST RESULTS
It's
DuMont WD TV Channel 2

Pittsburgh's First Television Station

WCAU-TV
PHILADELPHIA—1947—CBS
Channel: 10 VHF... AP: 14 Kw... VP: 25 Kw. 
Owned-Operated By... WCAU, Inc. 
Address... City Ave. & Monument Ave. 
Phone Number... GR 7-8300 
Air Time... 16 hours daily 
Newspaper Affiliation... Evening Bulletin 
News Service... AP, UP 
Representative... CBS TV Spot Sales 
Pres. Gen. Mgr... Donald W. Thompson 
V.P., Asst. Gen. Mgr... Joseph L. Tinney 
V.P. & TV Director... Charles Vanda 
Commercial Manager... Robert McGiddy 
Program Director... John McClay 
V.P. & Prom. & Pub. Dir... Robert N. Pryor 
Dir. News & Spec. Events... Charles Shaw 
Production Manager... Richard Schlegle 
V.P. & Technical Director... John G. Leitch

WDTV
PITTSBURGH—1949—ABC-CBS-NBC-DuM
Channel: 3... AP: 8.3 Kw... VP: 16.6 Kw. 
Owned-Operated By... Allen B. Du Mont Laboratories, Inc. 
Business Address... Chamber of Commerce Bldg. 
Phone Number... Express 1-1071 
Air Time... 155 hours weekly 
News Service... UP 
Representative... DuMont Network Membership... NARTB 
President... Dr. Allen B. Du Mont 
Gen. Mgr... Harold C. Lund 
Sales Dir... George Baren Bregge 
Pub. Dir... Dick Fortune 
Operations Mgr... Don Menard 
Film Manager... Richard Dreyfuss 
Chief Engineer... Raymond Rodgers

WPTZ
PHILADELPHIA—1941—NBC
Channel: 3... AP: 8.0 Kw... VP: 16.0 Kw. 
Owned-Oper. By... Tele. Bstq. Div. of Philco Corp. 
Business Address... 1600 Architect Bldg. 
Phone Number... LOCust 4-5500 
Air Time... 115 hours weekly 
News Service... UP 
Station Representative... NBC Spot Sales 
Vice Pres., Gen. Mgr... Ernest B. Loveman 
Asst. Gen. Mgr... Rolland 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

WFIL-TV
PHILADELPHIA—1947—ABC-DuM
Channel: 6 VHF... AP: 13.5 Kw... VP: 27 Kw. 
Owned-Oper. By... Philadelphia Inquirer Div. of Triangle Publications, Inc. 
Business Address... 46th & Market Sts. 
Phone Number... EEvergreen 2-4700 
Air Time... 16 hours daily 
Newspaper Affiliation... The Philadelphia Inquirer 
News Service... UP 
Station Representative... Katz 
Membership... TBA, NAB, TV Assn. of Phila. 
General Manager... Robert W. Clipp 
Comm. Mgr... Kenneth W. Stowman 
Program Director... Jack Steck 
Promotion Dir... Joe Zimmerman 
Dir. of News & Spec. Events... Charles Harrison 
Production Mgr... Edmund Rogers 
Publicity Dir... John J. Hyland 
Film Director... Walter Tillman 
Chief Engineer... Henry Rhea

WHUM-TV
READING—1953
Channel: 61 UHF... AP: 135 Kw... VP: 260 Kw. 
Owned-Oper. By... Eastern Radio Corp. 
Address... Skyline Drive 
Phone Number... 4-4805 
Air Time... Unlimited 
News Service... INS 
Representative... H. R. Television, Inc. 
Pres., Gen. Mgr... Humboldt J. Gay 
Vice President... Richard G. Fitchhorn 
Operations... Jack Schuler 
Natl. Sales Mgr... Robert W. Reuschle 
Program Director... Alan Lane 
Promotion Director... Arthur Heim 
Dir. of News & Spec. Events... John Deegan 
Dir. of Rem. Prod. Mgr... James A. Ketchem 
Publicity Director... James D. Lindemuth 
Film Manager... J. Louis De Luca 
Chief Engineer... Joseph E. McCormack 
(See Page 910)

WBRE-TV
WILKES-BARRE—1953—NBC
Channel: 28 UHF... AP: 500 Kw... VP: 1000 Kw. 
Owned-Operated By... Louis G. Baltimore 
Address... 62 S. Franklin St. 
Representative... Headley-Reed 
General Manager... L. G. Baltimore 
Program Director... F. D. Coslett 
Sales Manager... A. C. Baltimore 
Consulting Engineer... Millard M. Garrison

WSBA-TV
YORK—1953—ABC
Channel: 43 UHF... AP: 56 Kw... VP: 170 Kw. 
Owned-Operated By... Susquehanna Bstq. Co. 
Address... 53 N. Duke St.
We’ve Got Reading WHUMming!

In One of the Nation’s Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined ... Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV

- Serving one of the nation’s top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World’s most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives
Representative ................................ Radio-TV Reps
General Manager ............................... W. Rothensese
Sales Manager ................................. Philip Eberly
Consulting Engineer ............................ George C. Davis

RHODE ISLAND
W J A R - T V
PROVIDENCE—1949
ABC-NBC-CBS-DuM

Channel: 10 . . . . AP: 100 Kw. . . . . VP: 200 Kw.
Owned-Operated By . . . . . . . . . . . . . . . . The Outlet Co.
Business-Studio Address . . . . . . . . . . . . . . 176 Weybosset St.
Phone Number ................. Gaspee 1-6255
Air Time ........................... 125 hours weekly
News Service ...................... AP
Representative ......................... Weed
Transcription Service ............. SESAC, World
Program Manager ................. Seymour Horowitz
Mgr. TV Op. ....................... Norman Gittleson
Production Coordinator ............ Manning Tesser
Film Director ....................... William Cooper
Promotion Manager .................. Frank J. Howard
Chief Engineer ..................... Thomas C. J. Prior

TENNESSEE
W M C T
MEMPHIS—1948
ABC-CBS-NBC-DuM

Channel: 5 . . . . AP: 30 Kw. . . . . VP: 60 Kw.
Owned-Operated . . . . . . . . . . . . . . . . Memphis Publishing Co.
Business-Studio Address . . . . . . . . . . . . Goodwyn Institute
Bldg., P. O. Box 311
Phone Number ....................... 8-7464
Air Time ........................... 114 hours weekly
News Service ....................... INS, UP
Representative ....................... Branham
Membership ......................... NARTB
President ......................... Enoch Brown
Gen. Station Mgr. ................. H. W. Slavick
Commercial Manager .............. Earl Moreland
Program Director ................... Wilson Mount
Prom., Pub. Dir. ..................... Walter E. Frase
Dir. of News & Spec. Events .... Edwin White
Production Manager .............. Jay Scott
Film Director ....................... Charles Caldwell, Jr.
Director of Remotes .............. Wilson Mount
Chief Engineer ..................... E. C. Frase, Jr.

W S M - T V
NASHVILLE—1950
ABC-CBS-DuM-NBC

Channel: 4 . . . . AP: 11.9 Kw. . . . . VP: 23.8 Kw.
Business Address .................. 7th Ave, at Union
Phone Number ....................... 6-7181
Air Time ........................... 76 hours weekly
News Service ....................... AP, INS, UP
Representative ....................... Edward Petry
Membership ......................... NARTB
President ....................... John H. DeWitt, Jr.
Commercial Manager .............. Irving Waugh
Program Director ................... Jack Stapp
News & Spec. Events Dir. ......... Harold Baker
Production Manager .............. Shelton Weaver
Film Director ....................... Elmer Cartwright
Chief Engineer ..................... Aaron Shelton

TEXAS
K G N C - T V
AMARILLO—1953

Channel: 4 VHF . . AP: 50 Kw... VP: 100 Kw.
Address ......................... Box 751
Phone Number ....................... 3-4242
Air Time ........................... 6 hours daily
News Service ............... AP, UP
Membership ......................... NARTB
President ......................... B. E. Walker
Gen., Sta. Mgr. ..................... Tom Kritser
Commercial Manager .............. Bob Watson
Prog. Dir., Dir. of Rem. ......... Kelly Maddox
Promotion Director ............... Marianne Johnson
Dir. of News & Spec. Events .. Wes Izzard
Publicity Director .............. Beverly Smith
Film Manager ..................... Max Ewing
Chief Engineer ..................... W. H. Torrey
Consulting Engineer ............. A. Earl Cummum

K T B C - T V
AUSTIN—1953—ABC-CBS-NBC

Channel: 7 VHF . . AP: 51.45 Kw... VP: 102.9 Kw.
Owned-Operated By . . . . . . . . . . . . . . . . Texas Bstg. Corp.
Address ......................... P. O. Box 717
Representative ..................... O. L. Taylor
General Manager ................. J. C. Kellam
Consulting Engineer ............. A. Earl Cummum, Jr.

X E L D - T V
BROWNSVILLE—1951
ABC-NBC-CBS-DuM

Channel: 7 VHF . . AP: 1.4 Kw... VP: 2.8 Kw.
Owned-Operated By . . . . . . . . . . . . . . . . Romulo O'Farrill Sr.
Address ......................... 1014 E. Washington St.
Phone Number ....................... Brownsville 6-6953
Air Time ........................... 60 hours weekly
News Service ....................... INS
Representative ..................... Adam Young
President ....................... Romulo O'Farrill Sr.
General Mgr. ..................... Monte Kleben
Comm. Mgr. ....................... L. W. Smith
Traffic Mgr. ....................... Terry Frizzell
Chief Engineer ..................... Juan Suarez
TEXAS' MOST POWERFUL TELEVISION STATION

KRLD-TV
CHANNEL 4
Covering the South's Largest Metropolitan Market...

DALLAS—FT. WORTH
More than 1 million population within a 50 mile radius. More than 2 million within 100 mile radius...largely urban dwellers.

****

KRLD
50,000 WATTS—FULL TIME Exclusive CBS Outlet for
DALLAS—FT. WORTH
Covering the Great SOUTHWEST Market Area
The Southwest's No. 1 Stations!

U.S. TV STATIONS

KRLD-TV
DALLAS—1949—CBS
Channel: 4 VHF...AP: 13.6 Kw...VP: 27.3 Kw.
Owned-Operated By....KRLD Radio Corp.
Business Address..........Herald Square
Phone Number.............Randolph 6811
Air Time...............15 hours daily
Newspaper Affiliation...Dallas Times Herald
News Service.............INS, UP
Representative.............Branham
Membership................NARTB
President................Clyde W. Rembert
Comm. Mgr.............William A. Roberts
Program Dir............Ves Box
Promotion Dir.........A. J. Putman
Dir of News & Spec. Events...Jay Hogan
Film Director...........Nick Mueller
Chief Engineer.......B. B. Honeycuff
Consulting Engineer...Craven, Lohnes and Culver

WFAB-TV
DALLAS—1949—ABC-NBC-DuM
Channel: 8 VHF...AP: 13.5 Kw...VP: 27 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address........Young & Houston
Phone Number...........Riverside 3315
Air Time...............16 hours daily
Newspaper Affiliation...Morning News
News Service............UP
Representative.............Petry
Membership................NARTB
President................E. M. (Ted) Dealey
Sup. of Radio & TV.....Martin B. Campbell
Manager...................Ralph W. Nimmons
Prog., Remotes Dir......Jay Watson
Promotion Dir..........Jack Saunders
Dir of News & Spec. Events...Michael Hinn
Prod., Film Mgr........Howard Anderson
Publicity Dir...........Jane Cockrell
Chief Engineer.........William C. Ellis
Technical Supervisor...George E. Krutilek
Consulting Engineer...A. Earl Cullum

KROD-TV
EL PASO—1952—CBS-DuM
Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.
Owned-Operated By.....Roderick Bcastg. Co.
Address........Wyoming & Walnut Sts.
Representative........O. L. Taylor
General Manager.......Val Lawrence
Sales Manager..........Dick Watts

KTSK-TV
EL PASO—1953—NBC
Channel: 9 VHF...AP: 29 Kw...VP: 58 Kw.
Owned-Operated By.....Tri-State Bcastg. Co.
Address........801 N. Oregon St.
Representative........Hollingbery
General Manager.......Karl O. Wyler
You’ll Sell More On Channel 4 because...

KROD-TV

blankets EL PASO’S Fabulous Southwest

More people watch KROD-TV because
1. More area coverage and better picture
2. Transmitter tower 1,585 feet above city
3. 56,300 watts on Channel 4
4. Unrivalled studio facilities and equipment
5. CBS and Dumont TV Networks
6. Unequalled local and spot programming
7. Newspaper affiliation; promotion-minded staff

RODERICK BROADCASTING CORP.
D. D. Roderick Val Lawrence Dick Watts
Chairman Vice-Pres. & Gen. Mgr. TV Sales Mgr.

KROD-TV and KROD-AM
Represented Nationally by The O. L. Taylor Co.
KEYL
SAN ANTONIO—1950
ABC-CBS-DuM
Channel: 5 VHF...AP: 17.5 Kw...VP: 35 Kw.  
Owned-Oper. By...San Antonio TV Company  
Business Address...Transit Tower  
Phone Number...Garfield 8151  
Air Time...13 1/2 hours daily  
News Service...UP  
Representative...Katz  
Membership...NARTB  
President...George B. Storer  
Commercial Manager...W. E. Kelley  
Exec. Vice-Exec...Lee B. Wailes  
Managing Director...George B. Storer Jr.  
Program Dir...William B. Robb  
Prom., Pub. Dir...Ardyce Planstiel  
Dir. of News & Spec. Events...Pat Boyette  
Production Mgr...James C. Wells  
Film Mgr...John Meaney  
Chief Engineer...William Jackson

WOAI-TV
SAN ANTONIO—1949—NBC
Channel: 4 VHF...AP: 10.8 Kw...VP: 21.6 Kw.  
Owned-Oper. By...Southland Industries, Inc.  
Address...1031 Navarro St.  
Phone Number...Garfield 4221  
Air Time...9 hours daily  
News Service...AP, INS, UP  
Representative...Petry  
Membership...BAB  
President...Hugh A. L. Half  
Gen., Sta. Mgr...Arden X. Pangborn  
Comm. Mgr...Edward V. Chevliot  
Prom. Mgr...Dallas Wiant  
Program Manager...W. Perry Dickey  
Film, Prod. Mgr...Edward D. Hyman  
Dir. of News...Henry Howell  
Publicity Director...Imogene Stanley  
Director of Engineering...C. L. Jeffers  
Consulting Engineer...A. D. Ring

KFDX-TV
WICHITA FALLS—1953
Channel: 3 VHF...AP: 36 Kw...VP: 60 Kw.  
Owned-Operated By...Wichita Radio & Tele. Co.  
Address...801 Scott St.  
Transmitter Location...Old Seymour Rd.  
President...Darroll A. Cannon  
Consulting Engineer...George C. Davis

KWFT-TV
WICHITA FALLS—1953—CBS
Channel: 6 VHF...AP: 11.3 Kw...VP: 22.3 Kw.  
Owned-Operated By...Wichita Falls Tele., Inc.  
Address...P. O. Box 420  
Representative...Blair-TV  
President...Kenyon Brown  

UTAH
KDYL-TV
SALT LAKE CITY—1948—NBC
Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. By...Intermountain Bestg. & TV Corp.  
Business Address...143 S. Main  
Phone Number...5-2991  
Air Time...16 hours daily  
Station Representative...Blair-TV  
News Service...UP  
Membership...NARTB  
Pres., Gen., Sta. Mgr...S. S. Fox  
V.P., Tech. Dir...John M. Baldwin  
Comm. Mgr...George Provot  
Production Mgr...Allen Frank  
Program Director...Dan Rainier  
Promotion Director...Del Leeson  
Film Director...C. W. Eckhardt  
Director of Remotes...Wal Lombourne  
Chief Engineer...Alan Gunderson  
Consulting Engineer...George Davis

KSL-TV
SALT LAKE CITY—1948
ABC-CBS-DuM
Channel: 5 VHF...AP: 9.6 Kw...VP: 18.4 Kw.  
Owned-Oper. By...Radio Service Corp. of Utah  
Business Address...10 S. Main St.  
Phone Number...5-4641  
Air Time...13 hours daily  
News Service...AP, UP  
Representative...CBS TV Spot Sales  
Membership...NARTB  
Exec. Vice Pres...Ivor Sharp  
Comm. Mgr...Edward B. Kimball  
General Manager...C. Richard Evans  
Station Manager...L. 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. Theriot  
Director of Remotes...Wayne Richards  
Chief Engineer...Vincent Clayton  
Consulting Engineer...A. Ring

VIRGINIA
WLVA-TV
LYNCHBURG—1953—CBS
Channel: 13 VHF...AP: 14 Kw...VP: 28 Kw.  
Owned-Operated By...Lynchburg Bestg. Corp.  
Address...925 Church St.  
Representative...Hollingbery  
General Manager...Phil Allen  
Sales Manager...Joseph F. Wright  
Consulting Engineers Craven, Lohnes & Culver
WTAR-TV
NORFOLK—1950
ABC-CBS-NBC-DuM
Channel: 4 VHF...AP: 12.124...VP: 24.248 Kw.
Owned-Operated By...WTAR Radio Corp.
Business Address.............720 Boush St.
Phone Number..................56711
Air Time...........17 hours daily
Newspaper Affiliation...Norfolk Newspapers, Inc.
News Service................AP, INS
Representative.............Petry
Membership....................NARTB, BAB
Pres., Gen. Mgr.............Campbell Arnoux
Gen. Sales Mgr.............Robert M. Lambe
Prod., Pgm. Dir.............Harold Soldinger
Pub., Prom. Dir.............Fred Lowe
Public Rel. Dir.............Joel F. Carson
Director of News...........Gilbert McLeod
Film Director...............Harry L. Nicholas
Film Buyer..................Winston Hope
Chief Engineer.............Dick Lindell
Consulting Engineer........Jansky & Bailey

WTVR
RICHMOND—1947—NBC
Channel: 6 VHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By......Havens & Martin, Inc.
Address........3301 W. Broad St., P. O. Box 5229
Phone Number..............5-8611
Air Time..................17 hours daily
News Service................UP
Station Representative.....Blair TV
Membership....................NARTE, BAB
Pres., Gen., Sta. Mgr......Wilbur M. Havens
Comm. Mgr..................Walter A. Bowry, Jr.
Prog. Dir., Film Mgr......G. Conrad Rianhard, Jr.
Prom., Pub. Dir.............Robert Montgomery
Dir. of News & Spec. Events...Jack Tucker
Production Mgr.............Edward Allen
Chief Engineer.............James Kyle
Consulting Engineer........McNary & Wrathall

WROV-TV
ROANOKE—1953—ABC
Channel: 27 UHF...AP: 62 Kw...VP: 105 Kw.
Owned-Operated By.....Radio Roanoke, Inc.
Address................Mountain Trust Bldg.
Representative.............Burn-Smith
General Manager...........Frank Koehler
Program Manager...........Gordon Philips
Consulting Engineers......Jansky & Bailey

WSLS-TV
ROANOKE—1953—NBC
Channel: 10 VHF...AP: 125 Kw...VP: 250 Kw.
Owned-Operated By.....Shenandoah Life Stations

WASHINGTON
KING-TV
SEATTLE—1948
ABC-CBS-NBC-DuM
Channel: 5 VHF...AP: 10 Kw...VP: 19 Kw.
Owned-Operated By......King Bsciq, Co.
Business Address............Smith Tower
Phone Number................MUtal 1080
Air Time...................14 hours daily
News Service................UP
Representative..............Blair TV
Membership....................NARTE
President.....................Mrs. A. Scott Bullitt
V.P., Gen. Mgr.............Otto P. Brandt
Commercial Manager......Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Mgr.............Thomas Rogstad
Prom., Pub. Dir.............Melvin Anderson
Program Director..........Lee Schulman
Director of Remotes.........John J. Shawcroft
Dir. of Engineering......James L. Middlebrooks
Consulting Engineer.......Craven, Lohnes & Culver

KHQ-TV
SPokane—1953—NBC
Channel: 6 VHF...AP: 55 Kw...VP: 100 Kw.
Owned-Operated By........KHQ, Inc.
Address.....................700 Radio Central Bldg.
Representative..............Katz
General Manager...........R. O. Dunning
Program Director..........William A. Neilson
Consulting Engineer........George C. Davis

KXLY-TV
SPokane—1953—CBS-DuM
Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.
Owned-Operated By........KXLY-TV
Address.....................315 W. Sprague
Representative..............Walker
General Manager...........E. B. Craney
Consulting Engineer........Robert M. Silliman

KTNT-TV
TAComa—1953—CBS-DuM
Channel: 11 VHF...AP: 15 Kw...VP: 29.5 Kw.
Owned-Operated By......Tribune Publishing Co.
Address.............711 St. Helens Ave.
Representative................Weed
Transmitter Location.......1701 S. 11th St.
President....................Frank S. Baker
Engineer.....................Alvin H. Barnard
U.S. TELEVISION STATIONS

WEST VIRGINIA
WSAZ-TV
HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 42 Kw...VP: 84 Kw.
Owned-Operated By: WSAZ Incorporated
Address: W. Virginia Bldg.
Phone Number: 3-9441
Air Time: 15 hours daily
Newspaper Affiliation: Huntington Advertiser
News Service: AP
Station Representative: Katz
Membership: NARTB
President: Col. J. H. Long
V.P., Gen. Mgr.: Lawrence H. Rogers, II
V.P., Tech. Dir.: Leroy E. Kilpatrick
Sales Mgr.: James H. Ferguson
Program Dir.: Ted A. Eiland
Promotion Dir.: Charles W. Dinkins
News Director: Nicholas A. Basso
Production Mgr.: Thomas I. Bordenkircher
Nat. Sales Mgr.: Elizabeth Conaty
Film Mgr.: Ned R. Brooke
Studio Engineer: John P. Clay

WISCONSIN
WTMJ-TV
MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3 VHF...AP: 10.2 Kw...VP: 16.1 Kw.
Owned-Oper. By: The Journal Co.
Business-Trans. Address: 720 E. Capitol Drive
Phone Number: B'way 1-6000
News Service: AP
Air Time: 16 hours daily
Station Representative: Harrington, Righter & Parsons, Inc.
Membership: NARTB
V.P. and Gen. Mgr. of Radio and TV: Walter J. Damm
Station Mgr.: George Comte
Asst. Sta. Mgr.: George Nicoud
Sales Mgr.: Neale V. Baake
Program Manager: James Robertson
Mgr. Radio & TV Engng.: Phillip Laeser
News Editor: Jack Krueger

EXCLUSIVE!

ONLY WSAZ-TV CAN GIVE TO YOUR
CLIENTS Exclusive COVERAGE IN

103 COUNTIES OF

WEST VIRGINIA
OHIO
KENTUCKY

MARKET DATA
RETAIL SALES
$1,828,557,000
FAMILIES
812,000
EFF. BUYING INCOME
$2,873,118,000

"Survey of Buying Power" 1952

CHANNEL 3
84,000 WATTS

WSAZ-TV

Represented by: THE KATZ AGENCY, INC.
K G M B - T V
HONOLULU—1952—ABC-CBS-NBC
Channel: 9 VHF. AP: 17.4 Kw...VP: 34.8 Kw.
Owned-Operated By
Hawaiian Bcastg. Syst., Ltd.
Address .......................................................... 1534 Kapiolani
Phone Number .................................................. 9-0914
Air Time ......................................................... 8 Hrs. Daily
News Service .................................................. INS. UP
Representative .................................................. Free & Peters
President ....................................................... J. Howard Worrall
General Manager ..........................C. Richard Evans
Asst. Gen. Mgr., Chg. Sales.........Wayne Kearl
Program Director ..................Robert Costa
Promotion Director .................. Faye Johnson
Dir. News & Spec. Events ......... Robert Costa
Production Director ............... Sheridan Reid
Publicity Dir...................... Meg Thompson
Merchandising Dir................. Melvin B. Wright
Chief Engineer .................. C. Richard Evans

K O N A
HONOLULU—1952—DuM
Channel: 11 VHF. AP: 74 Kw...VP: 123 Kw.
Owned-Operated By .......................... Radio Honolulu, Ltd.
Address .......................................................... 1071 Bishop St.
Phone Number .............................................. 6-2366
Air Time ......................................................... 5½ Hrs. Daily
News Service .................................................. INS. UP
Representative ............................................... Forjoe & Co.
Membership .............................................. NARTB
President ....................................................... Walter H. Dillingham
General Manager .................. George H. Bowles
Asst. Mgr., Prog. Dir............. William V. Ray
Nat'l Sales Dir.......................... Craig Maudsley
Local Sales Dir......................... Bun Clapperton
Public Relations Dir.............. Vic Rowland
Dir. News & Spec. Events ......... Webly Edwards
Film Mgr................................. Margaret S. Bowles
Dir. of Remotes ......................... Young O. Kang
Dir. of Engineering ............... Robert W. Clark

FOR LISTINGS OF
IMPORTANT
ADVERTISING AGENCIES
AND
PERSONNEL SEE PAGE 153
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</table>
Mexico City—"Television will be operating in the black by the end of this year," declared Don Emilio Azcarraga during an interview held at his office in Mexico City's imposing new Televicentro. "We are building up set circulation and viewing audiences steadily and we hope to be able to revise our rate schedule by the end of the summer so that we may pass the break-even point sometime before the end of 1953," he added. The present rate structure at XEW-TV lists a half-hour of "A" time at 800 pesos, or about $100, plus a small additional facilities charge. However, lest Madison Avenue time-buyers hop the next plane for Mexico City, the rate is exactly double for shows produced outside the borders of the country. Thus a filmed or kined show produced in the States and shown down here on XEW-TV, plus being relayed across the country by XEQ-TV for the same time charge, will command a tariff of 1,600 pesos per half-hour. Even so, a half-hour of "A" time costing around $250 is an advertiser's dream buy in this thriving metropolis which already boasts 40,000 receivers.

Don Emilio, "El Hombre Fuerte" of Mexico's radio and television industry, also revealed that he plans to inaugurate an "Art House Movie Theater" on TV both here in Mexico City on XEW-TV, and on his new outlet XETV, channel 6, in the Tijuana-San Diego area. The "Art House Movie Theater" will run important domestic and foreign feature-length movies.

"We plan to run this film feature after 10 o'clock in the evening," Don Emilio explained. "At that time the children will, or should be, in bed, and if these fine adult French, Italian, British, and Mexican films can be shown in theaters, there is no reason why people demanding good movies on television should not be able to see these pictures." Recently as an experiment, XEW-TV telecast the Italian movie hit, "Bitter Rice," and did not receive any unfavorable comment.

"The do a lot to help popularize the new medium," Don Emilio explained.

Station XEW-TV, channel 2, has its transmitter site atop Televicentro at Avenue Chapultepec 26 in the heart of Mexico City. The 320 foot TV tower resembling a miniature Eiffel Tower has rapidly become a landmark in the city; having a transmitter and tower atop the studio building results in considerable savings for Senor Azcarraga's television operation. Zoning and aviation regulations make this one of the few cities in the world where such tower construction is permissible.

But the transmitter site that would make the eyes of any U.S. TV broadcaster pop is that enjoyed by XEQ-TV, channel 9. XEQ-TV is Don Emilio's relay station to carry the programs of XEW-TV to the country outside of Mexico City. Exclusively a relay station—it picks up XEW-TV's signal via microwave relay—XEQ-TV originates no programs of its own. The XEQ-TV transmitter is situated in Paso Cortes, 14,500 feet high in Cortes Pass between the twin volcanos that have become the trade mark of Mexico, Popocatepetl and Ixtaccihuatl (try pronouncing that on your precocious ten-year-old). From this vantage point XEQ-TV retransmits XEW-TV's programs with a clear signal as far as the city of Vera Cruz, almost 300 miles away on the Gulf of Mexico.
NEW TV STATIONS SET FOR OPENING IN 1953

On this page, and the three pages following, we list geographically the television station organizations planning to begin operations in 1953, together with channel numbers and, where possible, date for start of broadcasting.

<table>
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<td>Cheyenne</td>
<td>WFRC-TV</td>
<td>Frontier B'g Co.</td>
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<td>San Juan</td>
<td>WKBQ-TV</td>
<td>El Mundo B'g Corp.</td>
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*Information not available.
STEP PRINTING ELIMINATES CONTACT SHIFTS

The sharpness of a print depends on close contact between original and print stock. In step printing at Precision, the two films are absolutely stationary during exposure. Timing and effects are produced without notching original. One-to-one optical sound printing assures broadcast quality.

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15 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

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Personnel

Phone Numbers

Addresses

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From Maine to Texas

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times," says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."

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maurer means finer motion pictures!
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AND DISTRIBUTORS

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123 W. Chestnut St., Chicago 10, Ill.
Phone: Michigan 2-0128
Pres. & Dir. of Prd. .......... Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films; animations; TV consultant to agencies.

Advance Film Productions, Inc.
729 Seventh Ave., New York 19, N. Y.
President: Evelyn B. Wild
Production Manager: 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 19, N. Y.
President: Nicolas Bongard
Director: Rosalind Kossoff
Services Offered—Distribution of short films internationally produced. TV films for distribution in U. S. and Canada.

Aladdin Television Productions, Inc.
165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437
President: Julius F. Tuchler
V. P., Assoc. Producer: Kenneth N. Chantry
Secretary: Jack Y. Berman
Producer: Harold Helvenston
Director: Erle C. Kenton
Production Manager: William Persons
Services Offered—Producer of films in series form for TV.

Alexander Film Co.
3200 N. Nevada Ave., Colorado Springs, Colo.
Phone: MAin 4200
President: J. Don Alexander
V. P., in Chg. Prod. : Don M. Alexander
V. P., in Chg.: Alexander, Jr.
Secy.-Treasurer: E. B. Foster
V. P., in Chg., Sales: M. J. McNaney
Production Mgr. .......... James Anderson
Dir. Advtg., Pub. Rel.: R. H. Geddy
Services Offered—Producer of TV commercials.

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: Gordon S. Mitchell
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.
4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: SState 9-4952
President: William Lava
Services Offered—Platter films; 3 min. silent sketches for use with recordings supplied by station disc jockeys. Classified: Planned series of one-half hour dramatic films based on true stories behind the want-ads.

Allen & Allen Productions
3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-314
Directing Mgr.: George E. Allen
Services Offered—TV package programs.

American Film Co.
1329 Vine St., Philadelphia 7, Pa.
Phone: WAIn 2-1800
Mgr.: Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

American Film Producers
1600 Broadway, New York 19, N. Y.
Phone: Plaza 7-5915
Executive Producers: Robert Gross, Lawrence A. Glesnes
Production Control: Sheldon Abromowitz
Editorial Chief: Robert C. Jacques
Photography Supervisor: J. C. Townsend
Animation Supervisor: Al Stahl
Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or
PARSONNET TV FILM STUDIOS, INC.

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"HOLLYWOOD-OFF-BEAT"

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MELVYN DOUGLAS

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President .................Al Stahl
Vice-President ..............Irwin Stahl
V. P. in Chg. Sales ..........Otto Sutter
V. P. in Chg. Production ....Edwin Rehberg

*Services Offered*—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures, 35mm and 16mm, black and white, or color.

**Evan J. Anton Productions, Ltd.**
60 W. 46th St, New York 36, N. Y.
Phone: Circle 6-0118
President ......................Evan J. Anton
Vice-President ..............Vera Kay

*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

**Leonard Anderson**
115 W. 45th St, New York, N. Y.
Phone: PLaza 7-4162

*Services Offered*—Motion pictures, production planning, supervision, direction, film editing, complete facilities, personal service.

**Arrow Productions, Inc.**
7324 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: Hillside 3118

N. Y. Phone: LOngacre 3-4180
Exec. Producer .............Leon Fromkess
Producer ....................Rudolph Flothow
V. P., Gen. Sales Mgr .......Arthur Sachson

*Services Offered*—produce, distribute half-hour TV dramas—“Ramar of the Jungle” series.

**Argyle Television Films, Inc.**
60 W. 46th St, New York 36, N. Y.
Phone: Circle 6-4347

President ......................Louis Goldstein
Vice President ..............Bob Seidelman
Treasurer ....................Jerome S. Hines

*Services Offered*—Quality feature films, including “Night Train,” “Young Mister Pitt,” “Shipyard Sally,” “A Girl Must Live,” “The Girl In The News,” “Kipps,” “Inspector Hornleigh,” and others.

**Association Films, Inc.**
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573

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**PRODUCTION SUPERVISOR**

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723 SEVENTH AVENUE    NEW YORK 19, N.Y.    Circle 5-6456
President..................J. R. Bingham
Treasurer..................A. L. Fredrick
Director Adv. & Prom......Robert Finehout

Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 130 industrial (free-loan) films, 35 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

• Astor Pictures Corp.
  130 W. 46th St., New York 36, N. Y.
  Phone: LUxemburg 2-1287

Pres.-Treas. ..................Robert M. Savini
Exe. V.P. ..................Jacques Kopfstein
Secretary ..................Fred Bellin
Adv. Mgr. ..................Cy Eichman
Comptroller ..................Anthony Tarrell

Services Offered—Producer and distributor of films for TV.

• Atlantic Television Corp.
  15 West 44th St., New York, N. Y.
  Phone: MU 7-5535

President ..................Henry Brown
Dir. of Sales ..................Pete Rodgers
Film Director ..................Joe M. Wolff
Booker ..................Jean Thomson

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.

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WTTG
Houston
KPRC-TV
Denver
KBTV
New Orleans
WDSU-TV
Kansas City
WDAF-TV
San Diego
XETV
Philadelphia
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Minneapolis
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El Paso
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I am proud indeed to be associated with Liberace, producing the show receiving such national acclaim. I again applaud my entire staff, the very same men who have worked with me from the inception of an idea, into the creation of an organization now producing more musical film for TV than any other in the industry. Experience and know-how win again.

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Phone: Murray Hill 2-3881
President.............Herbert Rosen

Services Offered—Library of mood and bridge music.

Audio Pictures, Ltd.
310 Lake Shore Rd., Toronto, Ont.
Phone: Murray Hill 7226
President .................. Arthur Gottlieb
Vice Pres. .........Gladys Glad Gottlieb
Asst. to Pres. ..........Murray Briskin
Sales Dir. .............Walter Allaby
Sec'y-Treas. ............Clem Williams

Services Offered—Producers of films for TV.

Audio Productions, Inc.
630 Ninth Ave., New York 36, N. Y.
Phone: Columbus 5-6771
President .................Frank M. Speidell
Vice President ............Herman Roesle
Treas. ..................Lawrence W. Fox, Jr.
Sec'y ..................Peter J. Mooney

Services Offered—Producer of TV commercials.

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.

Tom Bailey Productions, Inc.
722 North Fourth Ave., Tucson, Arizona
Phone: 21907
Pres., Exec. Producer.........Tom Bailey
Vice-President ..........William Freytag
Secretary ................Jay Fuller
Treasurer .................Paul M. Arend, Jr.
Associate Producer ..Walter Kimmell
Dir. of Photography .......Albert Runkle

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WEBSTER 39281

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F. H. FODOR, Production Executive

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Story, Narration, Research... Cheri Le Blanch

Narrator .................. Perry King

*Services Offered—TV pictures made to order, TV subjects for sponsors, rent and outright sale.*

*Productions—“Tales of the Old West,” “Know Your Land,” “Do You Know.”*

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**Bo-Mor Productions, Inc.**
1040 North Las Palmas, Los Angeles 38, Cal.
*Phone: Granite 3111*

President .................. Bow Herbert

Exec. Producer ............ Richard L. Morley

Vice-President (prod.) ..... Val I. Lindberg

*Services Offered—Producers of: Entertainment—TV films, series and otherwise. Documentary-commercial and industrials.*

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**William Boyd Prod., Inc.**
8901 Wilshire Blvd., Beverly Hills, Cal.
*Phone: CRestview 4-5248*

Pres., Exec. Producer ...... William Boyd

Vice Pres. .................. Robert Stabler

Secy-Treas. ................. Marguerite Cherry

Production Mgr. ............ Glenn Cook

*Services Offered—Producer of westerns for TV.*

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**The Bray Studios Inc.**
729 Seventh Ave., New York 19, N. Y.
*Phone: Circle 5-45823*

President .................. J. R. Bray

Vice-Pres. & Secy .......... Paul A. Bray

Treasurer .................. M. Bray

Director ................... L. G. Lambert

*Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library and films available for TV. Films on health, hygiene, physiology and aeronautics.*

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**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

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Every quarter-hour program compels absolute interest and suspense! Recognized as one of the top dramatic programs on Television! Enjoys highest ratings everywhere!

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V.P. & Sec'y: Edward J. Kay
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Mgr. Pub. Rel: J. L. Kaufman

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Productions—“Wild Bill Hickok,” “Phantom Pirate,” “Case History.”

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Phone: Circle 6-5100

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Distribution Mgr: Lester Schoenfield
Radio Officer: Jack Aistrop

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V.P. in Chg. Sales.....F. Burnham MacLeary
V.P. (Akron Office).....Ernest D. Nathan
Production Mgr.........Morris H. Goldberg

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  Co-owners and producers: Robert L. Cashy and Milton L. Cashy
  Sales Promotion.......William Beaudine, Jr.
  Supervising Editor......Stuart O’Brien
  **Services Offered—Producers of films for TV.**

- **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. Muhlstedt
  Gen. Sales Mgr...........Wilbur S. Edwards
  Prom. Mgr................Walter A. Scanlon
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  410 N. Michigan, Chicago, Ill.
  **Phone:** WH 4-6000
  Exec. in Charge...........Charles Reeves
  63 S. Main St., Memphis, Tenn.

  **Phone:** 37-8612
  Exec. in Charge...........H. H. Holtshouser
  1313 N. Vine St., Los Angeles 28, Cal.
  **Phone:** HOllywood 9-1212
  Exec. in Charge...........Thomas Moore

- **Hu Chain Associates**
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  **Phone:** MUrray Hill 5-7220
  Owner......................Hubert V. Chain
  **Services Offered—Custom built video film programs and commercials.**

- **Bruce Chapman Co.**
  55 W. 42nd St., New York 36, N. Y.
  **Phone:** WIsconsin 7-9244
  President..................Bruce Chapman
  Sec’y-Treas................Edna Chapman
  Gen. Mgr...................Quentin Gulliver
  611 Sunset Blvd., Hollywood 28, Cal.
  **Phone:** GLadstone 6342
  Manager....................Joseph Mansfield
  Asst. Manager...............Glenn Taylor
  30 Rue de Gramont, Paris, France
  **Phone:** Richelieu 80-04
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115 W. 45 St., New York 36, 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.

Cinema Service Corp.
106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411
President .................. Joseph Seiden
Camera Department ............ Harold H. Seiden
Sound Department ............... Herbert C. Bloom
Set Design .................... James Pratt
Sales ......................... Phillip Feld
Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

Cavalier Productions, Inc.
9119 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-4174
Executive Producer ......... Robert Young
Executive Producer ........ Eugene B. Rodney
Executive Producer .......... Ben Bisgier
Services Offered—TV package producers.

Cinescope Films
42-45 160th St., Flushing, N. Y.
Phone: FLushing 3-1935
President .................. George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinemart International Corp.
332 E. 44th St., New York 17, N. Y.
Phone: ORegon 9-4430
President .................. Varian Fry
Vice Pres .................... Walter T. Colquitt
Sales Mgr .................... Julius P. Witmark, Jr.
Producer-writer ............. Louis F. Gittler
Director-Editor ............. William Kryiakys
Services Offered — Producers of commercials, program films and documentaries.

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¼ Hour Documentary News Event Stories.

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65

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1161 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475
Executive Producer ............Harry J. Lehman
Secretary .............Jacques R. Lehman
Cameraman ..................Jesse Davis
Script Writer ................Betty Doyle

Cineque Colorfilm Labs, Inc.
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Phone: SACramento 2-5837
President .....................Sam Marcus
Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, supplanting, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

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Executive Producer ............Bob Clampett
General Manager .............D. J. Nocerine
Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.
Productions: “Time for Beany.”

Clune Studios Co.
Werner Janssen Productions, Inc.
5358 Melrose, Hollywood 38, Calif.
Phone: HO 9-6291
Pres., and Chairman of the Board...Mrs. Dorothy Clune Murray
Executive Director ..........Werner Janssen
National Sales Director...Linwood P. Beacom
Services Offered — Producing films for Television, Educational and Religious fields.
Productions — “They Heard the Angels Sing,” “Magic Fire Spell,” “Story of the Metronome,” “Why We Believe in God.”

Geo. W. Colburn Laboratory Inc.
164 No. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-7316
Dir. of Prod. Service .........Henry Ushijima
Supervising Editor ..........Roy Robert Luce
Services Offered—16mm film production and laboratory services. Research and script, photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording titling, animation, printing.

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  Treasurer:..................S. Sackett
  Secretary:..................A. Goldstein
  **Services Offered**—TV producers and distributors.

- **Compagnie Francaise De Films**
  73 Champs Elysees, Paris
  Phone: Elysees 21-30
  President: .................A. Tinchant
  TV Advisor:.............Val Williams
  **Services Offered**—Production and packaging of TV shows made in France for agencies and shows.

- **Commodore Productions and Artists, Inc.**
  971 N. La Cienega, Hollywood 46, Cal.
  Phone: Hollywood 9-8229
  Assoc. Producer...........William C. Heath
  Production Mgr............Vernon Keays
  Coordinator .............Eleanor Payne
  Casting Director...............Miriam Powers
  Film Editor ..................Robert Warwick, Jr. (A.C.E.)
  Art Director...............James Sullivan
  **Services Offered**—Hopalong Cassidy—101 episodes transcribed open-end for radio ½ hr.; The Clyde Beatty Show, Radio, transcribed open end shows ½ hr.: TV, 13 ½ hr. films in color; “Strolling Tom” 156 15-min. episodes; “Down Our Way” 26 30-min. episodes.

- **Consolidated Television Sales**
  Phone: Hollywood 9-6369
  N. Y. Phone: MUrray Hill 6-7543
  General Mgr ..............Peter M. Robeck
  Eastern Sales Mgr ..........Halsey V. Barrett
  Advertising, Prom. Mgr......John M. Asher
  Mid-West Sales Mgr ........Stuart V. Dawson
  Southern Sales Mgr..........Richard P. Buch
  **Services Offered**—National distribution and sale of television films.

- **Frank Cooper Associates Agency**
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Scripts: Bob Bennett  
Editor (Film): Stuart Frye  

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N. Y. Phone: LUX. 2-1287  
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Vice President: Lyle Clark  

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Production Mgr.: James Fleming  
Scripts: Bob Bennett  

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Treasurer-Secretary ........ Freeman Koo  
Assistant Secretary ........ Samuel E. Grant

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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.

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Vice-President ............ Morris Coppersmith  
Sec. & Treas. ............ Maxine Marx

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Production Mgr. ........... Edith Adelson  
Treas. ..................... Leo Reich

**Services Offered**—Producers and jingles and spots.

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Prog. Supervisor .......... Monroe Werthman
Acct. Supervisor .......... Hunter W. Smith
Film Editor ................. Myron L. Broun
Services Offered—Production of live and filmed TV shows and commercials.

Depicto Films, Inc.
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Phone: COlumbus 5-7621
Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

Desilu Productions, Inc.
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Phone: HOlywood 9-2281
President ...................... Desi Arnaz
Vice-President ............... Lucille Ball
Exec. V.P. ...................... Martin Leeds
Secretary-Treasurer .......... Andrew G. Hickox
Representative .............. Don W. Sharpe
Publicity .................... Ken Morgan
Services Offered—Complete production facilities from script to final editing.

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Asst. to Co-ordinator........Merriman H. Holtz, Jr.
Services Offered—Distributor and syndicator of features and TV series.

Dynamic Films, Inc.
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President..................Henry Morley
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Editorial Chief...............Luke Bennett
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V.P., Treas..................Fred Hoar
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Sec.-Treas.: Hazel F. McCabe
Chg. Prod.: F. Richard Mansfield
Mgr., Chicago: L. Perrigo
Mgr., Hollywood: Bob Kaufman
Services Offered — Endorsements and testimonials live and film for TV.

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1564 Broadway, New York 36, 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 4-3592
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Services Offered — Motion picture films for TV, feature and half hour length.

**Fair Deal Motion Picture Ser.**
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Services Offered — We offer package film shows for TV use.

**Jerry Fairbanks, Inc.**
6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUDson 2-1101
Pres., Exec. Producer: Jerry Fairbanks
V.P. Chg. of Studio Operations: Sid Rogell
V.P. Gen. Sales Mgr.: B. N. Darling
Production Manager: Raoul Pagel
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.

**Federal Telefilms, Inc.**
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Phone: GR-5111
N. Y. Phone: MUrray Hill 8-0940
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N. Y. Phone: LExington 2-2384
President-Producer.............Paul J. Fennell
V.P. Chg. Eastern Operations........M. R. “Mickey” Dubin
V.P.-Tech. Dir................John E. Burks
Writer-Art Dir.............Donald B. Driscoll
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Treasurer TV Sales.................Don Mack
TV Production .................Pat Cascio

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Production Exec................F. H. Fodor
Dir. of Programming ...........Al Gannaway
Production Mgr............Glenn Miller
Dir. of Public Rel...........Reavis Winckler
Technical Manager...........Paul Schmutz, Jr.
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Services Offered—TV films of all types.
Productions—“Small World” and “Mark Twain Television Theater” series for national sales.

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V.-Pr. .................... Birger Nordholn
Treasurer .................. Henry Pillichody
Secretary .................. William Rosenfeld
Exec. Dir. .................. Maurice T. Groen
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Production Dir. ........... Chet Glassley
Technical Dir. .............. Taylor Byars
General Mgr. ............... John J. Glavin
Casting .................... Judy McMahan
Secretary-Treas. .......... Bernice C. McQuown
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V.P., Treasurer ............ Mitchell J. Hamilburg
Secretary .................. Ina Autry
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TV Consultant & Producer ...............Jason B. Goldman
Chg. of Production ..................E. J. Spiro
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Exec. V. P. ..................Seymour Klass
Eastern Sales Mgr. ...............Nat V. Donato
Secretary ..................Jane Kay

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V.P. for TV: Vincent L. Herman

**V.P. Training Devices:** John Campbell  
V.P. Service Devel.: Everett Schafer  
V.P. Sales Devel.: George B. Finch  
V.P. Automotive Contacts: Wm. G. Luther  
Secretary: Avery W. Kinney  
Treasurer: Allan E. Gedelman  
Dir., Pub. Impressions: Anne Jioffre  
Washington Repr.: Harry C. Watts

**Services Offered:** Producers of commercial films and spots; industrial films, slide-films, sales training programs.

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Phone: JUdson 6-3750
President: Andre Lord  
V.P. Treas.: Lewis D. Abbott  
Secretary: Gordon Shadwick

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Phone: Hempstead 1515
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Secretary: Hazel Thornton

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**Hile-Damroth, Inc.**
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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
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Business Manager—E. M. Bennett
Secretary—Ruby Newstrand
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**Hoffberg Productions Inc.**
362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031
Producer—Lucille Hudihurg
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.

**Hour Glass Productions**
810 N. Highland Ave., Hollywood 38, Cal.
Phone: CR 1-9111
President—Wanda Tuchock
Vice-President—George de Normand
Services Offered—Youth series, "Man of Tomorrow."

**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.

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Services Offered—Film and live TV packaging including cartoon production.

Impro Productions, Inc.
c/o Hal Roach Studios
8822 W. Washington Blvd., Culver City, Cal.
Phone: TE 0-2761
President ..................... Herbert L. Strock
Vice-President .............. Richard G. Taylor
Services Offered—Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

IMPS, Inc. International Movie Producers’ Service
515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620
President ..................... Ben Gradus
Partner ....................... Victor M. Ratner
Editorial Supervisor........ Julius Goldstein
Production Supervisor...... Walter Sachs

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.

International Geographic Pictures
1776 Broadway, New York 19, N. Y.
Phone: Circle 6-4486
Executive-Pres ................ J Allen Julien
Services Offered—Producers of educational motion pictures.

International News Service
235 E. 45th St., New York, N. Y.
Phone: MU 7-8800
General Mgr .................... Seymour Berkson
Editor-in-Chief ............... Barry Faris

THE TEEVEE CO.
Producers and Distributors of

THE BIG
“LITTLE THEATRE” TV SHOW
The Short-Short-Story Sensation

52 Quarter Hours in the Can

Coast to Coast

A Phillips-Flower Enterprise
211 So. Beverly Drive • Beverly Hills, Calif.
BEVERLY HILLS • HOLLYWOOD • NEW YORK
TV FILM PRODUCERS—DISTRIBUTORS

Business Mgr................Robert W. Brown
TV Sales Mgr................Robert H. Reid
Radio & TV News Dir........John M. Cooper

Services Offered—in association with Tele-news Productions: Daily, weekly, sports newsreels; Also film features; INE photos; INS leased wire; Projectall balopticon.

International Movie
Producers' Service

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620

President ......................Ben Gradus
Partner .........................Victor M. Ratner
Production Supervisor ....Walter Sachs
Production Coordinator ...Edmund Stevens
Studio Manager ..............Arnold Heller
Editorial Supervisor ........Julius Goldstein
Director of Sales ............Ezra R. Baker

Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows for TV.

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
Vice President ...............Thelma Schnee

Services Offered—TV live and film package shows, recordings, talent.

The Jaffe Agency, Inc.

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121

Dir. of Radio & TV ..........Don A Davis
Branch Office
38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

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
Promotion Dir..............Ned E. Williams
Treas .........................Lincoln Douglass
Musical Dir................Richard Dix


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.

VOLCANO
PRODUCTIONS

Robert Angus
William Lewis, Jr.
producing

"The Adventures of Ozzie and Harriet"
for ABC-TV

General Service Studios
Hollywood

957
Roger Kay Enterprises, Inc.
60 Sutton Place S., New York, N. Y.
Phone: PL 3-0549
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: MUrray Hill 8-1707
Pres., Exec. Prod. ...............Victor F. Kayfetz
Client Liaison Director ............Allan P. Snody
Animation Dept. Dir. ..............Abe Blashko
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.
Productions—Series on recreational boating (13-minute Films).

Herbert Kerkow, Inc.
480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683
President .........................Herbert Kerkow
Services Offered—TV films produced.

Kling Studios, Inc.
601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delafield 7-0400
N. Y. Phone: Plaza 9-4770
Hollywood Phone: Hudson 2-1147
President .......................Robert Eirinberg
Vice-President .....................Lee Blevins
Dir. Motion Pic. & TV Dir. .........Fred Nile
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
1230 Washington Blvd., Chicago 7, Ill.
Phone: Monroe 6-6271
Owner .........................Larry Kurtze
Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & 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. Lalley
Editor .............................William Henry
Script Dir. ......................Ardis Smith
Animation Dir. ..................Alex Geiss
Services Offered—TV spots and programs, also industrial films.
Productions—"Professor Yes 'N' No," consecutive 15-min. TV series.
(See Page 950)

Ely Landau, Inc.
101 W. 55th St., Suite 1-A, New York 19, N.Y.
Phone: Columbus 5-8646
President .......................Ely A. Landau
Services Offered—Television programs on film for national, regional and local sponsorship.

Albert Lang Productions
KTTV, Sunset Blvd., Hollywood 28, Cal.
Phone: HU 2-7111
Pres., Gen. Mgr ....................Albert Lang
Vice-Pres., Sec'y ..................Olga Haney
Services Offered: Writing, producing, distributing TV commercial films.

Lawrence & Lee, Inc.
Equitable Bldg., Hollywood & Vine,
Hollywood 28, Calif.
Phone: Hillside 4101
President .......................Jerome Lawrence
Vice-President ...................Robert E. Lee
Services Offered—Production consultants.

Robert Lawrence Productions, Inc.
418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242
President .......................Robert L. Lawrence
Treasurer .......................Philip Kornblum
Studio Mgr. .....................Louis Mucciolo
Chief Film Editor ...............Henry Triman
Services Offered—Film—To order—television commercial announcements and television package programs.

Leichter, Mitchell
1842 N. Cherokee, Hollywood 28, Calif.
Pres., Head of Prod. .............Mitchell Leichter
General Mgr .....................Dick Peterson
Services Offered—Producer, distributor of films for television.

Gene Lester Productions
1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287
TV FILM PRODUCERS—DISTRIBUTORS

Producer-Director ...............Gene Lester
Chief Technician................Robert Ernst
Comptroller.....................Albert J. Silverman
Production Manager.............Martin Sperber
Sound .........................Robert Ernst

*Services Offered—TV film packages and commercials.

*Productions—"Hollywood on the Line," "Assignment Unknown" and others.

Edward Lewis Productions
Phone: HO 9-1673
Producer ......................Edward Lewis
Assoc. Producer...............Paul Gordon
Production Manager...........William Stephens

*Services Offered—Production of motion picture film for TV. Half-hour dramatic programs.

Jack Currier Lewis
P. O. Box 255, Riverside, Conn.
Phone: Old Greenwich 7-9474
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 programs.

Libra Film Producers & Distributors
6525 Sunset Blvd., Hollywood 28, Calif.
Phone: CL 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. Prod. & Ch. Eng. .........Charles M. McCoy
Producer .....................John Leslie Hamilton
Producer .....................Robert Smigel

*Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

*Productions—"Kitchen Note Book" series and "spots" for civil defense.

Lion Television Pictures Corp.
1501 Broadway, New York 36, N. Y.
Phone: P'Ennsylvania 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, Inc.
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 Television Productions, Inc.
9336 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2891
1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990
President ......................Irving Lesser
Vice President .................Seymour Poe
General Manager ..............Robert Guggenheim

*Services Offered—Distributors of feature length pictures—half-hour Series and film shorts.

Mannon Sound Stages
112 W. 89th St., New York, N. Y.
Phone: SU 7-5100
Owner, Gen. Studio Mgr. ....James Pagliaro
*Services Offered—Sound studios for rental for TV pictures.

Mark VII, Ltd.
2400 W. Alameda, Burbank, Calif.
Phone: RO 9-2461
Exec. Producer ..............Stanley Meyer
Producer .....................Michael Meshekoff
Director .....................Jack Webb

*Services Offered—Produce half-hour TV film & radio dramatic series—"Dragnet."

Arnold Marquis Productions, Inc.
Phone: HO 9-5119
President ......................Arnold Marquis

*Services Offered—Write, direct, produce and package radio and television programs; sales and service.

Mercury International Pictures, Inc.
6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: Gladstone 1101
President ......................V. E. Ellsworth
Vice-President .................D. L. Monahan
Sec-Treas ......................G. C. Cable
General Mgr ...................Olivia Eastus

*Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.


MCA, TV, Ltd.
598 Madison Ave., New York, N. Y.
Phone: PLaza 9-7500
Exec. in Charge ..............David Sutton
Ted Nemeth Studios
729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-3
Production Director — Ted Nemeth
Art Dir. — M. E. Bute
Services Offered — Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Stanley Neal Productions, Inc.
45 Rockefeller Plaza, New York 20, N. Y.
Branch Offices
Hal Roach Studios, Culver City, Calif.
Phone: Texas 0-2716
1809 Tribune Tower, Chicago, Ill.
Phone: WHitehall 4-3360
President — Stanley Neal
V. P. in Charge of Sales — D. J. Lane
Dir., Prod. Devel. — Charles W. Cromer
V. P. in Charge of Pub. Rel. — B. G. Kahn
Midwest Sl. Director — C. P. Goetz
V. P. in Charge of Prod. — Sobey Martin
In Charge of Scripts — Edith Martin
Production Mgr. — Charles L. Smith
Services Offered — Producer of TV film; distributor.

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.

Nola Studios Inc.
1657 Broadway, New York 19, N. Y.
Phone: Plaza 7-4870
President — Vincent J. Nola
Vice President — Vincent T. Nola
Chief Engineer — Stanley J. Bumbly
Film Prod. Facilities Mgr. — Peter Wilde
Services Offered — Complete production facilities to the independent producer. Film—Sync Tape, 1/4", 16mm, 17 1/2mm—Disco recording. Re-recording Tape to Film. Shooting and Scoring facilities.

Nothing New Under the Sun Productions
240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491
Producer — Mitchell Gertz
Secretary — Harold Bernson
Services Offered — Producer of 5-minute film features.

Official Films, Inc.
(Official Television Inc.)
25 West 45th St., New York 36, N. Y.
Phone: Plaza 7-0100
President — William R. Goodheart, Jr.
Chairman of the Board — Isaac D. Levy
Secretary — Herbert J. Siegel
Sales Mgr. (Nat'l Sls.) — Bud Austin
Assistant to President — Herman Rush
Treasurer — Seymour Reed
Services Offered — Producer and distributor of 8mm and 16mm sound and silent films.

Olio Video Television Productions, Inc.
20 East 42nd St., New York 17, N. Y.
Phone: MU 2-3218
President — Harvey Cort
Treasurer — Milton Subotsky
Services Offered — TV and film production, film library of western and feature films. Fully-equipped sound studio.

Paramount Television Productions Inc.
1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700
President — Paul Raibourn
Prog., Prod. Dir. — Burt Balaban
Sales & Mds. Dir. — John F. Howell
Branch Office
5451 Marathon St., Los Angeles 38, Calif.
Phone: HOLlywood 9-6363
Vice-President — Klaus Landsberg
Services Offered — TV production and sales, and syndication.

Paul Parry Productions
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774
Exec. Producer — Paul Parry
Production Supervisor — Betty Sinclair
Dir. of Photography — Ray Foster
Services Offered — Production of commercials, program films, sales promotion and training films.

Parsonnet TV Film Studios, Inc.
46-02 5th St., Long Island City, N. Y.
Phone: Stillwell 4-6163-4-5
President — Marion Parsonnet
Treasurer — Walter Blake
Secretary — Andrew Weinberger
Services Offered — Producer of films; production facilities for rent; films for syndication.
**Lindsay Parsons Productions, Inc.**
5740 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111

President: Lindsay Parsons
Treasurer: Sam Wallis
Secretary: Leonard W. Herman
Associate Producer: Warren Douglas

**Services Offered:** All types of TV films including commercials.

"Productions—"Fires of Jeffrey Jones."

**Pathescope Productions**
(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: Plaza 7-5200

President: Edward J. Lamm
Sales Manager: Robert Rubin

**Services Offered:** Television commercial and program production.

**Ray Patin Productions**
4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: Normandie 1-2174

Exec. Producer: Ray Patin
Asst. Producer: Gus Jekel
Sr. & Studio Mgr.: Lee R. Blevins

**Services Offered:** Complete production of animated television commercial films with live action sequences.

**Pictorial Films, Inc.**
1501 Broadway, New York 36, N. Y.
Phone: Pennsylvania 6-3756

President: J. Milton Salzburg
Chairman of the Board: Frank Soule
V.P., Treasurer: Hynan Rosner
Sales Manager: David B. Dash
Advertising Manager: S. J. Krumholz
Comptroller: Paul Kern

**Services Offered:** Produce & distribute features & shorts.

**Polaris Pictures, Inc.**
5859 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; live action and animation, 16 and 35 mm.

**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.**
270 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 Barlass
Treasurer: Albert Califano
Prod. Mgr.: L. H. Holton

**Writers:** John Capsis, Sumner Lyon, Ardis Smith.
Chief Editor: Robert Webb
Distr. Mgr.: Sherman Price

**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.
Phone: Plaza 7-6990-1-2

President: Irving M. Lesser
Secy. Treas.: Seymour Poe

**Services Offered:** Complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

**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 Ray Television Productions, Inc.**
2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393

208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

8762 Holloway Dr., Hollywood, Calif.
Phone: Crestview 1-4080

President: Reid H. Ray
Vice-President: Frank J. Havlicek
Secretary-Treasurer: William H. Ringold

**Services Offered:** Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.
RD-DR Corp.
(Reader's Digest—
deRochemont)
35 W. 45th St., New York 36, N. Y.
Phone: LU 2-1440
Chairman of Board ..........Louise de Rochemont
President ..................Borden Mace
Secretary ..................Ambrose Dskow
Treasurer ..................Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Reeves Sound Studios Inc.
304 East 44th St., New York, N. Y.
Phone: OR 9-3550
President ..................Hazard E. Reeves
Vice-President ..........Chester L. Stewart
Services Offered—Sound recording for motion pictures.

Regal Television Pictures Corp.
151 W. 46th St., New York 36, 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.

Stuart Reynolds Productions
321 S. Beverly Dr., Beverly Hills, Cal.
Phone: CResivet 1-6155
President ..................Stuart Reynolds

RKO Pathe, Inc.
625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Vice-Pres. & Gen. Mgr. ....Jay Bonsfield
Treasurer .................James H. Herries
Secretary .................Joseph Laub
Comptroller ..............Garrett VanWagner
Production Mgr. ..........J. Douglas Travers
Television Consultant ......Robert H. Johnson
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

Hal Roach Studios, Inc.
8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185
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
152 W. 54th St., New York 19, N. Y.
Phone: Plaza 7-4314-5
President ..................Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions.

Rocket Pictures, Inc.
6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: GR 7-131
President ..................J. Richard Westen
V. P. in Charge of Sales ............Parker Stough
Exec. Vice-President ..........Harlow Wilcox
Production Manager ..........Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

Frederick E. Rockett Co.
6063 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 3183
General Manager ..........Fred K. Rockett
Production Supervision ..........Alfred Higgins
Photographic Department ....Jay Adams
Editorial Dept. ..............Paul Lord
Stage Mgr. ..................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.

Roy Rogers Productions
Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GRanite 5111
Executive Producer ..........Roy Rogers
Producer ..................Jack Lacey
Director ..................Robert G. Walker
Cameraman .................Joe Novak
Services Offered—Produces TV western films.

Rogell Productions Inc.
8949 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-5217
Owner ..................Albert S. Rogell
Services Offered—Package, features and film productions.
## TV Film Producers—Distributors

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
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<tbody>
<tr>
<td>Roland Reed Productions</td>
<td>8822 W. Washington Blvd., Culver City, Cal.</td>
<td>Texas 0-2761</td>
</tr>
<tr>
<td>President</td>
<td>Roland D. Reed</td>
<td></td>
</tr>
<tr>
<td>Vice-President</td>
<td>Guy V. Thayer, Jr.</td>
<td></td>
</tr>
<tr>
<td>Secretary</td>
<td>Hazel Hall</td>
<td></td>
</tr>
<tr>
<td>Production Manager</td>
<td>Dick L'Estrange</td>
<td></td>
</tr>
<tr>
<td>Casting Dir.</td>
<td>William Tinsman</td>
<td></td>
</tr>
<tr>
<td>Services Offered</td>
<td>Producers of commercial, industrial and television films.</td>
<td></td>
</tr>
<tr>
<td>Rosamond Productions, Inc.</td>
<td>8913 Sunset Blvd., Hollywood 46, Calif.</td>
<td>CRestview 4-5401</td>
</tr>
<tr>
<td>President</td>
<td>David Chudnow</td>
<td></td>
</tr>
<tr>
<td>Vice-President</td>
<td>Rosamond Chudnow</td>
<td></td>
</tr>
<tr>
<td>Exec. &amp; Treasurer</td>
<td>Byron Chudnow</td>
<td></td>
</tr>
<tr>
<td>Services Offered</td>
<td>Producing motion pictures for TV.</td>
<td></td>
</tr>
<tr>
<td>Leslie Roush Productions, Inc.</td>
<td>333 W. 52nd St., New York 19, N. Y.</td>
<td>Columbus 5-6430</td>
</tr>
<tr>
<td>President</td>
<td>Leslie M. Roush</td>
<td></td>
</tr>
<tr>
<td>Vice-President</td>
<td>Jules K. Sindie</td>
<td></td>
</tr>
<tr>
<td>General Manager</td>
<td>John Fox</td>
<td></td>
</tr>
<tr>
<td>Production Manager</td>
<td>James D'Agangi</td>
<td></td>
</tr>
<tr>
<td>Services Offered</td>
<td>Make TV films, commercials.</td>
<td></td>
</tr>
<tr>
<td>Danny Rouzer Studio</td>
<td>702 Melrose Ave., Hollywood 38, Calif.</td>
<td>York 2949</td>
</tr>
<tr>
<td>President &amp; Owner</td>
<td>Danny Rouzer</td>
<td></td>
</tr>
<tr>
<td>Services Offered</td>
<td>Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting &amp; editing, special effects and titling.</td>
<td></td>
</tr>
<tr>
<td>Ruby Film Company</td>
<td>729 Seventh Ave., New York 19, N. Y.</td>
<td>Circle 5-5640</td>
</tr>
<tr>
<td>Production Mgr.</td>
<td>Edward Ruby</td>
<td></td>
</tr>
<tr>
<td>Office Manager</td>
<td>Bernice Maut lasch</td>
<td></td>
</tr>
<tr>
<td>Services Offered</td>
<td>Film Production, Editing Rooms, projection apparatus, camera rental.</td>
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</tr>
<tr>
<td>Sack Television Enterprises</td>
<td>Film Exchange Bldg., Dallas 1, Tex.</td>
<td>Sterling 3069</td>
</tr>
<tr>
<td>General Manager</td>
<td>Alfred N. Sack</td>
<td></td>
</tr>
<tr>
<td>Sales Manager</td>
<td>Julius M. Sack</td>
<td></td>
</tr>
<tr>
<td>New York Office</td>
<td>358 West 44th St., New York, N. Y.</td>
<td></td>
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<tr>
<td>Services Offered</td>
<td>Producers, distributors; representatives for independent producers.</td>
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<td>Barnard L. Sackett Television Productions</td>
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### Sarra, Inc.
- 200 E. 56th St., New York 22, N. Y.
- Phone: Murray Hill 8-0085
- President: Valentin 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. Betzler
- Production Manager: Harry W. Lange
- Services Offered—TV film production.

### Scandia Films, Inc.
- 220 W. 42nd St., New York 36, N. Y.
- Phone: Wisconsin 7-5079
- President: Ernest Mattson
- Services Offered—Distributor and representative of foreign TV producers.

### Screen Gems, Inc.
- (A subsidiary of Columbia Pictures Corp.)
- 233 W. 49th St., New York, N. Y.
- Phone: Circle 5-5044
- V.P. & Gen. Mgr.: Ralph M. Cohn
- V.P. in Charge: Sales Manager: John Mitchell
- Business Manager: Burton Hanft
- Dir. Adv., Pub. Rel.: Harry K. McWilliams
- Eastern Prod. Mgr.: M. Peter Keane
- Staff Prod.-Dir.: John Gilmour
- Ben Berenberg
- Casting Director: Nancy Kassel
- Film Editorial Chief: Dan Heiss
- West Coast: 1438 N. Gower St., Hollywood 23, Calif.
- V.P. Chge. Prod.: Irving Briskin
- Producers: Jules Bricken, Irving Starr
- Production Executive: Fred Briskin
- Story Editor: Margaret Wilder
- Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

### Screen Televideo Prod.
- 328 So. Beverly Dr., Beverly Hills, Calif.
- Phone: CRestview 6-1721
- Production Manager: Rudy E. Abel
- Auditor: Frances Wilkinson
- Services Offered—Custom production and distribution of television films.

### Al Simon Productions
- General Service Studios
- Phone: Granite 3111
- Services Offered—Productions of filmed shows and commercials.
- Productions: Burns & Allen Show, Joan Davis Show, Mickey Rooney Show.

### Skibo Productions, Inc.
- 165 W. 46th St., New York 36, N. Y.
- Phone: Plaza 7-2265
TV FILM PRODUCERS—DISTRIBUTORS

President-Treasurer—Patrick E. Shanahan  
Secretary — George Blake

Services Offered—16mm. 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: CI 6-6915

Executive Producer—Charles E. Skinner  
Associate Producer—Robert Sloan  
Production Manager—Jack Aichele  
Film Music Editor—Alphonse Corelli  
Musical Director—Skitch Henderson  
Set Designer—Charles Carlotti  
Gen. Production Supervisor—William Toth  
Camera Directors—Joseph Brun  

Geoffrey Webber  
General Business Mgr.—Melville Ruick  
Assoc. Prod., West Coast Rep.—Albert Kelley

Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.  
247 Park Ave., New York 17, N. Y.  
Phone: EL dorado 5-2544

President—Stephen Slesinger

Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," "Blondie," and "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.  
321 E. 44th St., New York 17, N. Y.  
Phone: MURray Hill 5-6626

President—Fletcher Smith  
Vice-President—Charles Schettler  
Secretary-Treasurer—Peter Caldera

Services Offered—Producers of programs and spots.

Snader Telescriptions Corp.  
177 So. Beverly Dr., Beverly Hills, Calif.  
Phone: CR 5-4451

N. Y. Phone: LOngeacre 4-3971

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 films for TV; own organization for syndication and distribution of features produced by others. Productions: Dick Tracy Series.

Sound Masters, Inc.  
165 W. 46th St., New York 36, N. Y.  
Phone: PI Plaza 7-6600

Chairman of Bd.—W. F. Githens  
President—Harold E. Wondsel  
V.P., Sec.—F. C. Wood, Jr.  
Treasurer—Walter Kullberg

Services Offered—Producers of commercial spots and industrial films.

Southwest Film Productions, Inc.  
4040 Westheimer Rd., Houston 6, Tex.  
Phone: Linden 3171

Chairman—Howard T. Tellepisen  
President—John Paul Goodwin  
Secretary—Emory Gose  
Treasurer—W. D. Woodroof, Jr.  
Exec. V.P., Gen. Mgr.—Harlan Mendenhall

Services Offered—Producers of TV package programs, TV commercials, and industrial films; News; animation; complete production and laboratory facilities.

Sovereign Productions, Inc.  
3234 Santa Monica Blvd., Hollywood, Cal.  
President—Stuart Reynolds  
Vice-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 19, N. Y.  
Phone: COLUMbus 5-2942

President—Al Stahl  
Vice-President—Irwin Stahl  
V.P., elge. of Sales—Otto Sutter  
V.P., elge. of Prod.—Edwin Redberg

Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

Standard Television Corp.  
1501 Broadway, New York 18, N. Y.  
Phone: LOngeacre 4-8234

President—Irvin Shapiro

Services Offered—Major feature films and shorts.

965
Star Entertainment Corp.
214 W. 42 St., New York 36, N.Y.
Phone: LA 4-3450
President ....................... Max Wolff
Vice-President .................. Robert Feldman
Secretary ....................... Al Roth

Services Offered — Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.
40 East 51st St., New York 22, N.Y.
President ....................... Walker Stuart
Sales Director ................... Jay Williams

Services Offered — Film production for TV; sales & distribution of package shows.

William Stephens Co.
Motion Picture Center Studios
846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: Hollywood 9-5981
Production Super ................ Wm. Stephens
Assistant ......................... Ralph Slosser
Sales ........................... Edward Conne
Story Editor ..................... John Stephens

Services Offered — TV film series.

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. Rhoades
V.P., chge. of Station Sales ... Bernice S. Coe
Mgr. of Agency Sales ......... Richard Carlton

Branch Office
Phone: Granite 2886

Services Offered — Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.

Mike Stokey Productions
6123 Selma Ave., Hollywood 28, Cal.
Phone: Hudson 2-1241
President ....................... Mike Stokey
Assoc. Producer .................. Gene Colton
Assoc. Producer .................. John Huener

Services Offered — Producers of live and filmed television productions. General television packaging.

Wilbur Streech Productions
1697 Broadway, New York 19, N.Y.
Phone: Judson 2-3916
Owner ......................... Wilbur J. Streech
Client Relations .................. J. Arthur West

Services Offered — Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Swift-Chaplin Productions, Inc.
4316 W. Jefferson Blvd., Los Angeles 16, Cal.
Phone: Republic 2-4942
President ....................... Charles F. Chaplin
Vice-President ................... Howard Swift
Secretary-Treasurer ............. Harry Hinkle
Production Manager ............ Miles E. Pike

Services Offered — The production of custom-built television commercials.

T-bar-V Productions, Inc.
Phone: Empstead 1088
Pres., Sls. Mgr ................... Donna Fargo
V.P., Gen. Mgr ................... Lois Landon
Secy., Treasurer ................. H. B. Baumeister

Services Offered — Specialize in westerns, outdoor, animal packages.

Productions: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

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 — Producers, distributors.

Productions: "Little Theatre."

Tele-America Inc.
364 No. Camden Dr., Beverly Hills, Calif.
Phone: CR 4-5381
President ....................... Thor 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 36, N.Y.
Phone: Judson 6-5480
President ....................... W. K. Hedwig
Secy. Treas ...................... C. W. Hedwig

Services Offered — Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Telemated 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.
P. O. Box 4555, Los Angeles 24, Calif.
President.....................Henry B. Donovan
Secretary-Treasurer...........John Chesley
Dir. of Films................R. Browne, G. Cahan
Asst. Producer..............Russ Hayden

Services Offered—Producers of TV films and live programs and commercial films.

Telenews Productions, Inc.
630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-2450
President.....................Herbert Schetel
Exec. Vice President..........Alfred G. Burger
General Manager..............Charles N. Burris
Editor-in-chief...............Edward P. Genock
Production Manager..........Marshall Davidson
Chief Film Editor............William Sofio
Dir. Comm. Film Dept........Robert W. Schofield
Adv. & Prom. Mgr............Robert Kirsten

Services Offered—Producers of television news, film, film commercials, film programs; film stock shot library.

Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

Telepak Inc.
8428 Melrose Pl., Los Angeles 46, Calif.
President......................C. Robert Longenecker

Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

Telexpix Corporation
Times Tower Bldg., 1475 Broadway,
New York 18, N. Y.
Phone: PENnsylvania 6-1821-2
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


Television Exploitation Inc.
1450 Broadway, New York 18, N. Y.
Phone: Wilsconsin 7-2055, BRyant 9-6332
President.....................Milton M. Geetingor
Exec. Vice-President........Oliver O. Unger
Sales Representative........Harold Goldman

Services Offered—in the television field, distributes, purchases, and produces full length features and short subjects.

Television Screen Productions,
Inc.
17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President.....................Charles J. Basch, Jr.
Treasurer.....................Clarence Schmidt
Secretary.....................Frankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions
1518 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 6-4140
Producer......................W. Wallace Orr
Director of Programming &
Sales.........................George J. Kerrigan, Jr.
Director of Production........Dan Wise
Film Editors..................Joe Arnold, Dan Endy,
Marvin Fisher, William Friel

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

FOR EXCLUSIVE FILM COVERAGE
OF MAJOR LEAGUE BASEBALL...

TEL RA
America’s leading producer of
TV sports films

Famous TEL RA shows include
• TOUCHDOWN • DOWN THE STRETCH
• SPORTS SPOTLIGHT • BASEBALL BRIEFS
• TELESPORTS DIGEST • NATIONAL PRO
• HIGHLIGHTS • DICK DUNKEL’S FOOTBALL
• RATINGS

TEL RA PRODUCTIONS
1518 WALNUT STREET
PHILADELPHIA 2, PA.
Kingsley 6-4140

967
**TV Film Producers—Distributors**

**Ed Thorgersen**  
245 West 55th St.  
Phone: Circle 6-8935

Exec. Producer—Ed Thorgersen  
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

**Times Square Productions Inc.**  
145 West 45th St., New York 36, N.Y.  
Phone: Circle 6-4443

President — Chas. W. Curran  
Vice-President — Stephen E. Fitzgibbon  
Production Assistants — Diana Kemble, Freda Godfrey  
Associate Producer — Fred Kelly

Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

Productions: Fu Manchu.

**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.

**TV Ads Inc.**  
3839 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: D'Unkirk 8-1323

President — William Miesegaes  
Vice-President — Doria Balli  
Sales Manager — Charlie Larrain

Services Offered — Specialists in producing 16mm, 35mm, black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

**TV Movie Club, Inc.**  
1501 Broadway, New York, N.Y.  
Phone: BRyant 9-6734

President — Dr. Arthur M. Epstein  
Exec. Supervisor — Richard F. O'Connell

Services Offered — Series of half-hour, open-end TV films for children.

**TV-Programs, Inc.**  
350 Fifth Ave., New York 1, N.Y.  
Phone: CHickering 4-1374

Executive Producer — Edward Roberts, Jr.

Director of Sales — Leonard Beckman

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 producers.

**TV-Unlimited Inc.**  
341 Madison Ave., New York 17, N.Y.  
Phone: MUrray Hill 3-3881

President — Herbert Rosen

Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

**United Artists Television Corp.**  
729 Seventh Ave., New York 19, N.Y.  
Phone: Circle 5-0000

Director of Television — John H. Mitchell  
Asst. Dir. of TV — Miss Louise E. Raphael

Traffic Manager — Sidney Dash  
East Coast Sales Rep. — Robert Brahm  
Mid-West Sales Rep. — Robert O'Brien  
Mid-Atlantic Sales Rep. — Milton E. Olin

Services Offered — Distribution of television films.

**United Film and Recording Studios**  
301 East Erie Street  
Chicago 11, Illinois

Services Offered—Production facilities for motion pictures, television films and commercials, sound slide films and recordings of every type.

**United Press Associations**  
(See Program Producers)

**United Productions of America**  
444 Lakeside Dr., Burbank, Calif.  
Phone: CHARleston 0-7171

New York Division—670 Fifth Ave., New York 19, N.Y.  
Phone: PLAza 3-1672

Pres. & Exec. Producer — Stephen Bosustow  
Vice-Pres. in chg. N.Y. Office — Edward F. Cullen  
Vice-President — John Hulbey  
Vice-President — Robert Cannon  
V.P. in chg. Pub. Rel. — Charles Daggett

Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

**United Television Programs Inc.**  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CENTral 6-0041

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 8-9161
Co-Owner .................. Gerald King

Services Offered—TV package programs.

Unity Television Corp.
1501 Broadway, New York 8, N. Y.
Phone: Longacre 4-8344
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.

United World Films, Inc.
(Subsidiary of Universal Pictures)
445 Park Ave., New York 29, N. Y.
Phone: Plaza 9-8000
P. O. Box 183, Universal City, Cal.
President .................. J. M. Franey
V. P. in Chg. Production .................. N. E. Gluck
West Coast Producer .............. Morrie Weiner
Coast Prog. Production .............. George Bole
Producer (New York) .................... Steve Allen
Services Offered—Producer and distributor of programs and spot commercials.

Van Praag Productions
1600 Broadway, New York, N. Y.
Phone: Plaza 7-2587
Executive Producer .............. William Van Praag
Production Chief .................. Gilbert M. William
Art Director .................... Sidney Kupfershmidt
Chief Cameraman—Unit A .................. Sidney Zucker
Chief Cameraman—Unit B .................. Sol Roizman
Casting Director .................. Joan Topper
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
President .................. Henri E. Marcuse
Partner .................. Guy Calandrea
Script Supervisor .................. Charles Cinnamon
Assoc. Supervisor .................. Raymond Foucher
Services Offered—Live and film services for TV film series; script packages.

Video Pictures, Inc.
Executive & Sales Offices
41 E. 50th St., New York 22, N. Y.
Phone: Murray Hill 8-1162
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: Circle 7-2652
President .................. William R. Deering
Vice-President .................. Martin Henry
Secretary .................. Elsie M. Rice
Manager .................. Frank B. Woodruff
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

Video Pictures, Inc.
1515 No. Western Ave., Hollywood 28, Calif.
Phone: HU 2-3030
President .................. Hank McCune
V.P. and Prod. Manager .............. Jack Caldwell
Services Offered—Producers of theatrical and commercial television subjects.

Vidicam Pictures Corp.
240 East 39th St., New York 17, N. Y.
Phone: MU 6-3318
President .................. Alfred Justin
Studio Chief .................. William B. Shiner
Staff Director .................. James Rose
Chief Sound Engineer .................. Peter Protopenko
Editor .................. Gladys Brothers
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm, projection facilities. Complete sound recording equipment.

Visual Media, Inc.
17 E. 45 St., New York 17, N. Y.
Phone: Murray Hill 2-2060
President .................. William M. Nelson
Art Director .................. Raymond Keane
Advertising Consultant .............. Weston Hill
Manager .................. Marguerite K. Lee
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film.

Volcano Productions Inc.
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: Granite 3111
N. Y. Phone: VAnderbilt 6-5661
President .................. Robert Angus
Vice-President .................. William Lewis, Jr.
Production Manager .............. Leo Pepin
Services Offered—Producer of feature and commercial films for TV.

Roger Wade Productions
15 West 46th St., New York 36, N. Y.
Phone: Circle 7-6797
Owner .................. Roger W. Wade
Services Offered—TV commercials, animation, telex, balops, slides, commercial motion pictures.
Adrian Weiss Productions
655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEBster 8-5287
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: WEBster 8-5287
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
(Division of Video Pictures, Inc.)
540 W. 57th St., New York 19, N. Y.
President .................. William R. Deering
Vice President .................. Martin P. Henry
Secretary .................. E. M. Rice
Services Offered—Producers of TV commercials and program films.

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.

Wilding Picture Prods., Inc.
Studios: 1345 Argyle St., Chicago, Ill.
Phone: L'Ongare 1-8410
5981 Venice Blvd., Hollywood, Cal.
Phone: LUCas 0986
Branches:
385 Madison Ave., New York, N. Y.
Phone: PL 9-0851
Vice President .................. J. W. Inglefield
Dime Bldg., Detroit, Mich.
Phone: Woodward 3-9311
Vice President .................. L. S. Thompson
Sweetland Bldg., Cleveland, O.
Phone: TOWER 1-6440
Vice President .................. Jack Rheinstrong
Engineer Bldg., Cincinnati, O.
Phone: GARfield 0477
Exe. in Charge .................. R. L. McMillan
4378 Lindell Blvd., St. Louis, Mo.
Phone: LUCas 0986
Exe. in Charge .................. James Durst
President .................. C. H. Bradfield, Jr.
Vice President .................. H. W. Fish
Sec'y-Treas .................. V. A. Burg
V. P. (Production) .................. J. A. Keltrock
Hollywood Mgr .................. John Oser
Services Offered—Film Production.

Frank Wisbar Productions Inc.
Eagle-Lion Studios, Los Angeles, Calif.
Phone: HUdson 2-2286
President .................. Frank Wisbar
Vice-President .................. Benjamin H. Kline
Sect. Treas ................. Arnold Leader
Services Offered—Film productions for TV.
Productions: "Fireside Theater."

World Video, Inc.
(See Program Producers)

Emerson Yorke Studio
245 W., 55th St., New York 19, N. Y.
Phone: LUxemburg 2-2216
Owner, Exec. Producer ............ Emerson Yorke
Services Offered—Producer of TV and other types of films.

Windsor Films, Inc.
119 W., 57th St., New York 19, N. Y.
Phone: JUdson 2-4813
President .................. Ed Woodruff
Services Offered—Distributor of films for TV.

Young & Rubicam, Inc.
Phone: Hollywood 9-2731
N. Y. Phone: MUrray Hill 9-5000
V. P. chge. Radio & TV
(Hlyd. off.) .................. Walter Bunker
(Hlyd. off.) .................. Eldon E. Smith
Services Offered—General advertising on various accounts; radio and TV show advertising; publicity and public relations.
Productions: Bing Crosby Show, Bob Hope Show, Four Star Playhouse, Our Miss Brooks—TV, I Married Joan.

Ziv Television Programs, Inc.
488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700
Chairman of the Board ........ Frederic W. Ziv
President .................. John L. Sinn
V. P. in Chge. Sales ........ Maurice J. Rifkin
West Coast Office Mgr ........ Maurice Unger
Eastern Div. Sales Mgr ....... Albert Goustit
Central Div. Sales Mgr ....... Edward J. Broman
Western Div. Sales Mgr ....... Walter Kingsley
Services Offered—Production, sales and distribution of television films for syndication.
TELEVISION PERSONALITIES 1952-1953

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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HUGH L. KIBBEY. Film buyer of WFBM-TV, Indianapolis, has been with the station for 11 years. He has served as announcer, writer, editor and director. Prior to joining WFBM, Hugh served as staff announcer for WIBC, Indianapolis. He is a graduate of Indiana Business College and Arthur Jordan Conservatory of Music. WFBM-TV has been on the air since May 30, 1949, and his role as film buyer began in September of that year. Hugh is married and has one child.

JEAN HENDRIX. Film buyer at WSB-TV, has been in the newspapers, theater, radio and TV. She attended high school in Charlotte, N. C., and joined the Charlotte Observer. She later left to assume the duties of advertising director for the Wilby Kinky theaters. Jean went on to the D. C. War Finance Committee of the Treasury Dept. where she was named director of radio and advertising. She joined WSB in 1946 as publicity director, was transferred two years later to WSB-TV.

GEORGE PATTERSON. Joined WAVETV, Louisville, Ky., in 1934 as an announcer, and was made program director the next year. He helped direct the station’s active relief role during the disastrous Ohio River flood in 1937, when “send a boat” was heard throughout the nation on network broadcasts. When WAVETV was established in 1948, he was made program manager of Kentucky’s first TV station. Both WAVETV and TV have won numerous program awards under his supervision.

GEORGE A. HEINEMANN. Program manager of WNBQ, Chicago, started with NBC in 1937 as a page boy, leaving for CBS as Special Events Editor. He entered the U. S. Navy as an aviator, serving in the Pacific. A civilian again, he entered his own business of commercial photography in New York and Phoenix, Ariz., photographing fashions and doing mail order work, then became production manager of Aldens, Inc. He returned to NBC in New York, and moved to Chicago when WNBQ opened.

ELIZABETH BAIN. Film buyer of WGN-TV, Chicago, is a graduate of Clarke College, maxima cum laude. She was director and solo violinist of a string ensemble over WKBB, Dubuque, and also taught band and orchestra. Following her teaching career she became music librarian of KFLKECA, Los Angeles, and joined WCFL, Chicago, a year later, then went to WGN in 1948, a month before WGN-TV went on the air, to build a music library for TV. Choosing between music and film, she chose the latter.

WARREN F. WARNER. Program director of WTVN, Columbus, Ohio, is also film buyer for Midwest TV, which buys films for WTVN, WICU, Erie, Pa., and WMAC, Massalon, O. Warren was born and educated in New York. He was production manager for Brewster Aeronautical Corp., before entering service. Warren was Civil Affairs officer in the Philippines and Military Government officer in the Korean Occupation. As a civilian again, he worked for Lever Bros., went to WKRC-TV, Cincinnati, and on to his present post.
BERNARD C. BARTH, film buyer of WLW-TV, Cincinnati, Ohio, is assistant to the director of TV operations for Crosley Broadcasting Corporation. He was born and educated in South Dakota. Bernard has been associated with KOH, Rapid City, S. D., WKRC, Cincinnati, and WFIL, Philadelphia, as writer, producer and newscaster. Joining the staff of WLW-TV in 1948, he rose quickly from producer to program director and assumed his present post in the Fall of 1950.

HOWARD ANDERSON, film director of WFAA-TV, Dallas, Texas joined the NBC-TV affiliate in February, 1951 as a director, and took his present post a few months later. Howard graduated in radio-speech from the University of Utah. While attending the university, he did free lance writing, directing, and acting as well as amateur radio work. Howard joined KDYL-TV from the time the station went on the air, and was responsible for all remote teletcasts until he left the station.

GEORGE A. DORSEY, film director and program operations supervisor of WNBW, Washington, D. C., is a graduate of Duke University, with a Bachelor of Science degree in electrical engineering. Following his graduation he joined the sales department of the Westinghouse Electrical Manufacturing Company, and was on a five-year leave of absence for Navy service during the war. George was a member of the station’s staff when it first went on the air in June 1947.

H. PETER LASKER, manager of the Crosley Broadcasting Corporation’s TV outlet in Dayton, WLW-D, was born and educated in Switzerland. His first job was working in transportation advertising in France and England, which gave him the experience to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for ten years before heading up WLW-D’s sales staff. Now Pete bosses the entire Dayton setup of Crosley.

NED R. BROOKE, film director of WSAZ-TV, Huntington, West Va., joined WCMI as a staff announcer, after graduation from college, and was station director when he left. Ned opened an electrical contracting business in Huntington, which he operated until he joined the staff of a local contracting company. In February 1951 he joined the staff of WSAZ-TV as a member of the film department, and was later promoted to the position of film director, the post which he holds today.

WILLIAM L. COOPER, JR., film director of WJAR-TV, Providence, R. I., started his career in the Visual Education Department of the Providence public schools. With the outbreak of World War II he served in the southwest Pacific with the Army Signal Corps. After release, he became southern New England manager of the Audio Visual Corporation. Leaving this to form his own corporation, he produced a series of documentary and public relations films for theatrical release.
DERRICK DYATT. film director of WTOP-TV, Washington, D. C., was born and educated in Pa. Upon graduation from high school his interest in show business grew, and he joined the Allentown Little Theatre, later joining WSAN as an announcer. He entered the Navy and completed his stint in 1946, when he returned to WSAN. Two years later Derrick left to attend George Washington University, where in his senior year he joined WTOP-TV, and worked in production until 1951 when he was made film director.

FREELON M. FOWLER. film manager of WABC-TV, N.Y., started at NBC on the guest relations staff, when promoted to the ticket division. While affiliated with NBC, he was engaged by ABC as program assistant in the all-night news operations. His next stint was with CBS to assist Worthington Miner in the development of TV programs. In 1948 he joined the staff of WZTV (now WABC-TV) before the station hit the air. Three years later he was named manager of film programming for the outlet and the ABC-TV network.

KEITH GUNTER. film buyer of KSD-TV, St. Louis, Mo., has been in TV since 1939 when he was assigned by NBC to work in the network’s infant TV department in N. Y., with video pioneers such as Captain Bill Eddy and Warren Wade. When NBC curtailed its TV activities because of World War II, Keith became night manager of WHN. He served as an officer in the U. S. Navy, principally aboard aircraft carriers in the South Pacific. Keith joined KSD-TV a month before the station went on the air, Feb. 8, 1947.

RICHARD C. DREYFUSS. film director of WDTV, Pittsburgh, Pa., first broke into radio when he joined NBC, Chicago, after being educated at the University of North Carolina. At the outbreak of World War II, he entered the U. S. Army Air Force. At the War’s end he joined WAGM, Presque Isle, Maine, as program director. Three years later found him associated with the CBS-TV film operations. Dick is said to have the distinction of being the only film director in the country handling an all night TV film operation.

F. C. ECKHARDT, film buyer of KDYL-TV, Salt Lake City, Utah, attended the University of Montana, where he was active in the band and spent plenty of time in theaters as an m.c. With the outbreak of World War II he enlisted in the U. S. Navy in the aviation branch. Returning to Helena, Montana, after the war, Connie kept a watchful eye on the development of TV, and in January 1949 joined KDYL-TV, the first station to go on the air in the intermountain west.

BILL FOX, film buyer and program director for KFMB-TV, San Diego, Calif., is the film buyer for San Diego’s first and only TV station. He was formerly with the staff of KALB, Alexandria, La., then KSYL, and later moved to WLSU, the Louisiana State University station. In World War II, Bill joined the U. S. Air Force and was stationed in the Pacific Theater, participating in many of the big raids over Tokyo. Bill joined KFMB-TV in 1948 and became program director two years later.
CARL LAWTON, film buyer of WBZ-TV, Boston, Mass., started his career in radio as a staff announcer for WHYN, Holyoke, Mass. In 1942 he left the station to enter the U. S. Marine Corps and served overseas in the South Pacific. Following his discharge from the service, he joined WFCL, Providence, R. I., as an announcer. Carl left to join the Northeast Airlines where he was engaged in general sales office and public relations, until January 1950 when he joined WBZ-TV as film librarian.

JULIAN M. KAUFMAN, film buyer, has been executive sales manager of KPHO-TV, Phoenix, since 1950. Prior to that he was with ABC-TV in San Francisco as account executive where he established a national sales record in 1949. He established the TV department for the Tolle Co., advertising agency, in San Diego. Recognized as an authority on TV station management, his recent article “TV Tips for Medium Size Station Operation,” was published in trade magazines, and won nation-wide recognition.

HARRY JONES, film buyer of WCCO-TV, Minneapolis, Minn., worked for the Wichita (Kans.) Beacon as combination stockyards-police reporter. Following this, he was with the Minneapolis Star-Tribune in the promotion department. In April of 1949, Harry joined WTCN-TV, Minneapolis, as a staff member, the second member to be hired specifically for TV at this station. WTCN-TV hit the air later that year, and Harry took his present post. In August 1952 WTCN-TV became WCCO-TV, CBS affiliate.

NORM LOUVAU, film buyer and sales manager of KRON-TV, San Francisco, Calif., developed an interest in music at an early age. This soon led him to become a band leader. In this capacity he toured most of the Western States. In 1941 Norm entered the U. S. Army. After his discharge from service, he turned to advertising, leaving that field to join the staff of KRON-FM. When KRON-TV first went on the air, he went over to TV and has been with the station ever since.

WILLIAM C. LACEY, manager of the film department at WCBS, N. Y., joined the station this Spring following four years at WABD, where he was film buyer before being named to his present post. At WCBS, Will works under Hal Hough, program director of the station. Before entering the industry, William earned the rank of ensign with U. S. Navy, while at the same time studying at St. Lawrence University and Holy Cross, from which institution he graduated with a B. S. degree.

ED HYMAN, film buyer and program director of WOAI-TV, San Antonio, Texas, joined the station as sports director in November, 1949. Ed started his career in radio as a staff announcer. He served in the U. S. Air Force during World War II. Returning to civilian life, he completed his education at Trinity University in San Antonio, Texas, where he majored in psychology and speech. His commentary and interviews are a weekly feature of local wrestling matches televised by WOAI-TV.
WINSTON HOPE. film buyer of WTAR, Norfolk, Virginia, attended the University of Virginia where he was prominent in the Glee Club, and later attended the Juilliard School of Music in New York. He sang in numerous network programs as a member of several choruses and did solo work in churches from N. Y. to Ala. He entered the Army in 1941 as a private and emerged a captain. Winston joined WTAR as staff announcer and disc jockey and became production manager for WTAR-TV when it opened in April 1950.

BARRY HERSH. of WKRC-TV, Cincinnati, O., is perhaps the youngest film coordinator in the TV business, having reached his 21st birthday in October, 1952. His ambition always had been to enter the field of TV, and he took the most menial job at WKRC-TV to get his foot in the door. From that point on, it has been the story of rapid progress upward to his present position. Barry attended the University of Cincinnati for two years, and is a member of the United States Naval Reserve.

LABE B. MELL. film director of WTVJ is also general manager of its subsidiary corporation, Reela Films, Inc. Mell has been associated with WTVJ since 1948 when he transferred to the station from his theatre manager's position with the parent organization, Wometco Theatres, Inc. Upon his transfer he was sent to New York where he gained six month's TV experience with the DuMont television network. In 1949 when WTVJ went on the air, Mell was named film director. Mell is married and has two daughters.

JULES HUBER. film buyer of WTTG, DuMont, Washington, D. C., was born and educated in New York. He joined WTTG's film department six years ago, when Washington's first TV outlet was in its acorn days. During World War II, Jules spent four years in the Merchant Marine. At the present time, when he's not buying film, he's buying building supplies and actually constructing a home for himself and family, which he's hoping to occupy this summer. He is married and has two daughters.

JAY HICKS, program director and film buyer of KDUB-TV, Lubbock, Texas, joined the station when it hit the air in October 1952. He is a graduate of Texas Western University, having majored in history. Jay got his start in radio at WBLM, Macon, Ga., in 1944 after his discharge from the Army. Returning to his native El Paso, Texas, he took the position of program director at KEPO, spending four years there before going to KDUB-TV. Jay is married and has two children.

GLENN HARRIS, film buyer of KMTV, Omaha, Neb., is also program manager for the May Broadcasting Co. Glenn started his career with KYSM in Mankato, Minn., leaving to join KMBC in Kansas City, returning to Minnesota, when he joined the KSTP announcing staff. There he developed many of his audience participation shows, and he was soon getting all of the emcee assignments. When KMTV went on the air in Sept. 1949, Harris found himself solely responsible for the programming on the new TV station.

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NICK MUELLER, film director of KRLD-TV, Dallas, Texas, was a member of the staff orchestra of KRLD, Dallas, CBS network affiliate. During World War II, Nick served as a sergeant in the U. S. Army. Following his discharge, he joined KRLD as record librarian. That job lead to his position as film librarian with KRLD-TV at the time the station made its bow in December 1949. His suggestions for film operation were adopted, and he was named film director in August 1952.

EDWARD G. MURRAY, film buyer of WPTZ, Philadelphia, Pa., is a graduate of Yale University. He served with the 63rd Division during World War II. Following conclusion of hostilities Ed joined Monogram International Corporation and was sales manager of the non-theatrical sales division. In 1950 he joined the staff of WPTZ as film buyer handling such nationally known local shows as “Frontier Playhouse” and “Hollywood Playhouse.” Ed is a member of the Yale Club of New York City.

WILLIAM G. MULVEY, film buyer of WNHC-TV, New Haven, Conn., was born in Albany, N. Y. Following graduation from Fordham University in New York City, where he earned a Degree in English and a BS, William joined the Elm City Broadcasting Corp. Shortly thereafter he was appointed to his present position, where he now supervises all program activities together with TV film purchasing. While at Fordham, he was promotion manager, sports-writer and announcer for the University FM station WFUV.

BERT MITCHELL, program director and film buyer of KPRC-TV, Houston, Texas, started as an actor, but turned to directing. After studying at the Pasadena Playhouse in Calif., Bert came back to his native state, Texas, to help direct the Cavalcade of State of the 1936 Centennial. He joined ABC on the West Coast, where he stayed for four and a half years before he was called into the Army. Bert was associated with WFBA-TV before coming to KPRC-TV in 1951 when he took his present post.

LELAND MULLER, film buyer of KTLA, Los Angeles, Calif., known to his intimates as Jerry, is a graduate of the University of Southern California, where he majored in cinematography. Jerry joined KTLA’s film department in 1946, when the station was known as WXYZ. He was formerly production assistant at 20th Century-Fox. Jerry was a First Lieutenant in the Army Air Force in World War II, a veteran of 85 bombing missions in the China-Burma-India theatre of operations.

SIDNEY NADLER, film director of WXEL, Cleveland, O., joined the staff of WXEL, in September, 1951, as assistant film director. He attained his present post a year later. His previous experience includes being film editor for WOR-TV in N. Y. and account executive for WPTR, Albany, N. Y. Sidney was a sound motion picture technician for the U. S. Marine Corps for three and a half years, serving both in the U. S. and overseas. Returning to civilian life, Sidney still maintained his interest in the film business.
ELAINE S. PHILLIPS, film buyer of WSPD-TV, Toledo, O., had her first exposure to television as a member of the all-girl wartime staff of Chicago's WBKB. She worked in all phases of studio and control room operations. Specializing in film programming, Elaine left WBKB in Dec. of 1946 to become film director of WWJ-TV in Detroit. Two years later she returned for a short period to Chicago as film programming consultant for WGN-TV, and later that year assumed her present post at WSPD-TV.

WILLIAM B. ROBB, JR., film buyer and program manager of KEYL, San Antonio, Texas, started his career with a dramatic stock company on the West Coast. Going to New York City, Will joined the singing personnel which led to tenor solo work at the Radio City Music Hall. With outbreak of the war he joined the Armed Forces, returning to Radio City upon his release. Going West, Will joined KEYL as senior director before the station went on the air in 1940, and six months later attained his present post.

QUINTIN P. RENNER, film supervisor of WBEN-TV, Buffalo, N. Y., was born and educated in Buffalo. After high school he taught piano and organ, playing the organ in downtown and suburban theaters in pre-talkie days. Quint was associated with the Buffalo Schools Department in the audio-visual division, taking charge of maintenance and film distribution in the public elementary and high schools. He joined WBEN-TV in 1948, two months prior to the formal inauguration of the station.

ROBERT M. PASKOW, film buyer of WATV, Newark, N. J., comes to TV after twenty years in the motion picture industry with Warner Brothers. Following graduation from New York University, he was employed with the Olexell - Acetylene Co., in Newark, as an industrial engineer, and later joined the Bremer Broadcasting Corp. Bob, as he is popularly known, was active in organizing the National Film Council in 1948 and served as vice-president-treasurer and chairman of the Television Station Committee.

JOHN F. PIVAL, station manager and film buyer of WXYZ-TV, Detroit, Mich., became interested in radio as an advertising medium for theaters, while general manager of Schreiber's theaters. He finally launched his own program on Detroit's WMBC. His theater-radio interests were interrupted in 1942 when he entered the Coast Guard. Upon leaving the service, he returned to WXYZ. When WXYZ-TV hit the air in 1948, John was made program manager and three years later took his present post.

CARL A. RUSSELL, film buyer of WKBK, Chicago, Ill., took his present position in May of 1950, as it was the desire of the company to have someone who had knowledge of film as well as background and experience in judging the public's film desires. Prior to joining WKBK, Carl was with Balaban and Katz Corporation, one of the nation's top theater circuits. He started with the company as an usher and then moved up to chief of service, assistant manager, and finally to manager.
DAVID VAN RENSELAER STICKLE, film buyer and news director of WMAR-TV, Baltimore, Md., attended Syracuse University. He went to the Baltimore Sunpapers from the Cleveland News. On the latter paper, he was a general assignment reporter. For the Sun he covered the political beats. During the war he rose from private to captain in the Infantry. After discharge he returned to the Sun as a rewrite man, joining the Sunpapers TV outlet in 1947, at the time of its inception.

ED WESTON, film buyer and program manager of WCPO-TV, Cincinnati, O., started in radio as assistant news editor at WMCA, New York City, leaving to join WSAV, Savannah, Georgia, as announcer. His next stint was with the Armed Forces Radio Service in the Army. He was with WXLM on Okinawa. Leaving the service, Ed joined WCCC, Hartford, as news editor. His TV career began in 1949 when he left for Cincinnati to open Scripps-Howard's TV outlet as program director with overall operational duties.

RICHARD V. THIRIOT, film buyer of KSL-TV, Salt Lake City, Utah, has been in his present post at the station since 1950. Prior to that time he was an advertising agency executive. Richard had been active in production of industrial and commercial motion pictures, when his hobby became his vocation and he accepted a position with the Eastman Kodak Company. Several of his pictures have won national acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.

LYNN TRAMMELL, film buyer of WBAP-TV, Fort Worth, Texas, is a native Texan, graduating from Baylor University. Lynn joined WBAP in 1944 as a secretary in the newsroom, being placed in charge of transcription later that year. Coming to New York a few years later, she attended the NBC Television School for two months in preparation for her TV film duties which were considerably enlarged in September of 1948, the date on which WBAP-TV signed on the air.

ROGER VAN DUZER, film director of WLTV, Atlanta, Ga., was born in 1911, and was educated at Brown University. His first radio appearance, as a pianist, took place in 1927. He started announcing a few years later. For eight years he led his own orchestra in the New York area, then returned to radio announcing. Later he was made general manager of WALB, Albany, Ga., going later to WMBR, Jacksonville, Fla., as program director, where he prepared and shot film commercials. In 1951 was made program dir. of WLTV.

WALTER L. TILLMAN, film buyer of WFIL-TV, Phila., Pa., is a graduate of the U. of P. He began his career in the production department of N. W. Ayer & Son. He was associated with Warner Brothers in the publicity and advertising departments, leaving to operate a chain of neighborhood theaters. During the war years, he was active in war production while employed by the La Francia Sugar Co., which produced by-products used by the government in production of gun powder. He joined WFIL-TV in 1948.
FRED J. MAHLSTEDT, director of operations for CBS-TV film sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. Before joining the CBS network he was associated with the Arthur Kudner and Erwin Wasey advertising agencies. Prior to June 1950, when Fred was singled out for the job of organizing a film syndication unit for the Columbia network, he was general sales manager for CBS spot radio and TV sales.

BOB MULHALL, WOI, AM-FM-TV, Ames, Iowa, operations manager, is a graduate of Loras College in Dubuque. He was an announcer and newsman with KDTH in Dubuque before coming to WOI as news director in 1943. When television arrived in Iowa, Bob forsook his news and announcing chores and shifted to his position as operations manager, in charge of the station's business activities, serving also in the film department. The Mulhalls have four children, two boys and two girls, all TV fans.

KIETH MATHERS, film director of WKY-TV, Oklahoma City, Okla., took the NBC Institute course at Northwestern University, after attending Marshalltown College. He worked as an announcer at KFIB, Marshalltown; KGLO, Mason City, Ia., and WMT, Cedar Rapids. Prior to joining the promotion department of WKY in April, 1947, he was promotion director at KIDO, Boise, Idaho. When WKY-TV went on the air in June of 1949, Kieth was named to his present post.

SANFORD SPILLMAN, film buyer and program director of KPIX, San Francisco, Calif., is a graduate of the University of California. Sandy then joined KSFO as a page boy, progressing to script writer. During the war he served as a naval lieutenant in the Pacific theater of operations, returning to KSFO as news editor. When KPIX began telecasting in 1948, he was transferred to the TV operation as a producer and writer, filling in as director. Spillman was named to his present post in 1949.

EDWARD A. CALLAHAN, film director of KSTP-TV, is a former producer-director of KSTP-TV. He joined the Minneapolis-St. Paul station in 1948 in the television production department, and handled telecasts of football, baseball and hockey games. While in the U. S. Marine Corps, Edward managed nine theaters at Camp Pendleton, Calif. Previous to that he acted as advance man for the Dick Jergens Band. In February 1952 Ed was named to his present post.

WILLIAM V. ROTHUM, film buyer of WSYR-TV, Syracuse, N. Y., is also program director. A native of Pittsburgh, Pa., Bill went to Syracuse in 1930 to join the announcing staff of WMBO, Auburn, and a few years later joined WSYR. Since that time he has worked as an announcer, sports director, and finally program director. With television added, he also took over the program director's job in that medium. Bill was recently made a V.P. in the Central N. Y. Broadcasting Corp. which operates WSYR and WSYR-TV.
WILLIAM R. DEERING, president of Video Pictures, Inc., formerly Video Varities, has been associated with MGM pictures on the East and West Coast. He entered the U. S. Navy during World War II, emerging as lieutenant commander. Upon discharge, he returned to MGM in N. Y., leaving to form the Hartford Agency. Simultaneously he was on the board of directors of Video Varities, remaining at the same time with the agency as V.P. and gen. mgr. until Jan. 1953. Will took his post as president in Jan. 1952.

WILBUR S. EDWARDS, general sales manager of CBS-TV film sales, has been associated with the Columbia network for the past sixteen years in offices on the East and West Coasts. Prior to his present appointment, Bill was manager of KNXT, CBS TV-owned station in Hollywood. His first association with Columbia was as student announcer at WBT, the CBS affiliate in Charlotte, N. C. He joined the station’s sales staff in 1937 upon graduation from Davidson College.

GILBERT S. CANFIELD, film buyer of WEWS, Cleveland, O., was an early staff member of Muzak Corporation. This was followed by a season with the Cleveland Community Fund, after which he spent a summer season at the N. Y. World’s Fair with a marionette group. In 1941 he joined WHYN, Holyoke, Mass., as an announcer, and next went with WSMP, Springfield. In December, 1947, Gil joined WEWS as an FM announcer, and a few days later when TV called he transferred, and took his present post two years ago.

HERBERT B. CAHAN, film buyer and program manager of WAAM, Baltimore, was born and educated in Phila. His first stint was as advertising manager for a Harrisburg department store. In 1941, Herb entered the Army Air Corps as a flying cadet and was mustered out as a major. He then joined the Food Fair supermarket in Phila., in the advertising department, and left to join the Forward Adv. Agency, then on to WFIL-TV. In 1948 he came to WAAM as operations manager and took his present post a year later.

FRANK P. CUMMINS, program director and film buyer of WJAC-TV, Johnstown, Pa., took his present post in May 1949, three months before the station began commercial operations. A native of Johnstown, he joined the Pennsylvania Electric Co. after graduation from high school. During the war Frank entered the Air Force and was separated from the service with the rank of captain. Upon release, he returned to the Pennsylvania Electric Co. remaining until he joined WJAC-TV.

CARL KING, Vice President of Sterling Television Co., N. Y., has had a dual career in video, as announcer-narrator and executive with the makers and distributors of films for TV. He is a graduate of the University of Chattanooga, followed by a semester of law at Georgetown in Washington, D. C. Carl has been newscaster, disc jockey and executive in many cities. Since June, 1949, he has worked exclusively in television and films. At Sterling, his duties include production and management details.
ROBERT L. LAWRENCE. President of Robert Lawrence Productions, Inc., N. Y. is a graduate of the U. S. Military Academy at West Point. He was formerly Vice President of Jerry Fairbanks, Inc. and prior to that was with RKO Pathe in N. Y. Robert Lawrence Productions are producers of TV and non-theatrical motion pictures, and are currently producing "Vacationland America," TV program featuring Rock Hudson, in addition to TV film commercials for Colgate-Palmolive-Peet Co. and others.

ALBERT G. ZINK. program manager of WRGB, Schenectady, N. Y., is a graduate of Hobart College. Following graduation, Albert became an announcer before joining WGY. He entered the Army in 1942 as a private and rose to the rank of captain. A civilian again, he returned to WGY where he was placed in charge of science broadcasting and program supervision. In 1947 he was made supervisor of programs at WRGB, and a few years later was named manager of all General Electric's broadcasting stations.

FRANK FERRIN. owner of the television, radio and film production company bearing his name, in Hollywood, produces "Smilin' Ed's Gang" on CBS TV and radio. He entered radio via WRHM (now WTCN) in his native city of Minneapolis, doing the lead in a comedy act at night and selling time for the station during the day. Frank was formerly vice president for Leo Burnett Co., Inc., until he organized his own firm. He has just completed production on his first theatre film, "The Hindu," filmed in India.

ARTHUR A. MAYER. president of Unity Television Corporation, was at one time general manager of Colorfil. While in that post he helped to establish the present Cinecolor Company. His next move was to become sales manager of Atlas Cinephone. From there he joined World Pictures Corporation as sales manager staying there for twelve years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Prods., remaining for eight years before heading Unity in 1950.

HOMER DUERR. treasurer of Bing Crosby Enterprises, Inc., and budgeter of its TV film department, served as a member of the U. S. Air Force during World War II. He followed this with a term as special auditor for Arthur Anderson & Co., and later set up his own private accounting firm. Among many other firms, he served Enterprises. Homer is also comptroller of Bing's Things, Inc., director of Bing Crosby Ice Cream Sales, Inc., and auditor for Bing Crosby Minute Maid Corporation.

JOHN MITCHELL. newly elected vice president of ABC, assumes supervision of WBKB, Chicago, ABC's owned video station. Upon graduation from Miami University in 1931, he joined Balaban & Katz Corporation, and was placed in charge of the Indiana Theaters operated by Great States Theatres, Inc., a B & K subsidiary. In 1948 John was transferred to the general managership of B & K's TV station in Chicago. Following the merger of ABC and UPT, Inc., he joined ABC in his present post.
CHARLES MICHELSON, president of Charles Michelson, Inc., established his transcription program firm in 1938. He pioneered in the sale of network type dramatic programs on transmissions for local station use. He has been identified with such programs as "The Shadow," "Nick Carter" and "Hopalong Cassidy." He pioneered in the development of bloc dramatic programming currently featured on hundreds of stations with as many as ten different mystery program series weekly.

GERALD (JERRY) KING, president of United TV Programs, Inc., is also president of Standard Radio Transcription Services, Inc. He entered the broadcasting field via the Los Angeles Daily News. When Jack Warner became interested in his radio articles Jerry was offered the managership of KFWB, Hollywood, remaining there for eleven years. In 1934 he and Milton Blink started Standard Radio. Jerry was the organizer and first president of the Southern California Broadcasters Assn.

HARRY WAYNE McMAHAN, president of Five Star Productions, Inc., recently celebrated his 25th year in advertising. His book, "The Television Commercial," published in 1952, was one of the first texts on the subject. Harry was born in Indiana, raised in Texas where he became city editor of a country weekly at sixteen. He then went into advertising and wrote and produced more than 1,000 radio shows on ABC. In 1938 he established Five Star Productions, Inc., specializing entirely in advertising films.

EMANUEL DEMBY is president of Demby Productions, Inc., television and motion picture producers, and of the Demby Company, public relations firm. He is the author of the book titled "My Forty Year Fight For Korea," named by the New York Times and Herald Tribune as one of the outstanding biographies of last year. Since 1938, he has pioneered with such radio and television programs as "What's Playing?" the first TV show to wed the movie industry and TV on a regular basis.

BOB CLAMPETT, executive producer and creator of "Time for Beany," syndicated nationally through Paramount TV Prod., at the age of ten drew cartoons for the L. A. Times Junior section and won several prizes. When he was 16 he drew the sketches of the Mickey Mouse doll which was sold to Disney. He joined the Leon Schlesinger studios, starting as apprentice artist and progressed to director of "Merrie Melodies" and "Bugs Bunny." "Time For Beany" hit the air in Feb. 1949 on KTLA.

JOHN B. CRON, national sales mgr. for the NBC film div., attended Princeton University before enlisting in the U.S. Air Force during World War II. Prior to NBC, he served as assistant film director of CBS TV after a year as gen. mgr. for Monogram Pictures in the West Indies. Prior to that he was a sales representative for Monogram International. John's responsibilities include the syndication of such TV film properties as "Hopalong Cassidy," "Douglas Fairbanks Jr. Presents" and others.
ISIDORE LINDENBAUM, president of Filmcraft Prods. in Hollywood, was formerly an attorney. In 1941 he was admitted to practice before the United States Supreme Court. It was shortly thereafter that he became interested in television, so interested that he soon began devoting his full time to the development of Filmcraft. His company films the Groucho Marx "You Bet Your Life" series for NBC "Small Wonder." He is known to clients and employees alike as "Lindy."

HERBERT SCHEFTEL, president of Telenews Productions, Inc., N. Y., is also head of the Great Plains TV Properties, Inc., having construction permits for stations in Duluth, Little Rock and Sioux City. Herb started out as a member of the Stock Exchange, but quickly became interested in the production of visual news. At present Telenews is servicing some 100 stations, in addition to such features as "This Week in Sports." and "Sports Extra" distributed by INS.

JOHN F. HOWELL, director of sales and merchandising for Paramount TV Prod., Inc., joined the organization in 1930 with duties primarily involved in the exploitation of Paramount’s "Time For Beany." During World War II spent five years in the U. S. Marine Corps, attaining the rank of Major. Prior to joining the Paramount organization, John was vice president of Stephen Slesinger. John is now in charge of the "Beany," "Wrestling from Hollywood," and "Hollywood Reel.”

WILLIAM VAN PRAAG, head of Van Praag Prods., N. Y., produces and directs both film commercials and features for television. He has been associated with Bray Studios, Jerry Fairbanks, and was president of General Business Films. Prior to forming his own company, he did some pioneer film work for NBC TV. He served a three-year hitch with the U. S. Army during World War II. Some of Van’s accounts are Ballantine Beer, Ford and many others. He is the holder of the International Film Festival Award.

CHARLES W. CURRAN, president of Times Square Productions, Inc., worked as a matinee projectionist in his high-school days in Auburn, N. Y. The first half of his business life was spent as copywriter and account executive with leading advertising agencies. He has been engaged in every phase of the movie business from production to exhibition. His play "Ad Man" was made into a feature by RKO-Radio. Charles is the writer and publisher of "The Handbook of Motion Pictures For Business Men."

LOUIS D. SNADER, president of Snader Telescriptions, Corp., Calif., started in the movie business via the real estate end of it. He bought and sold several small motion picture theaters, then expanded to the Midwest and the West Coast. Though he moved to California to retire, it was in 1948 that he started to finance motion pictures, then backed his original " Fireside Theatre" for television. Currently in production of a series of 117 half-hour musical TV films, starring Liberace.
PETER F. ELGAR, head of Peter Elgar Productions, Inc., of New York, is a Viennese and the holder of three Ph. D. degrees from well-known continental universities. His firm concentrates on the production of documentary, educational and industrial films, as well as spot commercials for use by television stations. He was associate producer and director of the famous “Macken in Uniform,” one of the all-time greats of the motion picture industry. Peter has resided in Paris, Berlin, Rome and Hollywood.

MILTON BLINK, vice president and co-owner of Standard Radio Transcriptions, is also executive v. p. of United Television Programs. Educated at the University of Michigan, Milton was active in college dramatics. He acted in, and directed, the Wisconsin Players workshop series on WIMS, Milwaukee. In 1933 he established and became co-owner of Standard Radio Trans., and has been with the organization since. Early in 1951, together with Standard’s Gerald King, he organized United TV Programs.

WILLIAM MIESEGAEES, president of Transfilm, Inc., was born in London, and received his education at Harrow and in Switzerland. He was associated with the British firm of MacLaine, Watson & Co., for ten years, four of which were spent with the company’s Far Eastern office in Indonesia. Filming a travelogue in Mexico, in 1940, led him into the motion picture business and eventually to the forming of Transfilm, Inc. In 1951 his company produced Gian-Carlo Menotti’s “The Medium.”

JOHN GUEDEL, producer and vice president of John Guedel Radio Prod., Calif., is only a v. p. because everyone in the organization holds the same title. There is no president. After various jobs, John decided he wanted to write and joined Hal Roach where he wrote “Our Gang” and “Laurel & Hardy” shorts. He was writing radio scripts for a Los Angeles agency and while there, worked out the formula for “Pull Over Neighbor,” for-runner to “People Are Funny” on the air for over 10 years on NBC.

THE REV. JAMES K. FRIEDRICH, president of Cathedral Films, was quick to convert his backlog of 40 religious film productions for television presentation. His present plans call for a complete new series geared especially for the sight-and-sound medium. Frequent cross-country tours and participation in industry workshops have established him as an expert in the TV film field. “I Behold His Glory,” one of Dr. Friedrich’s best known productions, was completed at a cost of $100,000 for release during the Easter season.

ROBERT GROSS, executive producer and partner of American Film Producers, N. Y., was production chief for the U. S. Air Force Combat Service during World War II. In 1946 following the close of the war, he formed the present company with L. A. Glesnes. Prior to the war, Bob was regional supervisor of public relations for the New York State Education Department and later chief of photog-raphy for the N. Y. State Bureau of Publicity. He was one of the first to standardize packaging and labelling of TV commercials.
NORMAN C. LINDQUIST, vice president and director of TV of the Atlas Film Corp., Oak Park, Ill., is a graduate of De Paul University. He originally started on a professional musical career, but this was interrupted when he joined the Navy. Upon separation from Naval Service, Norman joined the TV advertising dept. of Commonwealth Edison Co. as copy writer. He left Edison to become V.P. and director of TV Advertising Prods. He was associated with the Malcolm-Howard Adv. agency as director of TV.

PAUL PARRY. head of Paul Parry Productions in Hollywood, entered into production of TV feature and spot commercial films during the early days of the television industry. His background includes years of association with major studios in Hollywood and later in the filming of corporation training films. Presently, Paul Parry Productions, Inc., is shaping for the TV market a series of TV program films of a human interest-situation format titled "Cameras & Models In Action."

BOB LONGENECKER. president of Telepak and head of his own artist agency in Hollywood, joined the Kiesewetter Advertising Agency following his graduation from Penn State College. He joined CBS as producer-director for KNX in Hollywood, and later served as head of the radio TV departments for both Myron Selznick Agency and Sam Jaffe's Radio's "Family Theatre" success story includes credit for Bob's pioneer work and production with Father Patrick Peyton.

JACK H. HOFFBERG. president of Hoffberg Productions, Inc., is a pioneer in the motion picture business, starting his career in 1914 in the early days of the skyrocketing industry. He was export manager for Goldwyn Pictures Corporation until time of the merger with Metro in 1924, leaving to establish his own firm. He was one of the first to enter TV production and distribution, dating back to 1940. Jack is now contemplating production series of half hour adventure films in Europe.

DWIGHT W. WHITING. western sales manager of Consolidated Television Sales, took his present post in April of 1952. He entered television with KTTV, Los Angeles as an account executive. Prior to KTTV, he was associated with KAGH, Pasadena, and Conde Nast Publications, Inc., serving with both organizations as account executive. Dwight later served with the Army Air Force during World War II. Upon release from the Army, he graduated from the Babson Institute of Business Administration.

ROBERT H. REID, TV sales manager for International News Service, started the development of news tape for TV way back in 1946. Following graduation from Cornell University, Bob embarked on a Wall St. career with E. A. Pierce & Co. He organized Radio Chart in 1938, a radio log page for daily newspapers. Bob joined the INS sales staff, leaving two years later to enter the Army Signal Corps. Upon discharge, he returned to INS as assistant sales mgr. and two years later was named to his present post.
EDWARD J. LAMM, president of Pathescope Co. of America, Inc., entered the industrial film business by forming Advertising Film Associates in 1933, and six years later took over Pathescope. During the war years, he produced a great many training and orientation films for the Navy and other government agencies. The company produces industrial and educational films, TV commercials and TV programs. Ed has been active in the formation of the Film Producers Assn. of N. Y.

J. R. BRAY, president of Bray Studios, New York City, produces educational films for schools, hospitals, and the Armed Forces training programs. He began as an artist on the Detroit Evening News and later became associated with the Brooklyn Daily Eagle. In 1905 he invented and developed the animated motion picture cartoon processes and introduced the first animated cartoon in theaters. John produced a large number of training films for the U. S. Government during World War II.

RALPH COHN, V.P. and general manager of Screen Gems, Inc., subsidiary of Columbia Pictures, received his initial training in the motion picture production field as executive producer at Darmour Studios and Columbia. He was associated with Mary Pickford and Buddy Rogers in Triangle Pros, prior to serving in the U. S. Army. Ralph returned to Columbia, remaining until he formed Telefilms, Inc. and Telespots. The following year he joined Screen Gems as gen. mgr. and was elected V.P. late in 1952.

PAUL F. HEARD, president of Paul F. Heard, Inc., attended Lawrence College, (Appleton, Wisc.) and the University of Minnesota. He was production supervisor in the Visual Education Department of the University of Minnesota. Paul has been associated with Methodist Church Headquarters as director of films, and also served as film evaluator, United Nations Central Training Film Committee in Washington, D. C. He is a member of many film associations.

DAVID I. PINCUS, president of Caravel Films, N. Y., established the firm with two partners in 1923. He was set designer for the old Universal Studios in Cottesville, N. J. After a period as manager of the educational dept. for Fox, making films for Cunard and others, Dave joined Lejaren A. Hiller, and when Hiller’s studio became part of Underwood & Underwood he went along. He is v.p. of the Film Producers Assn. and co-chairman of the Film and TV committee of the N. Y. Board of Trade.

CARL DUDLEY, president of Dudley TV Corp., and Dudley Pictures Corp., produces industrial, travel, education and television films for both commercial and entertainment use. While working as a writer in the shorts subjects department at Warner Brothers Studio, he obtained the Santa Fe Railroad as his first account and thus began to set himself up in business. Today Dudley TV Corp. does the commercials for the “I Love Lucy” show, “Judge Dunhill” and many others.
W. WALLACE ORR, president of Tel Ra Productions, is a pioneer in the production of sports films for television. Prior to establishing Tel Ra, he was vice president of the N. W. Ayer Agency and acted in a supervisory capacity for several national accounts. Wally was responsible for the introduction of the Atlantic Refining Company's sports broadcasting program in 1936, including the procurement of football, baseball and basketball rights for presentation on the air.

MARC FREDERIC, general manager of the TeeVe Company, California, produces the quarter-hour show "Little Theatre." This is the program with the two O. Henry type vignettes, in which the real punchy climax comes at the very close. Marc joined forces with Gifford Phillips and Ludlow Flower, Jr., owners of this company and used his knowledge of merchandising gained in the retail business to successfully put this program on the air in 42 cities within two years.

SAUL J. TURELL, president of Sterling Television Co., is a native New Yorker. He attended City College of N. Y. From 1942-46 he was in the Army and served in the South Pacific. After his discharge, Saul joined Official Films. He organized Sterling Films in 1946 in partnership with Robert Rhodes. The primary business was in the home movie, educational field, but in 1949 when Bernice Cox joined Sterling, a television department was set up, which proved a major factor in the Sterling progress.

PHILIP N. KRASNE, co-owner of Gross-Krasne, Inc., Calif., was formerly a barrister. He became engaged in independent motion picture production and began to produce the "Charlie Chan" series of movies. In association with Fred Ziv, he acquired the rights and began filming "The Cisco Kid." In 1950 as president of Cisco Kid Pictures, sold his interest in the company to Ziv TV. Gross-Krasne, Inc., have completed 26 "Big Town" pictures for TV under the sponsorship of Lever Bros.

HENRY USHIJIMA, head of motion picture and television services at George W. Colburn Laboratory, Inc., (Chicago) began working at M-G-M while still a student at the University of California. After graduating from UCLA's School of Business Administration, he was offered a full-time position in the M-G-M sound department. Later he became a cameraman, and joined the staff of Columbia Pictures. During the war he made films for the United States Navy and the OWI.

HAL ROACH JR., vice-president of Hal Roach Studio, Calif., is also president of the Academy of TV Arts & Sciences. He has been film editor, writer and director. Hal now produces "My Little Margie," "Racket Squad" and "Trouble With Father." Hal served with the Army Air Corps during World War II. The Hal Roach Studio is the only one in Hollywood still being operated by the man who built it, Hal Roach. The studio itself produces "Amos 'n' Andy" for CBS and "Life of Riley" for NBC.
VICTOR KAYFETZ, head of Victor Kayfetz Prods., Inc., N. Y. C., established the firm in 1946. He served with the U. S. Army Pictorial Service in India and Burma during World War II. Prior to the war, he was writer-photographer for picture magazines, which took him to India and the Virgin Islands. With the advent of TV, he moved to Hollywood, Cal., and produced one of the first films specially made for TV for Vallee-Video, Inc., subsequently returning to the East to continue TV production.

NATHAN SOBEL, president of Cineffects, Inc., N. Y., is also part owner of Color Service, Inc., in association with Robert Crane. He has been associated with Consolidated Film Industries, Advance Trailer and Du-Art Film Labs. He became experienced in production problems, animation, special effects, with the firm of Audio Productions. In November of 1939 he started, and presently owns, his own special effects, animation, art title, and insert studio known as Cineeffects, Inc.

BERNARD HOWARD, president of Academy Film Productions, Inc., Chicago, took his present post in 1950. He has been associated with Arthur Meyeroff & Co., W. E. Long Co., Malcolm-Howard and CBS as writer-producer-director. While he had his own radio-TV production firm, serving as packager and consultant to many agencies, he sold a network program idea, called "Name The Movie" to Roche, Williams & Cleary, which was aired for 26 weeks out of Hollywood.

AL BUFFINGTON, was "campus commentator" on WJTV, Washington, D. C. (now WTOP) while attending the American University. After graduation Al joined WCBO, Baltimore, and later became associated with WFBR in the same city. He served as a lieutenant in the U. S. Navy during World War II. Upon discharge Al established his own radio production company in 1946, and syndicated the "Quiz of Two Cities" in 30 cities throughout the country. In 1948 Al opened a branch office in Hollywood, Calif.

JOHN A. NORLING, president of Loucks & Norling Studios, Inc., N. Y., established the firm with Arthur H. Loucks in 1923, and since that time has produced over 1000 film subjects. He pioneered in stereoscopic motion picture research starting in 1921, and in 1933 produced three-dimensional anaglyph motion pictures released by MGM. He is the author of technical articles on cinematographic subjects in general, including animation, trick photography and three-dimensional photography.

SETH (TOM) BAILEY, president of Tom Bailey Prods., Inc., Tucson, Ariz., was formerly a newspaperman. He left the Chicago-Herald Tribune in 1939 to write for magazines, and since that time has sold over 700 short stories and novelettes. Three years ago Tom became interested in the making of films for TV, and together with Charles Herbert launched the Southwestern Motion Picture and TV Corp. In 1952, Tom organized his present company, currently producing "The Sagebrush Kids."
IRVING MACK, president of Filmack Trailer Company of Chicago and New York, organized the company thirty-four years ago, at the age of 24, due to the lack of special trailer companies in the Midwest. He attended Wendell Phillips High School and while still in his teens became assistant publicity director of White City Amusement Park. Prior to Filmack, he was associated with the Universal Film Company as publicity manager. His three sons are all part of Filmack Studios of Chicago.

LINDSLEY PARSONS, independent film producer who releases through Allied Artists Productions, Inc., is a former newspaperman. Following his graduation from the University of California, he joined the old Los Angeles City News Service. In 1931 he joined Monogram motion picture production organization, as a one-man publicity department, later writing western films, and then producer. In his career as producer, he has launched such stellar players as Marjorie Reynolds and Gale Storm.

HERMAN HACK, president of Hack Productions, Calif., has spent twenty-seven years as an actor, stunt-man and double for many stars in motion pictures, prior to his producing religious youth films. He not only writes, produces, directs and stars in his pictures, he also edits, distributes and even presents his film before audiences on occasions. He teaches Sunday School in his spare time. Herman is widely known as the "Frontier Parson," the cowboy who carries a Bible into action instead of a gun.

ROBERT ANGUS, president of Volcano Productions, Inc., Calif., and General Service Studios, has covered in his extensive experience nearly every facet of the industry. He was a script writer at Fox, until he joined the editorial department at Columbia and subsequently wrote "Armored Car Robbery" for RKO. During the war Angus served with the U. S. Army Signal Corps Photographic Center as film editor of "Army-Navy Screen Magazine," "G. I. Movie Weekly" and others.

FREDERICK A. NILES, vice president in charge of motion pictures and TV of Kling Studios, is a graduate of the U. of Wisconsin. During the war, Fred served in the Information Education Division of the War Dept. A civilian again, he joined WAAF, Chicago as news editor. Next step was to Kling, where he originated the video division in 1947. He steered the way from one account to more than a hundred, from TV spots to TV shows, and from a skeleton staff to one of the nation's largest.

BEN GRADUS, president of International Movie Producers' Service is also president of Ben Gradus Studios. He produced and directed the first important film about TV, "Television Today," for CBS in 1949. He is currently producing a series of films on the subject of tolerance projected for TV programs, regarding the Puerto Ricans in the U. S. Among the projects for which he produces TV spots are Vitalis, Goodrich, Arrid and others. Ben is married and has a son and daughter.
GILBERT A. RALSTON, co-producer with Arthur Ripley of Sovereign Productions, Inc., Calif., was born and reared in the sunny state. He has been associated with the NBC network as writer-director, later joining Compton Advertising Inc., as manager of night-time radio for the agency. He joined Procter & Gamble Productions, Inc., as executive producer, following with Screen Televideo Productions as producer. The year 1952 brought Gil to Sovereign Productions in his present post.

SHAMUS CULHANE, president of Shamus Culhane Prods., Inc., started as an animator in 1924. He has worked on more than 250 animated pictures for all of the major Hollywood movie studios. He was with the Walt Disney Studio for five years as a pantomime specialist on such pictures as "Snow White," "Pinocchio" and the "Pluto" series. He has credits on two Academy Award feature pictures. Shamus established his own studio six years ago and is now primarily engaged in making TV commercials.

VINCENT J. NOLA, owner of Nola Studios, Inc., N. Y. C., studied voice in Buffalo, N. Y., as a youngster, later moving to N. Y. C., to resume his studies and establish himself as a vocal coach. He established 16 studios at Steinway Hall, equipping some of these with recording facilities. The operation was such a success, he acquired 17 more in the WMCA Bldg., six of which are fully equipped for production of tape and disc transcriptions. His latest venture is motion pictures for TV.

HARVEY CORT, president of Olio Video Productions, Inc., N. Y. C., is a graduate of New York University with a BA degree. He wrote and directed dramatic and special events programs for WNYC, later joining WHN as assistant station manager. While in the Army during the war, Harvey produced radio shows for the Sixth Service Command, and produced theatrical and athletic programs with amputee and paraplegic veterans. He formed Olio Video to distribute features and westerns to TV stations.

ARMAND L. SCHAEFER, president of Flying A Pictures, Inc., is also executive producer of Range Rider Productions, and S.H.A. Company. He entered the motion picture business with Mack Sennett, film comedy pioneer, as a property man. Rapid progress brought Armand to many movie studios as director. He became a producer on the first Gene Autry serial for Mascot, and wrote the original story for the picture, "Tumbling Tumbleweeds." Armand took his present post in 1950.

HENRY BROWN, president of Atlas Television Corporation, N. Y., established the organization in 1948. He is a native New Yorker and attended City College of N. Y. and Columbia University. He has been in the motion picture business over twenty-five years as an exhibitor, owner of a chain of theatres in N. Y. and N. J., and producer of motion pictures. Henry has collected a vast library of features, westerns and other subjects, which Atlas now distributes to most TV markets.
WILBUR STREECH, owner of Wilbur Streech Productions, N. Y., is a graduate of U.C.L.A. in his native Southern Calif. He entered the animation field as a member of Walt Disney's staff. Will entered the Army where he organized animation production as a captain in the Signal Corps. On release from service, he became a partner in Triangle Films, which was then producing a series of one-reel animated musicals for Universal. After completion of this series, he formed his present firm.

FRED FELDKAMP, managing editor of The March of Time, did sports correspondence while in prep school and sold a short story to the New Yorker at the age of 17. After college, Fred worked for the Brooklyn Eagle and contributed to magazines ranging from Asia to Vogue. He served three years as a Marine combat correspondent. A civilian again, Fred joined Time, Inc., in 1945, as a Life text editor and two years later moved to The March of Time, taking his present post last year.

ROBERT GUGGENHEIM, JR., recently named gen. mgr. of Major Television Productions, Inc., Culver City, Calif., joined the company after four years as head of NBC TV's film dept. at KNX, Hollywood. Prior to that he was in the U. S. Naval Reserve for 42 months and was discharged as a lieutenant commander. Before joining the Navy, he was associated with CBS at KNX, Twentieth Century Fox and David O. Selznick Productions. Before joining the entertainment field he was an army lawyer.

HALSEY BARRETT, eastern sales manager of Consolidated TV Sales, is a graduate of Harvard Business School. After a brief stint with a Wall Street brokerage firm, Halsey joined WOR as a sales promotion man. He has been associated with WNEW as promotion manager and in 1940 joined Tide magazine. He left there to join the Navy in December 1941. Following his discharge he joined CBS TV, later moved to DuMont, and a year ago was named to his present post with Consolidated.

BERNARD J. PROCKTER, president of Prockter Productions, Inc., attended the Universities of Chicago and Wisconsin. From 1929 to 1934 he was assistant national program director of CBS, where he developed and supervised the "Bing Crosby Show," "Morton Downey," "Kate Smith" program and many others. The next two years found him as supervisor of CBS owned stations, then he joined Biow Company as director of radio, resigning in 1944 to form his own company.

ROBERT W. SCHOFIELD, head of the TV feature and commercial film department for Telenews Productions, joined the company in February 1951. Since that time Bob has turned out commercials for numerous accounts, including Esso, Wheaties and Tintair, as well as sequences for "We the People," and others. Prior to joining Telenews, he was with the March of Time, for whom he produced documentaries, and after a brief period was promoted to production manager.
PAUL RAIBOURN. V.P. of Paramount Pictures Corporation, heads up the company’s video interest as president of Paramount TV Productions, Inc. His early surveys of TV’s potentialities led to Paramount’s profitable 1938 investment in Du Mont Labs, as well as to the establishment of KTLA in 1942. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of boxoffice values in relation to costs and public psychology in the entertainment industry.

LYLE DeMOSS, film buyer of WOW and WOW-TV, Omaha, is a pioneer of radio and TV, starting his radio career 30 years ago. Before joining the staff of WOW as production manager in 1937, Lyle served at several Nebraska stations. After joining WOW, he did a great deal of on-the-air work in addition to his duties, as a result of which his voice became well known to midwestern audiences. In 1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.

WILSON M. TUTTLE, has recently been made president and member of the board of directors of United Television Programs, Inc., newly associated with Gross-Krasne Prods., Inc., and Studio Films, Inc., under the UP!! banner. Bill recently resigned as V. P. in charge of radio and TV and a member of the board of Ruthrauff & Ryan. Bill had been associated with A. & S. Lyons, Inc., as head of the firm’s N. Y. office, where his major job was creating, building and selling package shows.

REUB KAUFMAN, president of Guild Films, is a veteran ad agency man of twenty-two years. He entered the TV film business in 1950 because his agencies “live” program headaches convinced him that films were the ultimate answer to profitable television programming. Reub resigned as president of Snader Telescriptions early in 1952 and organized Guild Films as a film packaging and distributing organization. He got into production with the “Liberace” show in January 1953.

JACK J. GROSS, in partnership with Philip Krasne, of Gross-Krasne, Inc., Calif., has been a producer at Universal and RKO, producing some of Hollywood’s biggest boxoffice successes. While a student in N. Y. C., the place of his birth, his desire was to be around show people. His family moved to the midwest where Jack joined Maupin’s Chautauqua concert orchestra, later assuming the post of theatre manager in Eldorado, Kans. Still later he became western division mgr. of the RKO theatres.

STUART REYNOLDS, head of Reynolds Productions, Calif., is one of the very few advertising men active in TV film production and sales. He was formerly with Lord & Thomas, B.B.D. & O, Erwin Wasey, General Mills, and the Don Lee Broadcasting System. Stuart has sold television film programs on a regional and local basis to such clients as Sunkist, Rainier Beer and many others. Headquartering on the West Coast, Stuart is a frequent commuter between New York City and Beverly Hills.
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- Radio Corporation of America, Camden, N. J.
- S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

### Projectors

- Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
- Bellantyne Co., 1707 Davenport St., Omaha 2, Nebr.
- Century Projector Corp., 729 7th Ave., New York, N. Y.
- Camera Equipment Co., 1000 Broadway, New York, N. Y.

### Lenses

- Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
- Camera Equipment Co., 1600 Broadway, New York, N. Y.
- Century Projector Corp., 729 7th Avenue, New York, N. Y.
- DeWry Corp., 1111 Armitage Ave., Chicago, Ill.
- National Theatre Supply, 92 Gold St., New York, N. Y.
- Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

### Spot and Flood Lamps

- Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
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Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 18, N. Y.

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Anderson, Howard A.
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Chesolor, Inc.
2800 S. Olive St., Burbank ... Rockwell 9-1126
Cinema Research
7000 Romaine, Hollywood (38) ... Hudson 2-7464
Consolidated Films Industries, Inc.
959 Seward St. .......... Hollywood 9-1441
Dunningcolor Corp.
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Merrer, Ray
4241 Normal Ave. ............... Olymipia 8436
Pacif Title & Art Studio
6350 Santa Monica Blvd ... Hempstead 5611
Pathé Laboratories, Inc.
6828 Santa Monica Blvd ... Hollywood 9-3961
Rabin, Jack
7324 Santa Monica ... Gladstone 4126
Technicolor Motion Picture Corp.
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Modern Movies, Inc.
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Peerless Film Processing Corp., 956 Seward St.,
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Rainbowlab, Inc. 619 W. 45th St. ..........................................................Judson 6-0360
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Terry, Paul
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Disney, Walt, Productions
1270 Ave. of Americas ....... JUdson 6-3442
Eshbaugh, Ted, Studios, Inc.
109 W. 64th St. .......... TRafalgar 3-0720
Famous Studios
25 W. 45th St. .......... LUXemburg 2-4500
Smith, Fletcher, Studios, Inc.
321 E. 44th St. .......... MURray Hill 5-6626
Warner Bros.
311 W. 44th St. .......... Circle 6-1000

Prizes, Premiums, Etc.

The Reuben H. Donnelley Corp.
305 East 45th St., N. Y. C. ...... ORegon 9-4000
Richard S. Robbins
103 Bleecker St., N. Y. C. ....... SPRing 7-2568
Spotlight Promotions
123 West 44th St., N. Y. C. ...... Plaza 7-0800
VIP Service, Inc.
55 West 53rd St., N. Y. C. ...... Plaza 7-0130

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.
Governor 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 18, N. Y.
Trane Company, LaCrosse, Wisc.
Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.
United States Air Conditioning Corp., Como Ave., S.E. at 33rd Minneapolis 14, Minn.
Worthington Pump & Machinery Corp., Harrison, N. J.
York Corp., York, Pa.

1002
COLOR PROCESSES

Color Research Corp.

7936 Santa Monica Blvd., Hollywood 46, Calif.;
Hillside 2-7464.

Color Research Corp.

165 E. 106th St., New York, N. Y.;
Sacramento 2-7850.

Color Reproduction Co.

7936 Santa Monica Blvd., Hollywood 46, Calif.;
Hillside 2-7235.

Dunningcolor Corp.

Laboratory, 931 N. La Brea Ave., Hollywood 38, Calif.;
Granite 3174.

Eastman Kodak Co.

Rochester, N. Y.

Flora Color

1103 El Centro Ave., Hollywood, Calif.;
Granite 9658.

Kodachrome

Eastman Kodak Co., Rochester, N. Y. (16 and
8 mm. for motion pictures; 35 mm. cartridges
for prints only.)

Monopack

Technicolor's color negative system for use
with regular black and white cameras.

Polacolor Process


Precision Film Laboratories, Inc.

1107 S. Robertson Blvd., Hollywood; Bradshaw
2-2340.

Technicolor Motion Picture Corp.

6311 Romaine St., Hollywood 38, Calif.;
Granite 1101; Laboratories: 1006 N. Cole Ave.,
Hollywood, Calif.; Office: 30 Rockefeller Plaza,
New York, N. Y.; Circle 7-7934.

Trucolor

Republic Pictures Corp., 1740 Broadway, New
York 19, N. Y.; Judson 6-1700.

SCREENING ROOMS

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.

959 Seward St. Hollywood 9-1441

Eastman Kodak Co.

6706 Santa Monica Blvd. Hollywood 9-3101

Hollywood Film Enterprises, Inc.

6000 Sunset Blvd. Hillside 2181

Pathé Industries, Inc.

6823 Santa Monica Blvd. Hollywood 9-3961

RCA

1016 N. Sycamore Ave. Hillside 5171

NEW YORK, N. Y.

Advance Projection Theaters

729 Seventh Ave. Judson 6-4954

Bonded’s Film Center Theater

630 Ninth Ave. Judson 6-1030

Johnny Victor Theater

40 W. 49th St. Circle 6-4030

Miles Public Projection Theaters

729 Seventh Ave. Circle 5-6873

Preview Theater

1600 Broadway Circle 5-0855

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Du Mont Television

Network
RADIO-TV ARTISTS
— their work during 1952

— A —

ABBOTT & COSTELLO
Colgate Comedy Hour
NBC-TV

ABBOTT, GEORGE
Royal Showcase
NBC-TV

ACE, JANE
NBC

ACREE, CHUCK
Man on the Farm
Mutual

ADAMS, CEDRIC
Cedric Adams
CBS

ADAMS, MASON
Pepper Young’s Family
NBC

ADIANTE, PATRICK
Kiddie Kollege
DuMont

ALAMPI, PHIL & RUTH
Home Gardener & Handyman
WABC-TV

ALBERT, EDDIE
Eddie Albert Show
CBS-TV

ALEXANDER, ROD
Your Show of Shows
NBC-TV

ALLEN, FRED
The Big Show
NBC

ALLEN, GRACIE
B. 1906, San Francisco, California; George Burns and Gracie
Allen Show, CBS-TV

ALLENSON, FRAN
Kukla, Fran & Ollie
NBC-TV

ALLEN, STEVE
What’s My Line, CBS-TV; Talent
Patrol, WABC-TV

AMSTERDAM, MOREY
Breakfast with Music, WNBTV; Bottle of the Ages, CBS-TV; Decca Records

ANDERSON, EDDIE
"ROCHESTER"
B. Sept. 18, 1905, Oakland, California; The Jack Benny
Show, CBS-TV

ANDERSON, WARNER
The Doctor
NBC-TV

ANDREWS, ANN
Man on the Farm
Mutual

ARDEN, EVE
B. Mill Valley, California; Our
Miss Brooks, CBS and CBS-TV

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNO, SIG
My Friend Irma
CBS-TV

ARQUETTE, CLIFF
B. Dec. 28, 1905; Dennis Day
Show, NBC-TV

ARTHUR, JON
No School Today
Big Jon & Sparkie
ABC

AUTRY, GENE
Gene Autry
CBS-TV

AYRES, MITCHELL
Perro Como Show
CBS-TV

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GEORGE BURNS and GRACIE ALLEN

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FIBBER McGEE AND MOLLY

NBC
BACALL, LAUREN
Bold Adventure
NBC

BACHARACH, BERT
Men's Corner
Mutual

BAIRD, EUGENIE
On and Off the Record
Mutual

BAKER, ART
You Asked For It
WABC-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANCROFT, GRIFFING
Capitol Cloakroom
CBS

BAKHEAD, TALLULAH
All Star Revue
NBC-TV
The Big Show
NBC

BARI, LYNN
Boss Lady
NBC-TV

BARNEY, MARION
Pepper Young's Family
NBC

BARTLETT, TOMMY
Welcome Travelers
NBC and NBC-TV

BARTY, BILLY
James Melton, NBC-TV; Milton Berle, NBC-TV; Your Pet Parade, ABC-TV; Ken Murray, CBS-TV; Frank Sinatra, CBS-TV; Fred Waring, CBS-TV; Red Skelton, NBC-TV.

BEAN, ORSON
Chamber Music Society of Lower Basin St.
NBC

BEAVERS, LOUISE
Beulah
WABC-TV

BECK, JACKSON
Search That Never Ends, MBS; Doctor's Wife, NBC; Greatest Story Ever Told, ABC; FBI In Peace and War, CBS; Paramount News-Reel

BELLAMY, RALPH
Man Against Crime
CBS-TV

BELLER, MARY LENN
Date with Judy
WABC-TV

BENNY, JACK
B. Feb. 14, 1894, Chicago, Illinois; The Jack Benny Show, CBS-TV and Radio

BENSON, BOBBY
Mutual

BENSON, RED
Names That Tune
NBC

BERG, GERTRUDE
The Goldbergs
NBC-TV

BERLE, MILTON
Texaco Star Theater
NBC-TV

BERNIER, DAISY
Fred Waring Show
CBS-TV

BIGGS, E. POWER
E. Power Biggs Organ Program
CBS-TV

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

BIRCH, PETER
Arthur Murray Party
DuMont

BISHOP, JULIE
My Hero
NBC-TV

BLACK, DR. FRANK
Cadillac Choral Symphony
CBS-TV

BLOCK, HAL
What's My Line
CBS-TV

BLUE, BEN
Colgate Comedy Hour
All Star Revue
NBC-TV

BOB AND RAY
The Bob and Ray Show
NBC, NBC-TV

BOGART, HUMPHREY
Bold Adventure
NBC

BOLGER, RAY
Colgate Comedy Hour
NBC-TV

JUDY CANOVA

FRED FOX
GENE D'ARCY

PLAZA 3-2310
BONTEMPIS, PINO & FEDORA
The Bontempis
WABC-TV

BOYD, BILL
B. June 5, 1895, Henrysburg, Ohio; Hopalong Cassidy Series, NBC-TV

BOYER, CHARLES
Four Star Playhouse
CBS-TV

BOYD, BILL
What's the Story
DuMont

BRACKEN, EDDIE
Great Day Show
Mutual

BRADFORD, REUBEN
Reuben, Reuben
NBC

BRADY, PAT
The Rogers Show
NBC, NBC-TV

BRENNER, MURIEL
Crime Fighters
Mutual

BRITT, ELTON
Mutual

BRITTON, BARBARA
Mr. & Mrs. North
CBS-TV

BROMFIELD, LOUIS
Mutual

BROOKE, HILLARY
My Little Margie
CBS-TV

BROWN, JOE E.
Buick Circus Hour
NBC-TV

BROWN, WALLY
Ford Festival Hour
NBC-TV

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y.; The Great Gildersleeve, Fibber McGee and Molly, Hank Hune Show, NBC

BRYSON, LYMAN
Lamp Unto My Feet
CBS-TV

BUCKLEY, EMERSON
Mutual

BURKE, BILLIE
Don Corkle
NBC-TV

BURNS, GEORGE
B. Jan. 20, 1896, New York, N. Y.; George Burns and Gracie Allen Show, CBS-TV

BURR, ANN
City Hospital
CBS-TV

BURTT, HARDY
Answers for Americans
Mutual

BUTTONS, RED
B. Feb. 5, 1919, New York City; The Red Button Show, CBS-TV

BUTTRAM, PAT
Gene Autry
CBS-TV

BYRD, BETTY
The Kate Smith Hour
NBC-TV

CAESAR, SID
Your Show of Shows
NBC-TV

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

CAMMANN, DR. SCHUYLER
What in the World
CBS-TV

CAMPBELL, TED
Black Spider
WABC-TV

CANOVA, JUDY
B. Nov. 20, 1916, Jacksonville, Florida; The Judy Canova Show, NBC; Colgate Comedy Hour, NBC-TV

CANTOR, EDDIE
The Eddie Cantor Show
NBC; Colgate Comedy Hour
NBC-TV

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CAREY, MacDONALD
  Jason and the Golden Fleece  NBC
CARHART, GEORGIANNA
  Life Begins at Eighty  DuMont
CARLISLE, UNA MAE
  Una Mae Carlisle  ABC
CARNEY, ART
  Jackie Gleason Show  CBS-TV
CARNEY, GRACE
  Rocky King  DuMont
CARR, NANCY
  Enchanted Hour-Chi. Theater Mutual
CARROLL, PAT
  Red Buttons Show  CBS-TV
CARSON, BARRY
  Action In The Afternoon  CBS-TV
CERF, BENNETT
  What’s My Line?  NBC
CHALMERS, THOMAS
  Pepper Young's Family  NBC
CHAPMAN, JOHN
  Best Plays  NBC
CHARLES, RAY
  (CHORUS)  Perry Como Show  CBS-TV
CHERNE, LEO
  Wisdom of the Ages  DuMont
CHILDRESS, ALVIN
  Amos 'n' Andy  CBS-TV
CHRISTY, EILEEN
  Eileen Christy & Co.  NBC
CHRISTY, KEN
  The Great Gildervleeve  NBC
CHURCHILL, SARAH
  Hallmark Hall of Fame  NBC-TV
CLARK, LON
  Nick Carter  Mutual
COBB, BUFF
  Mike and Buff  CBS-TV
COCO, IMOGENE
  Your Show of Shows  NBC-TV
COCKRAN, RON
  Man of the Week  CBS-TV
COLBY, ETHEL
  Broadway Matinee  DuMont
COLLINS, MARY
  Double C. Canteen  DuMont
COLLINS, TED
  The Kate Smith Hour  NBC-TV
COLLYER, BUD
  Beat the Clock  CBS-TV
COLMAN, MR. AND MRS. RONALD
  The Halls of Ivy  NBC
COMBS, GEORGE HAMILTON
  WABC
COMO, PERRY
  Perry Como Show  CBS-TV
CONANT, ROGER
  Meet Me at the Zoo  CBS-TV

Ralph Edwards
This Is Your Life—NBC-TV • Truth Or Consequences—NBC
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1016
RADIO AND TELEVISION ARTISTS

DAWSON, RONALD
B. Oct. 10, 1909, Johannesburg, S. Africa; Martin Kane, NBC; Montgomery Show, NBC; Lights Out, NBC; Suspense, CBS; The Hunter, CBS; Celanese, ABC

DAY, DORIS
Doris Day Show

DAY, NADINE
Guest House

DAYTON, JUNE
Aldrich Family

DE CAMP, ROSEMARY
Dr. Cristian

DELMAR, KENNY
My Friend Irma

DEMING, ELLEN
Guiding Light

DENNING, RICHARD
Mr. & Mrs. North

DENNIS, BEVERLY
Red Buttons Show

DE SALES, FRANCIS
Mr. & Mrs. North

DE SANTIS, JOE
Squad Room

DE VINE, ANDY
Wild Bill Hickok

DE YOUNG, JOYCE
Fred Waring Show

DIETRICH, MARLENE
Time For Love

DINSDALE, SHIRLEY
Where Was I

DIXON, BOB
Perry Mason, CBS; Life Can Be Beautiful, NBC; Edward R. Murrow, CBS

DIXON, HUME
Country Editor

DOLLEN, JAMES B.
B. Feb. 20, 1921, New York City; Martin Kane Private Eye, NBC; Buick Circus Hour, NBC; Jackie Gleason Show, CBS

DONALD, PETER
Where Was I

DONLEVY, BRIAN
Dangerous Assignment

DOUGLAS, SUSAN
Guiding Light

DOWNEY, MORTON
11th Year For Coca-Cola

DRAKE, GALEN
Galen Drake

DUNN, EDDIE
The Eddie Dunn Show

DUNN, ROBERT
Quick on the Draw

DURANTE, JIMMY
B. Feb. 1893, New York, N. Y.; All Star Revue, NBC-TV

— E —

EDWARDS, DOUGLAS
Aircraft Flash

EDWARDS, FRANK
Mutual

EDWARDS, RALPH
B. June 13, 1913; Truth or Consequences, NBC; This Is Your Life, NBC-TV; Ralph Edwards Show, NBC-TV

EGGELSTON, SHIRLEY
B. Cleveland, Ohio; My True Story, ABC; Whispering Streets, ABC; One Man’s Family, ABC-TV; Tales of To-Morrow, ABC-TV

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JANE PICKENS
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<td>Elstner, Ann</td>
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<td>Fairbanks, Douglas, Jr.</td>
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<td>Fleming, Ruth Anne</td>
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<td>Fletcher, Tex</td>
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<td>Fontaine, Frank</td>
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<td>Forrest, Ray</td>
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<td>Foster, Cedric</td>
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<td>Foster, Phil</td>
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<td>Francis, Arlene</td>
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<td>Franklin, Joe</td>
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<td>Frawley, William</td>
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**ALAN YOUNG**
Gertrude Berg

and

The Goldbergs

Ed and Pegeen Fitzgerald

TV Too!
RADIO AND TELEVISION ARTISTS

FREEMAN, FLORENCE
Young Widder Brown
NBC

FROMAN, JANE
C. S. A. Canteen
CBS-TV

FURNESS, BETTY
Meet Betty Furness
CBS-TV

GAE, NADINE
Fred Waring Show
CBS-TV

GARDNER, HY
Hy Gardner Calling

GARGAN, WILLIAM
Barrie Crane. Confidential Investigator
NFC

GARRITY, BCB
Birdland Show
WABC

GARROWAY, DAVE
Dial Dave Garroway
NBC

Today
NBC-TV

GATESON, MARJORIE
One Man's Family
NBC

GEARHART, VIRGINIA & LIVINGSTON
Fred Waring Show
CBS-TV

GHOSTLEY, ALICE
Freedom Rings
CBS-TV

GILLETTE, HELEN
The Plainclothes Man
DuMont

GILMAN, TONI
Down You Go
Mutual

GLEASON, JACKIE
Jackie Gleason Show
CBS-TV

GLEESON, ARTHUR
Arthur Godfrey Morning Show,
Arthur Godfrey And His Friends,
Arthur Godfrey's Talent Scouts,
CBS-TV

GOFF, NORRIS "TUFFY"
Lum 'n' Abner
ABC

GOODWIN, BILL
The Bill Goodwin Show
NBC-TV

GORDON, GALE
Our Miss Brooks
CBS-TV

GORDON, GLORIA
My Friend Irma
CBS-TV

GORING, MARIUS
The Adventures of the Scarlet Pimpernel
NBC

GESDEN, FREEMAN
Amos 'n' Andy
CBS-TV

GRAYTON, SAMUEL
Where Was I
DuMont

GRAHAM, LEE
Letter To Lee Graham
WABC-TV

GRAHAM, VIRGINIA
Where Was I
DuMont

GRANIK, TEDDORE
American Forum of the Air
NBC, NEC-TV

GRANT, TAYLOR
First Edition
WABC-TV

GREEN, TARRY
Guiding Light
CBS-TV

GREGSON, JACK
Jack Gregson Show
KECA-TV

GRIMES, JACKIE
Aldrich Family
NBC-TV

GRISWOLD, JOHN A.
Meet Me at the Zoe
CBS-TV

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GROSS, DR. MASON  
Two For the Money  
NBC-TV

GUILD, NANCY  
Were Was I  
DuMont

HADLEY, REED  
Racket Squad  
CBS-TV

HALL, CLIFF  
Search For Tomorrow  
CBS-TV

HALL, HELEN  
B. Kansas City, Mo.; The Barbara Wells Show, WOR; Helen Hall Show, MBS; Cameo Lady Talk, Mutual

HALLEY, RUDOLPH  
Public Report  
WABC-TV

HALOP, FLORENCE  
Meet Millie  
CBS-TV

HAMILTON, NEIL  
Hollywood Screen Test  
WABC-TV

HAMILTON TRIO, THE  
Your Show of Shows  
NBC-TV

HAMMOND, EARL  
Rocky King  
DuMont

HANNA, PHIL  
Bride and Groom  
CBS-TV

HANES, ART  
Toast of the Town  
CBS-TV

HARDEN, FRANK  
Frank and Jackson  
ABC

HARDING, HARVEY  
Faith in Our Time  
Mutual

HARRIS, PHIL  
The Phil Harris-Alice Faye Show  
NBC

HARRIS, ROBERT  
Fred Waring Show  
CBS-TV

HASTINGS, BOB  
The Adventures of Archie Andrews  
NBC

HAWTHORNE, JIM  
B. Victor, Colorado; Hawthornes Mail Bag, CBS-KNX; Hawthorne At Midnight, CBS-KNX; Hawthorne Looks At The Weather, KNBH-TV

HAYES, GABBY  
The Gabby Hayes Show  
NBC-TV

HAYDON, DON  
My Little Margie  
CBS-TV

HAYWORTH, VINTON  
Michael Shayne  
ABC

HERSHOLT, JEAN  
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian, CBS

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HEATHERTON, RAY
Merry Mailman
Mutual

HELMER, VAN CAMPEN
Rod & Gun
Mutual

HENDERSON, SKITCH
The Skitch Henderson Show
NBC

HENRY, BILL
Who Said That
NBC-TV

HERBERT, DON
Mr. Wizard
NBC-TV

HIRSCHFIELD, HARRY
At Home With Harry Hirschfield
WABC-TV

HOCTOR, DANNY
The Kate Smith Hour
WABC-TV

HOLLENBECK, DON
Washington, U. S. A.
CBS

HOLMES, CHARLES
High Adventure
Mutual

HOPE, BOB
B. London, England; The Bob Hope Show, NBC; Colgate Comedy Hour, NBC-TV

HORWICH, DR. FRANCES
Ding Dong School
NBC-TV

HOYT, SHERMAN, MRS.
Dog Show of Champions
WABC-TV

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Strike It Rich
CBS-TV

HUNTER, EVE
The Eve Hunter Show
NBC-TV

HURST, FANNIE
It's a Problem
NBC-TV

IRVING, HOLLIS
Somerset Maugham Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Ellery Queen, ABC-TV; Suspense, CBS-TV; Love of Life, CBS-TV

IRVING, HOLLIS
Somerset Maugham Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Ellery Queen, ABC-TV; Suspense, CBS-TV; Love of Life, CBS-TV

JACKSON, EDDIE
All-Star Revue
NBC-TV

JAMES, DENNIS
Chance Of A Lifetime
WABC-TV

JAMESON, HOUSE
The Aldrich Family
NBC-TV

JESSEL, GEORGE
All-Star Revue
NBC-TV

JOHNSON, BESS
Search For Tomorrow
CBS-TV

JONES, SPIKE
All-Star Revue
NBC-TV

JORDAN, MARION AND JIM
Fibber McGee & Molly
NBC

— J —

IRVING, CHARLES
(See Producers Section)

JACKSON, BECK
ACTOR
ANNOUNCER
NARRATOR
MU. 8-6600
BOBBY SHERWOOD
TEXACO STAR THEATRE
NBC-TV
QUICK AS A FLASH
WABC-TV

BOBBY SHERWOOD SHOW
6:30 to 8 A.M. — 5:15 to 6 P.M.
MONDAY THRU FRIDAY
WABC

Personal Management:
GABBE, LUTZ & HELLER
1619 Broadway
N. Y. C.
6274 Sunset Blvd.
Hollywood, Calif.

"MIKE and BUFF"
CBS-TV
RADIO AND TELEVISION ARTISTS

JOSTYN, JAY
Top Guy
ABC

KALB, CLARENCE
My Little Margie
CBS-TV

KAPLIN, MARVIN
Meet Millie
CBS-TV

KALTENBORN, MRS. H. V.
Wisdom of the Ages
DuMont

KAUFMAN, GEORGE
Tis Is Show Business
CBS-TV

KAY, MARY
Mary Kay's Nightcap
NBC-TV

KAZOOTIE, ROOTIE
Rootie Kazootie
WABC-TV

KEARNES, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny Show, CBS; Joan Davis Show, CBS; Judy Canova Show, NBC; Suspense, CBS

KEEGAN, CHRIS
Action In The Afternoon
CBS-TV

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.; Treasury in Action, NBC-TV; Plainclothes Man, WABD; Greatest Story Ever Told, ABC; Rocky King, WABD; Nick Carter, WOR; Big Story, NBC

KELK, JACKIE
Young Mr. Bobbin
NBC-TV

KELLY, JOE
Quiz Kids
CBS-TV

KELLY, PATSY
All-Star Revue
NBC-TV

KEMPNER, RONNIE
Ronnie Kemper Show
ABC

KENNEY, MARIE
Love of Light
CBS-TV

KIBBE, GUY
Rod & Gun
Mutual

KEGAN, WALTER
What's the Story
DuMont
Sparring Partners
ABC

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, JOHN REED
Why, What's Your Bid
WABC-TV
Where Was I
DuMont

KING, LEWIS
Yachting with Lewis King
WABC-TV

KIRBY, DURWOOD
Garry Moore Show
CBS-TV

KIRBY, GENE
Game of the Day
Mutual

KIRKWOOD, JACK
Mutual

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BRYNA RAEBURN

RADIO REGISTRY

CHARLES IRVING — LE. 2-1100 — HOLLIS IRVING
Producer - Director
Radio - TV - Motion Pictures
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<th>Program Name</th>
<th>Network</th>
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<td>The Sam Levenson Show</td>
<td>CBS; This Is Show Business, CBS</td>
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CHARLIE WEAVER
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9-10 A.M. MON. thru FRI.
DECCA RECORDS

EVE ARDEN
"OUR MISS BROOKS"
RADIO AND TELEVISION ARTISTS

LEWBEL, BUNNY
All-Star Revue
NBC-TV

LEWIS, CATHY
Cathy & Elliott Lewis On-stage
My Friend Irma
CBS, CBS-TV

LEWIS, ELLIOTT
Cathy & Elliott Lewis On-stage
CBS
The Phil Harris-Alice Faye Show
NBC

LEWIS, FORREST
The Woman in My House
NBC

LEWIS, JERRY
8. Mar. 16, 1926, Newark, N. J.; Colgate Comedy Hour, NBC-TV; Martin & Lewis Show, NBC Radio

LEWIS, ROBERT Q.
The Name’s The Same
ABC-TV

LIBERACE
NBC-TV

LINKLETTER, ART
Art Linkletter’s House Party
CBS-TV

LINN, BAMBI
Your Show of Shows
NBC-TV

LITEL, JOHN
My Hero
NBC

LIVINGSTON, MARY
B. June 23, 1909, Seattle, Washington; The Jack Benny Show, CBS

LOR, DENISE
Garry Moore Show
CBS-TV

LORNE, MARION
Mr. Peepers
NBC-TV

LORING, LYNN
Search For Tomorrow
CBS-TV

LOVEJOY, FRANK
Nightbeat
NBC

LOVELL, SUZANNE
Fred Waring
CBS-TV

LUCAS, DIONE
Cooking Show
WABC-TV

LUCKY, LILLY
The Ethel Thorsen Show
DuMont

LUDDY, BARBARA
First Nighter
NBC

LUND, JOHN
Yours Truly, Johnny Dollar
CBS

LUND, TRYGUE
Ernie Kovacs Show
CBS-TV

LYNCH, KEN
The Plainclothes Man
DuMont

LYONS, RUTH
Ruth Lyons’ 50 Club
NBC-TV

LYTELL, BERT
One Man’s Family
NBC-TV

McBRIDE, JEAN
Love Of Light
CBS-TV

McBRIDE, MARY MARGARET
Mary Margaret McBride Co-op Program
ABC

EDDIE “ROCHESTER” ANDERSON

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CARL KING
Kings Crossroads — Syndicated Film Show
Captain Video — DuMont

THE RITZ BROTHERS

JIM DOLEN
RADIO TV
PL. 7-1145
McKAY, PEGGY
Love Of Light
CBS-TV

McCONNELL, ED
Smilin Ed
CBS-TV

McCREE, JOEL
Tales of the Texas Rangers
NBC
Four Star Playhouse
CBS-TV

McCULLOUGH, DON
Kitchen Kapers
WABC-TV

McDANIEL, HATTIE
Beulah
CBS-TV

McELHONE, ELOISE
Sparring Partners
ABC

McGREGOR, RAE
Toast of the Town
CBS-TV

McKAY, JIM
Sports Spot
CBS-TV

McMILLEN, GLORIA
Our Miss Brooks
CBS-TV

McNEILL, DON
Breakfast Club
ABC

McNELLISS, MAGGI
McNeliss Show
WABC

McPHEE, JOHNNY
Twenty Questions
DuMont

McQUIRE, MAC
Mutual

McVEY, PATRICK
Big Town
CBS-TV

— M —

MACK, DOTTIE
The Paul Dixon Show
DuMont

MACLOUGHLIN, DON
Counterspy
NBC

MALONE, MARY
The Aldrich Family
NBC-TV

MALONE, RAY
Garry Moore Show
CBS-TV

MALONE, TED (F. ALDEN RUSSELL)
Ted Malone Show
ABC

MANN, CLAIRE
Glamour Show
WABC-TV

MANN, GLORIA
Adventures of Archie Andrews
NBC

MANSON, CHARLOTTE
Nick Carter, B-Bar B Ranch;
Mike Hammer, WOR; Tales of
Tomorrow, Top Guy, True Story,
Whispering Streets, Mike Shayne,
WABC; Aunt Jenny, WCBS.

MARCEL, NINO
Smilin Ed
CBS-TV

MARINE, JOE
Fred Waring Show
CBS-TV

MARKEL, HAZEL
Mutual

MARKLE, FLETCHER
Studio One
CBS-TV

JEAN HERSHOLT
"Dr. Christian"
16th Year
C. B. S.
JACK CARSON

MAGGI McNELLIS
MAGGI McNELLIS SHOW
WJZ

MICHAEL FITZMAURICE

TELEVISION
TELENEWS SPORTS REEL
ARTHUR MURRAY SHOW
FLYING TIGERS
ALL STAR REVUE

RADIO
WHISPERING STREETS
RIGHT TO HAPPINESS
SILVER EAGLE
LIVE LIKE A MILLIONAIRE
WHAT'S MY LINE
RADIO REGISTRY

JAN MINER
MU 8-6600

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RADIO AND TELEVISION ARTISTS

MARSHALL, HERBERT
The Man Called X
NBC
The Unexpected
NBC-TV

MARSHALL, ROY K.
The Nature of Things
NBC-TV
Ford Festival
NBC-TV

MARTIN & LEWIS
Colgate Comedy Hour
NBC-TV
Dean Martin & Jerry Lewis Show
NBC

MARTIN, DEAN
June 7, 1917, Steubenville, Ohio; Comedy Hour, NBC-TV; Martin & Lewis Show, NBC

MARTIN, JEAN
The Jean Martin Show
NBC

MARTIN, MEL
The Mel Martin Show
NBC-TV

MARTIN, TONY
Colgate Comedy Hour
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC-TV

MILLER, DEAN
There's One In Every Family
CBS-TV

MILLER, SIDNEY
B. Oct. 22, 1916, Shenandoah, Pa.; Colgate Comedy Hour, NBC-TV; Halls of Ivy, NBC; Johnny Dollar, CBS

MINER, JAN
Hilltop House, CBS; Doctor's Wife, NBC; Robert Montgomery Presents, NBC-TV; Tallulah Bankhead's All Star Revue, NBC-TV; The Big Show, NBC

MOLLUZZO, RONNY
Wisdom of the Ages
DuMont

MONTGOMERY, ROBERT
Your Lucky Strike Theater
Johnson's Wax Program
NBC-TV

MOORE, GARRY
Garry Moore Show
I've Got A Secret
CBS-TV

MOORE, TIM
Amos 'n' Andy
CBS-TV

BOB RUSSELL
Director-Writer-M.C.
"Miss Universe Pageant"
"Big Top" "Joe DiMaggio Club"
CBS-TV NBC-TV
for Sealtest for Buitoni
Co-creator — "Live Like a Millionaire"

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HOLLYWOOD, CALIFORNIA

1035
MOORE, TOM
Ladies Fair
Mutual

MORGAN, HENRY
I've Got a Secret
CBS-TV

MORGAN, JANE
Our Miss Brooks
CBS-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRISON, BRETT
Shadow
Mutual

MOTTOLA, TONY
Words in the Night
NBC

MURRAY, JAN
Meet Your Match
NBC

MURRAY, KATHRYN
Arthur Murray Party
DuMont

MURROW, ED
See It Now
CBS-TV
This I Believe
CBS

MYERSON, BESS
The Big Payoff
NBC-TV

MYNATT, HARRY
Queen
Mutual

— N —

NAGEL, CONRAD
The Conrad Nagel Show
NBC

NAISH, J. CARROL
Life With Luigi
CBS-TV

NEISEN, CLAIRE
Backstage Wife
NBC

NELSON, HERBERT
Guiding Light
CBS-TV

NELSON, JIMMY
Texaco Star Theater
NBC-TV

NELSON, JOHN
Bride and Groom
CBS-TV

NELSON, OZZIE & HARRIET
Ozzie & Harriet
WABC-TV

— O —

O'CONNOR, DONALD
The Colgate Comedy Hour
NBC-TV

O'HARA, PEGGY
Miss Channel 7
WABC-TV

O'KEEFE, WALTER
Double or Nothing
NBC
The Mayor of Hollywood
NBC-TV

ARThUR Q. BRYAN
"Doc" Gamble
on FIBBER McGEE and MOLLY
Program

HELEN HALL
BARBARA WELLES
WOR & WOR-TV
Monday thru Friday
Mutual Broadcasting System
Saturday 10:45-11 a.m.
RADIO AND TELEVISION ARTISTS

OLSEN, JOHNNY
B. May 22nd, Winona, Minn.; Rumpus Room, Kids and Company, DuMont; Homemaker's Jamboree, ABC-TV; Break the Bank, ABC; Movie Quiz, MBS; Nora Drake, CBS

Orrison, Jack
The Plainclothes Man DuMont

Ortega, Santos
Peter Salem Mutual

Owens, Jack
B. 1913; The Jack Owens Show, ABC; The Jack Owens Show, KECA-TV

Parks, Bert
Double or Nothing, CBS-TV; Balance Your Budget, CBS-TV; The Bert Parks Show, NBC-TV

Parsons, Louella
Louella Parsons Show CBS

Pearl, Minnie
Grand Ole Opry NBC

Perkins, F. Marlin
Zoo Parade NBC-TV

Peterson, Don
Farm Quiz Mutual

Piastro, Mishel
The Symphonette CBS-TV

Piazzetta, Marguerite
Show of Shows NBC Encore NBC

Polesie, Herb
Twenty Questions Mutual

Porter, Don
Private Secretary CBS-TV

Powell, Dick
Four Star Playhouse CBS-TV

Prince, Kenny
Meet Me at the Zoo CBS-TV

Pulaski, Frank
B. Jan. 19, 1914, New York City; Hollywood Screen Test, ABC-TV; Barrie Craig, NBC; 1st 100 Years, CBS-TV; B'way Theater, WOR-TV; The Hunter, CBS-TV; Hollywood Offbeat, ABC-TV

Quigley, Robert
Shenanigans WPIX

Raeburn, Bryna
Rainey, Dr. Froelich What in the World CBS-TV
RADIO AND TELEVISION ARTISTS

RANDALL, TONY
Mr. Peepers
NBC-TV

RANDOLPH, JOYCE
Jackie Gleason
CBS-TV

RANDOLPH, LILIAN
The Great Gildersleeve
NBC

RATH, KATHERINE
The Aldrich Family
NBC-TV

RAYBURN, GENE
Comedy & Music
NBC

RAYE, MARTHA
All-Star Revue
NBC-TV

REED, NANCY
The Bill Silbert Show
DuMont

REINER, CARL
Your Show of Shows
NBC-TV

REINHARDT, ALICE
The Woman in My House
NBC

REYNOLDS, QUENTIN
It’s News To Me
CBS-TV

RHANELANDER, RICHARD
My Friend Irma
CBS-TV

RICE, ROSEMARY
The Adventures of Archie Andrews
NBC

RICHARDS, DOROTHY
Ernie Kovacs Show
CBS-TV

RICKARD, FLORENCE
Twenty Questions
DuMont

RITTER, BLAKE
Action In The Afternoon
CBS-TV

RITZ BROTHERS
All-Star Revue
NBC-TV

ROBB, MARYLEE
The Great Gildersleeve
NBC

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBINSON, JACKIE
Platter-Up Club
NBC

ROCKWELL, ROBERT
Our Miss Brooks
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV

ROONEY, MICKEY
All-Star Revue
NBC-TV

ROOSE, JANINE
The Phil Harris-Alice Faye Show
NBC

ROSS, DAVID
Words in the Night
NBC

ROSS, EARLE
The Great Gildersleeve
NBC

ROXANNE
Beat the Clock
CBS-TV

RUSSELL, BOB
Big Top, CBS-TV; Joe DiMaggio Club, NBC-TV; Toast of the Town, CBS-TV; Rootie Kazootie Club, NBC-TV; It’s in the Bag, NBC-TV; Co-creator of Live Like A Millionaire, ABC-TV and AM

JOSEPH KEARNS

TOMMY BARTLETT

1038
RADIO AND TELEVISION ARTISTS

**RUSSELL, JACK**
Your Show of Shows
NBC-TV

**RUSSELL, TODD**
Wheel of Fortune
CBS-TV

**RUICK, MELVILLE**
City Hospital
CBS-TV

**RUYKEYSER, MERRYLE STANLEY**
Mutual

--- S ---

**SARGENT, ANNE**
Road of Life
NBC

**SAX, RAY**
Fred Waring Show

**SCOTT, JANET**
The Woman In My House
NBC

**SCOTT, SIONA**
Foreign Intrigue
NBC-TV

**SEARS, BILL**
(WITH PUPPETS OF PAUL RITTS AND MARY HOL-DAY)
In The Park
CBS-TV

**SEVAREID, ERIC**
State of the Nation
CBS-TV

**SEYMOUR, ANN**
My Secret Story
NBC

**SEYMOUR, JANE**
Young Mr. Bobbin
NBC-TV

**SHARP, KENNY**
The Star Time Kids
NBC-TV

**SHELDON, HERB**
The Herb Sheldon Show
NBC, NBC-TV

**SHERWOOD, BOBBY**
Texaco Star Theatre, NBC-TV;
Quick As A Flash, ABC-TV;
Bert Parks Show, CBS-TV;
The Bobby Sherwood Show
WABC

**SHRINER, HERB**
Two for the Money
NBC-TV

**SILVER, JOE**
Red Buttons Show
CBS-TV

**SKELTON, RED**
B. July 18th, Vincennes, Indiana;
Red Skelton Show, NBC-TV and Radio

**SMITH, BOB**
Howdy Doody
NBC-TV

**SMITH, KATE**
The Kate Smith Hour
NBC-TV

**SMOLEN, VIVIAN**
Stella Dallas
NBC

**SMYTHE, ANTHONY**
One Man’s Family
NBC

**SNYDER, BOB**
The Bob Snyder Show
NBC

**SOTHERN, ANN**
Private Secretary
CBS-TV

**SOULE, OLAN**
First Nighter
NBC

**SPIVAK, LAURENCE E.**
Meet the Press
NBC-TV

**STEIN, FRED**
Life Begins at Eighty
DuMont

**STERLING, JACK**
Big Top, CBS-TV; Top O’ the Morning, WCBS

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**BETTY WHITE**
“LIFE WITH ELIZABETH”
“HOLLYWOOD ON TELEVISION”
KLAC-TV

**STAATS COTSWORTH**
**TITLE ROLES:**
“FRONT PAGE FARRELL” — NBC
“MARK TRAIL” — ABC

**LEAD:**
“LONE JOURNEY” — ABC

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<td>B. Mar. 1, 1917, Stockton, California; Hometown Jamboree, KXLA; Hometown Jamboree, KLAC-TV</td>
<td>Adventures of Archie Andrews NBC</td>
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<td>What's the Story DuMont</td>
<td>Toast of the Town CBS-TV</td>
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<td>B. Feb. 13, 1919, Bristol, Tennessee; The Tennessee Ernie Show, ABC; Hometown Jamboree, KLAC-TV</td>
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<td>Meet Me at the Zoo CBS-TV</td>
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<td>My Friend Irma CBS-TV</td>
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<th><strong>THREE SUNS TRIO</strong></th>
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<tbody>
<tr>
<td>All-Star Revue NBC-TV</td>
<td>Aldrich Family NBC-TV</td>
<td>NBC</td>
</tr>
</tbody>
</table>

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**RALPH CAMARGO**

RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600

**SHIRLEY EGGLESTON**

RADIO BROADWAY TV
SCREEN
LEXington 2-1100
ULMER, FRED
Meet Me at the Zoo
CBS-TV

VALENTINE, BARRY
Valentine Show
ABC

VALENTINE, GRACE
Stella Dallas
NBC

VALENTINE, JACK
Action In The Afternoon
CBS-TV

VANCE, VIVIAN
I Love Lucy
CBS-TV

VANDER PYL, JEAN
Father Knows Best
NBC

VAN DEVENTER, FRED
Twenty Questions
DuMont

VAN DYKE, MARCIA
Wisdom of the Ages
DuMont

VAN HORN, HARRIET
What’s the Story
DuMont

VAN HORN, ARTHUR
Time Capsule
Dean Cameron
ABC

VAN PATTER, DICK
Mama
CBS-TV

VERDUGO, ELENA
Meet Millie
CBS-TV

VUOLO, TITO
Papa Cellini
WABC-TV

WADE, ERNESTINE
Amos ‘n’ Andy
CBS-TV

WALDECKER, FRANK
Twenty Questions
DuMont

WALL, LUCILLE
Lorenzo Jones
NBC

WALLACE, MIKE
Mike and Buff, CBS-TV; All
Around the Town, CBS-TV;
There’s One in Every Family,
CBS-TV.

WARING, FRED
Fred Waring Show
CBS-TV

WARNER, GERTRUDE
Whispering Streets
ABC

WATERMAN, WILLARD
The Great Gildersleeve
NBC

WATTS, MARY ELAINE
Action In The Afternoon
CBS-TV

WEAVER, JACKSON
Frank and Jackson
ABC

WEAVER, NED
Young Widder Brown
NBC

WEBB, JACK
Dragnet
NBC-TV

WEBER, HENRY
Chicago Theater
Mutual

WEIGEL, JOHN
All Sweet Music Box
Mutual

EARL HAMMOND
TELEVISION
LEXington 2-1100

FRANK PULASKI
ACTOR — ANNOUNCER
SCREEN — TV — RADIO
N. Y.—SU 7-5400  Hollywood—CR 5-4588
Currently “THE DESERT RATS” — Fox
“THE ROBE” — Fox
WESTMAN, NYDIA
Young Mr. Bobbin
NBC-TV

WHEATLEY, JO ANNE
Fred Waring Show
CBS-TV

WHITE, BETTY

WHITEMAN, PAUL
TV Teen Club
WABC-TV

WHITFIELD, ANN
Phil Harris-Alice Faye Show
NBC

WHITING, BARBARA
Junior Miss
CBS-TV

WICKER, IRENE
Story Time
WABC-TV

WILLIAMS, FLORENCE
Front Page Farrell
NBC

WILLIAMS, SPENCER, JR.
Amos 'n' Andy
CBS-TV

WILLIS, RICHARD
B. Baltimore, Maryland; Here's Looking At You, NBC

WILLS, BEVERLY
Junior Miss
CBS-TV

WILLYS, SUNDAY
Armed Forces Radio "Jubilee"; Theater Of The Air Club; MacGregor Transcriptions

WILSON, DON
Jack Benny
CBS-TV

WILSON, LOIS
The Aldrich Family
NBC-TV

WILSON, MARIE
My Friend Irma
CBS-TV

WINCHELL, PAUL
Paul Winchell-Jerry Mahoney Show
NBC-TV

WISMER, HARRY
Harry Wismer Sports
WOR-TV
Sports Parade
MBS

WOOD, PEGGY
Mama
CBS-TV

WREGGE, BETTY
Pepper Young's Family
NBC

WYATT, FRANCES
Fred Waring Show
CBS-TV

YOUNG, ALAN
B. Nov. 19, North Shield, Northumberland, England; Alan Young Show, CBS-TV

YOUNG, ROBERT
Father Knows Best
NBC

YOURMAN, ALICE
Adventures of Archie Andrews
NBC

ZABACH, FLORIAN
Club Embassy
NBC-TV

RONALD DAWSON
RADIO
TV
LE. 2-1100

BILLY BARTY
"A little bit of everything"
THE DEEJAY’S BEST FRIEND
Value Of 45 RPM Record Equipment Stressed

By R. H. COFFIN, Director
RCA Victor Consumer Advertising

DEEJAYS and “45s” got together in a big way in Philadelphia only a little more than a year ago. Today, the 45-rpm record has become as much a part of the disc jockey’s standard equipment as his musical know-how.

Radio stations — from Los Angeles to New York and Miami to Portland — now serve their recorded-music offerings on 45-rpm platters. The trend continues. More stations, including both network affiliates and independents, are scheduled to begin 45-rpm music operations during the next several months.

Behind the broadcasting industry’s “swing to 45” are numerous compelling advantages of the system to the broadcaster, the disc jockey, and the listening audience. The use of 45s means to the station more play per dollar; to the disc jockey, streamlined handling; and to the audience, better music reproduction.

Roger W. Clipp, general manager of WFIL, Philadelphia, summed this up last year when the ABC affiliate became the nation’s first broadcast outlet to go on “45.”

“In the 45-rpm system,” he said, “we have found the answers to numerous problems which confront broadcasters of recorded music programs. The small size of the records and the simplicity of the equipment effect a tremendous saving in valuable storage space, facilitate programming and record handling by the disc jockey and record librarian, and streamline the entire recorded music operation.

To these considerations must be added the superior reproduction quality and fidelity of the 45-rpm records, which provide increased listening pleasure for our audiences.”

In Boston, Bob Clayton of WHDH, one of the city’s most popular disc jockeys, sees the new system from the viewpoint of the man who plays the records.

Bob points out that he normally uses 110 records in his weekly music schedule. Prior to WHDH’s “swing to 45,” Bob and Nancie Cole, the station’s music librarian, had to select and carry around some 47 pounds of shellac records per week. Today, the 110 records they compile weekly are the featherweight “45s,” and the weight of the week’s supply is down to less than seven pounds.

Other discs jockeys who have joined the 45-rpm bandwagon include Martin Block, New York; LeRoy Miller and Bob Horn, WFIL, Philadelphia; Dave Starling, KFI, Los Angeles; Tom Brown, WKH, Cleveland; Ed Stevens, WERE, Cleveland; Jack the Bell Boy, WXYZ, Detroit, and Jay Miltner, WTAM, Cleveland.

Although RCA Victor developed and introduced the 45-rpm system, virtually all record companies now have growing 45-rpm record catalogs. This is an important consideration for the broadcaster contemplating 45-rpm operation. It means that the most modern music reproduction system can provide the station’s listeners with music by any of the vocalists, instrumentalists, and orchestral combinations recording for any of the major companies.

Many of the stations that have “gone 45” have started operations with a basic library of 45-rpm discs embracing more than 5,000 titles. To this library, of course, are added the new releases as they become available, assuring the disc jockey that he is offering his listeners the best and the latest.

It is quickly obvious that the design characteristics of the 45-rpm disc make for easier handling by the jockey. The handling ease results from the 45’s small size and light weight, and the large spindle-hole which is a feature of its unique construction. Further, the record’s non-breakable nature allows considerably more freedom in handling, and assures the jockey that the selection in his library will be there when needed to fill a listener request.

From the station standpoint, the 45-rpm system represents substantial savings in money, time, and space. Consider the dimensions of the 45-rpm disc. It is less than seven inches in diameter, is wafer thin, and is made in one standard size for seven different classifications of music.

Added up, these features mean that the broadcaster can significantly decrease his record storage space and standardize his facilities. More than 150 of these tiny, thin discs can be stored in a single foot of shelf space. Furthermore, because of the weight and standard-size advantages, the storage facilities can be of lighter, simpler, and less costly construction — and the space they save, compared with facilities required for the heavier, bulkier, 10-inch and 12-inch shellac records, can be put to better use.

1043
... thrush sings warmly ... is fresh and photogenic ..."

— BILLBOARD

"... she's just great! ...
— Sam Rawland

... her poignant pitch, candlelight and wine intimacy, distinctive delivery, polished ...
— Al Shaper

DAILY VARIETY

... the emotion and after she puts in a long ...
— Chicago Sun-Times

... fine voice ... and beautiful, too ...
— Jerry Thrall

RADIO-TELEVISION DAILY

There's going to be a lot of Raine this year!

LORRY Raine

"DISCLICKS: Pensive piped Lorry Raine's moonlight mood in tenderly telling the evergreen 'Am I Blue' and her sensational 'Five A.M.'"

— Jimmy Starr

Recordings
Okeh
Subsidiary Columbia Records

Personal Appearances
Associated Booking Corp.
Joe Glaser, Pres.

Management
TIM GAYLE
Hollywood Knickerbocker Hotel
1714 No. Ivar
Hollywood 28, Calif.
GL 3171

Pictures
LEON O. LANCE AGENCY
6820 Sunset Blvd. CR 6-6014
ADAMS, EDYTHE
Kovacks Unlimited
WCBR-TV, New York

ADDISON, AL
Westernaires
CHUB, Nanaimo, B. C.

ALFORD, HELEN
Songs The World Remembers
WCAO, Baltimore, Md.

ALLEN, AARON
Allen’s Album
KWED, Seguin, Tex.

ANDERSON, LES
(CARROT TOP)
Jack McElroy
TV Town Hall Party
TV and Radio

ANDERSON, PAUL
Breakfast with Bigelow
WTEN, Jamestown, N. Y.

ANDREWS, CHRISSE
CJON, St. John’s Newf.

ANDREWS, JOHNNY
WBNK, Cleveland, O.

APRIL, ODETTE
CJFP, Riviere du Loup
Quebec

ARGERSINGER, JACK
Marel Time

ARLAND, JEANNE
WCCO, Minneapolis, Minn.

ARMS, RUSSELL
Your Hit Parade

ASTON, BUZZ
WJAS, Pittsburgh, Pa.

ATKINSON, RAY
TV Dinner Date

AVRAM, GENE
Mother’s Matinee

AXR, BARNETT
Buddy Barnett Show

BARNETT, BUDDY
Buddy Barnett Show

BARTON, EILEEN
The Bill Goodwin Show

BASS, DOUG
Hi Neighbor Boya

BAUER, DELL
Jim and Jean Show

BECKER, JOHNNIE
Lou & Johnnie

BEERS, BOBBY
Bobby’s Bandstand

BENNETT, BOYD
Breakfast Club

BENNETT, SUE
Barnett, Tiny

BENNETT, TINY
Breakfast with Music

BERG, JUNE
June Berg Show

BERNIE, AL
The Bernie Show

BETTY AND LYN
KMA, Shenandoah, Iowa

BLAINE, VIVIAN
Those Two

BLAIR, VICKY!

BLAND, SAM
Sam Bland Show

BOLENS, JR.
WABD; Bob Smith

BOLEN, JIM
WLBW-C, Columbus, O.

BORESON, STAN
Peoples Parade

BORLAND, LYN
Shoot the Works

BARTLETT, ROG
Doin’ the Town

BASS, DOUG
Hi Neighbor Boya

BECKER, JOHNNIE
Lou & Johnnie

BEERS, BOBBY
Bobby’s Bandstand

BENNETT, BOYD
Breakfast Club

BENNETT, SUE
Breakfast with Music

BENNETT, TINY
Westinghouse

BERG, JUNE
June Berg Show

BERNIE, AL
The Bernie Show

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WABD; Bob Smith

BOLEN, JIM
WLBW-C, Columbus, O.

BORESON, STAN
Peoples Parade
VOCAL ARTISTS—RADIO-TELEVISION

CHILDLS, LELAND
WSFA, Montgomery, Ala.

CLARKE, BARRY
KSL, Salt Lake City, Utah

CLITES, MINOR
Minor Plays The Majors
KRES, St. Joseph, Mo.

CLOONEY, ROSEMARY
Colgate Comedy Hour
NBC-TV

CLOBY, VIRGIL
KSLJ, Jamestown, N. D.

CODY, WAYNE
Cody Show
KAILL, Salt Lake City, Utah

COLLINS, DOROTHY
Your Hit Parade
NBC-TV

COMO, PERRY
Perry Como Show
CBS-TV

CONLEY, JACK
Stardust Serenade
KLMR, Lamar, Colo.

COOK, BOB
Uncle Bob's Ranch Time
WPTW, Piqua, O.

COOPER, GENEVA
WINN, Louisville, Ky.

COUTS, ABE
Cowboy Troubador
KYJC, Medford, Ore.

CORKADO, JOY
The Two Js
WLKR, Torrington, Conn.

COURY, ROSELLE
WCOW, Lewiston, Maine

COX, JIMMY
Jimmy & Cliff Show
KCSJ, Pueblo, Colo.

CRANE, DICK
Dick Crane Show
KNRA, Jonesboro, Ark.

CROOK, MARIAN
KOWH, Omaha, Neb.

CROSSIE, PHIL
KHQ, Spokane, Wash.

CRUMP, PAULINE
WSOK, Nashville, Tenn.

CRUSADERS QUARTET
VWOK, Birmingham, Ala.

CULLEN, NORMA
Biggest Show in Town
WMID, Peoria, Ill.

CURTIS, BETTY JANE
Variety Stand
WTPA, Norfolk, Va.

CUTRIGHT, PEGGY
Time for Peggy
WRAY, Princeton, Ind.

DALE, DIANE
Diane Dale Show
WXZ-TV

DANIELS, TEX
Lazy H Ranch
WSID, Baltimore, Md.

DAVID, JEFFREY, JR.
Jeffrey David Show
KSLO, Opelousas, La.

DAY, DENNIS
RCA Victor Show
NBC-TV

DAWN, MARION
Club 1300
WBRR, Baltimore, Md.

DELOATCH, MARY
WRAP, Norfolk, Va.

DESILETTE-COUTURE,
VIOLETTE
CBV, Quebec

DESMOND, JOHNNY
Breakfast Club
ABC

DEVLIN, COLETTE
CKKH, Hull, Que.

DONADIO, TONY
Toe Vee Jamboree
WAAM, Baltimore, Md.

DOUGLAS, LARRY
American Music Hall
ABO

DUQUAY, JEANNETTE
J. D. Sings
CFNB, Fredericton, N. B.

DUNCAN, JAMES
CBW, Winnipeg

DU PREY, FAM
Music Shop
WDSU-TV, New Orleans, La.

DUTRO, RONALD
Ladies’ Day with Lee
KPIX, San Francisco, Cal.

DU VALL, RAY
WHEC, Rochester, N. Y.

FRANK CAMPANA
JUBILEE RECORDS - RADIO-TV

Personal Manager:
BILL ETH
673 Broadway
New York 12
OR 4-6300

DICK FREITAS
Musical Dir.
EDWARDS, JOAN
Joan Edwards Show
WCBS, New York, N. Y.

ELLIS, LEE AND LORRAINE
WINZ, Miami, Fla.

ELLIS, PEGGY ANN
Dancing Party
ABC

ELLIS, VEP
WFLA, Tampa, Fla.

ETHERIDGE, “TEXAS BOB”
Hillbilly Hoedown
KPHO, Phoenix, Ariz.

EVANS, BOB
Velda Boy
WALT, Tampa, Fla.

EVANS, JOHN
Songs The World Remembers
WCAO, Baltimore, Md.

EVANS, MICKIE
Mickie’s Musical Corral
WTTM, Trenton, N. J.

FAIRCLOTH, PEANUT
Peanut Faircloth
WRDW, Augusta, Ga.

FISHER, CHET
Star Hostess Party
KNXT, Hollywood, Cal.

FISHER, JACK
Third Call
WWJ, Detroit, Mich.

FITCH, MARCIE
KGIN, Glenwood Springs,
Colo.

FOLEY, RED
Prince Albert Grand Ole Opry
NBC

FONDELL, GERTRUDE
WHJC, Matewan, W. Va.

FONTAINE, BOB
CKLB, Ossawa, Ont.

FORKEY, WM.
RSJB, Jamestown, N. D.

FOXWORTH, BOBBY JEAN
WJAY, Mullins, S. C.

FRANKS, BETTY
WESC, Greenville, S. C.

FRIZZELL, TOMMY
McLean Jamboree
WVJS, Owensboro, Ky.

FURTADO, THOMAS
Dancing Party
ABC

GAINES, WALT
WIEL, Elizabethtown, Ky.

GAUDREAU, CARMELLE
CJEM, Edmundston, N. B.

GEDDES, CAMERON
CJCS, Stratford, Ont.

GENTLEMEN SONGSTERS
Silver & Gold
WHEC, Rochester, N. Y.

GEOR, GEORGE
Saturday Night Jamboree
CKCL, Truro, N. S.

GILHAM, ART
The Whispering Pianist
WQXJ, Atlanta, Ga.

GIPSON, JACK
Morning Matinee
WBAP-TV, Ft. Worth, Tex.

GONZALES, WM.
WMIA, Cagnas, P. R.

GOOD WILL QUARTET
WCOH, Newnan, Georgia

GORDON, PHIL
Phil & Jack
WDSA, New Orleans, La.

GRAY, DELORES
Buick Circus Hour
NBC-TV

GRESHAM, ELIZABETH
WKGX, Knoxville, Tenn.

GRIST, PHILIP
Club 1300
WFBR, Baltimore, Md.

GROVE, BETTY ANN
The Big Payoff
NBC-TV

GUIZAR, TITO
Tito Guiza Show
KTTV, Los Angeles, Cal.

GUZ, GRADY
Tygart Valley Pioneers

JEAN MARTIN
Singing Star
Sammy Kaye Show, NBT

Personal Management:
TIM GAYLE
Hollywood Knickerbocker Hotel
Hollywood 28, Calif.
HUTCH, NITA
Club 6:30
WTVN, Columbus, O.

HUTTON, INA RAY
Ina Ray Hutton All Girl Show
KTLA, Los Angeles, Cal.

HYDE, DICK
Hyde 
WKRC-TV, Cincinnati, O.

I

IVANY, HAROLD
VGM, St. John's Newf.

J

JACKSON, EDDIE
All Star Revue
NBC-TV

JACOBS, FRAN
Golden Moments of Song
WHY, New Britain, Conn.

JAMES, ARLENE
It's in the Bag
NBC-TV

JESTER, SHIRLEE
Cinderella Week-end
WKRC-TV, Cincinnati, O.

JOHNSON, JUDY
Your Show of Shows
NBC-TV

JOHNSON, STELLA
WRAP, Norfolk, Va.
W. R. JOHNSTON, JR.
Doc & Neal Show
WBIR, Knoxville, Tenn.

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.

JOPLIN, JAY
WIEL, Elizabethtown, Ky.

JOURDAIN, LAUREN
CCKL, Matane, Que.

JUBILEE SINGERS OF HOME 
STEAD
WCVG, Coral Gables, Fla.

K

KALLAS, BESS
Lady Professor
WKU, St. Mary's, Pa.

KALLEN, KITTY
Colgate Comedy Hour
NBC-TV

KEMPF, "HOWDY"
Chuck Wagon Time
KPHO, Phoenix, Ariz.

KEEN, GENETA
1404 Club
WKIV, Richmond, Ind.

KEUR, CORNELIUS
KULA, Honolulu, Hawaii

KIEFER, ADELINE
Uncle Al
WCPO-TV, Cincinnati, O.

KIEFFER, RAMONA
WHIZ, Zanesville, O.

KING, W. O.
Hymns of the People
WTOC, Savannah, Ga.

KINNEY, WENDELL
Patterns in Black & White
KMO, Tacoma, Wash.

KIRK, LISA
Colgate Comedy Hour
NBC-TV

KIRKSTEN, DOROTHY
Railroad Hour
NBC

KISSEL, JOT
The Two J's
WLCR, Torrington, Conn.

KLEIN, BROS.
KAYL, Storm Lake, Iowa

KNOWLES, NORMA
Stylings
KGB, Boise, Idaho

KOCUR, BOB
Bob & the Boomerangs
KCOG, Centerville, Iowa

KOENIG, LEONA
Saturday Date
KGBH, Flagstaff, Ariz.

KOENIG, VERNE
Verne Koening Show
KDEC, Decorah, Iowa

KOTHE, BONNIE SUE AND MAXINE
Saddle Pals
KCHI, Chillicothe, Mo.

KRAY, BARBARA
WSPD-TV, Toledo, O.

KRUEGER, DICK
Dick Krueger Show
RXX, Houston, Tex.

L

LACHANCE, MADELEINE
CBV, Quebec

LAIN, DOREY
Morning Call
WMBD, Peoria, Ill.

LAIN, FRANKIE
All-Star Revue
NBC-TV

LANE, FRANCY
Breakfast with Music
WNBT, New York

Lanson, SNOOKY
Your Hit Parade
NBC-TV

LANTRY, GLADYS
Four for a Quarter
KIMA, Yakima, Wash.

LANZA, MARIO
The Mario Lanza Show
NBC

LAWRENCE, AIMEE
Breakfast Gang
KFFC, San Francisco, Cal.

LAWRENCE, PAULINE
Breakfast Gang
KFFC, San Francisco, Cal.

LEE, MARY
Mary Lee Show
KQIX, Huron, Tex.

LEE, MEL
"Show Me" Rangers
KTT, Rolla, Mo.

LEE, PEGGY
NBC, CBS

LEGEREE, LT. WILBUR
The Singing Cop
WFDF, Flint, Mich.

LERODE, JEAN
CRCV, Quebec

LIDSTONE SISTERS
VGM, St. John's Newf.
VOCAL ARTISTS—RADIO-TELEVISION

LINN, JACKIE
Morning Bandwagon
WTAM, Cleveland, Ohio

LINN, ROBERTA
The Gypsy
KTLA-TV
Lawrence Welk Show
KTLA-TV

LOGAN SISTERS
WAGA-TV, Atlanta, Ga.

LoMASCIOLO, NICOLÓ
Songs for You
WRAD, Radford, Va.

LOVELL, MARILYN
Coffee And
WNBQ, Chicago, Ill.

LUCAS, TOMMY
The Pioneers
WJEH, Gallipolis, Ohio

LYNCH, CHRISTOPHER
Voice of Firestone
NBC, NBC-TV

LYNN, BOB
Bob Lynn’s Mystery Tunes
WTVJ, Miami, Fla.

MACHIN, DANNY
Allen Jeffreys Show
WTOP, Washington, D. C.

MacRAE, GORDON
The Railroad Hour
NBC

MAIDS OF NOTE
WHEC, Rochester, N. Y.

MANNING, HOWARD
Stars of Excellence
WBEN-TV, Buffalo, N. Y.

MARLENE
Tea Time Jamboree
WAAM, Baltimore, Md.

MARTIN, DEAN
8, June 7, 1917, Steubenville,
Ohio; Comedy Hour, NBC-TV;
Martin & Lewis Show, NBC

MARTIN, GEORGE
WOKZ, Alton, Ill.

MARTIN, TONY
8, Dec. 25, 1913, Oakland, Cal.;
Colgate Comedy Hour, NBC-TV

MARVIN, BOB
Homemaker’s Hob Nob
WBNS-TV, Columbus, O.

MASON, TERRY
Dinner Date
WAGA-TV, Atlanta, Ga.

MATTISON, HENRY
The Plainsman
WRHD, Duncan, Okla.

MAXON, TERRY
Dinner Date
WAGA, Atlanta, Ga.

MAXTON, SHORTY
WHAP, Hopewell, Va.

McCORMICK, JETTIE LEE
We Three
WAGA, Cleveland, O.

McDONALD, RUSTY
Tumblewees Jamboree
KTRM, Beaumont, Texas

McDOUGAL, EDDY
WOWL, Florence, Ala.

McHALE, LARRY
KALB, Alexandria, La.

MUNCH, RUSSELL
Songs by Russ McIntire
WSTP, Salisbury, N. C.

McKNIGHT, GENE
Sat. Night Jamboree
WAJZ-TV, Charleston, W. Va.

MEIER, MARVIN
Mary Meier’s Sings
KCOL, Fort Collins, Colo.

MELLILLO, DOLLY
Songs by Dolly
WLAD, Danbury, Conn.

MELTON, JAMES
Ford Festival Time

MERCEDEES
KING, Seattle, Wash.

MERRIWEBER, LAWRENCE
Songs by Meriwether
WQL, Fort Wayne, Ind.

MERIDGE, REG
Reg & Henry
WVAR, Cleveland, O.

MERRILL, ROBERT
Encore

MILNER, CAL
Kitchen Concert

MILNER, JAY
Morning Bandwagon
WTAM, Cleveland, Ohio

MIZE, BILLY
Bil’s Mike Show
KAFY, Bakerfield, Calif.

MOORE, HARRIET
WHO, Des Moines, Iowa

MORRIS, ROD
Morris & His Missourians
WJAG, Norfolk, Neb.

MORRISON, BOB
S’prize Party

MUNGALL, JOHNNY
WJTC, Flint, Mich.

MURRAY, GEORGE
CFR, Toronto, Ont.

NEAL, BRANCH
Dec & Neal Show
WBIR, Knoxville, Tenn.

NESBITT, FRED
Melody Time
KOA, Denver, Colo.

NEW YORKERS
Star Hostess Party

NOEL, DICK
Dick Noel Show
WLW, Cincinnati, O.

NOEL, MICHEL
CKAC, Montreal

NORMAN, CAROL
Money to Burn
WBTU, Charlotte, N. C.

NORMAN, JEAN
Family Party

NORWOOD, JACK
Songs Inc.
WTAR-TV, Norfolk, Va.

O’BRIEN, LOUISE
Matinee

OLIVER, JEAN
Guest Book

ORTIZ, JOSE INES
WCMN, Arvada, P. R.

OSTUNI, PHILOMENA
Suffolk Society Musicals

OWEN, MARGARET
Breakfast with Bigelow

OWENS, JIM
Hillbilly Fever

PAGE, PATTY
Scott Music Hall

PALMER, COY
Sunshine Man

PALMER, JANIE
Musically Speaking

PARKER, GLORIA
WJZ-TV, New York

PARSON, KAY
Girl O’Yesterday

PAYNE, FRED
WESC, Greenville, S. C.

PEERCE, JAN
Freedom Sings

PIAZZA, MARGUERITE
Show of Shows

PICKENS, JANE
Pickens Party

PHILLIPS, DUB
Silver River Time

PIZZA, MARGUERITE
Show of Shows

1049
PIERCED, BILL
B. P. at the Piano
KBUH, Brigham City, Utah

PIERCED, BRUCE
Bar Dance
WBAP-TV, Fort Worth, Tex.

PINZA, Ezio
All Star Revue
RCA Victor Show
NBC-TV
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RADIO WRANGLERS
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Command Performance, Coral
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Art Ford Show, NBC; Rudy Vallee
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RASOR, JERRY
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RADIO & TELEVISION

A Laconic Bill Stern, Accepting Conditions of New TV Medium, Calmly Describes Cotton Bowl Game

By JACK GOULD

Bill Stern, the veteran sportscaster, showed a rare brand of both courage and common sense yesterday. Noted for years as an announcer who practically never stopped talking, he completely altered his technique in giving over the N. B. C. network an account of the Cotton Bowl game between Texas and Tennessee.

The contrast between the Stern of yesterday and the Stern of old was so marked—and so welcomed—that there could be no doubt that the sportscaster had deliberately elected to heed the cries of many football fans to let the TV camera tell the story. Bill deserves credit for making an about-face. For a person in the public eye that is never easy.

The Texas-Tennessee game was an acid test for Mr. Stern because the Cotton Bowl attraction was an incredibly dull one. But whereas in days gone by Mr. Stern would have endeavored to camouflage the obvious with a torrent of words, yesterday he succinctly observed that Tennessee was not very good and let it go at that.

Mr. Stern's major improvement was that he did not chatter while a play was in progress, or for the most part restricting his comment to giving the name of the player who carried the ball. On passes and kicks, he kept still and allowed the viewer to see for himself what was happening. Even during several occasions when the teams took time out, he said nothing. The viewers waited along with the spectators of the bowl for the game to resume, which is enlightened television.

Similarly, Mr. Stern abstained from analyzing the game in technical gobbledegook. Mr. Stern should complete successfully the transition from radio to TV. His worst troubles apparently are over.
SPORTS COMMENTATORS
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— their work during 1952

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ABBOTT, TOM
WMJR, New Orleans, La.

ABELS, ED
Comment on Local Affairs
KLSN, Lawrence, Kansas

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WFBR, Baltimore, Md.

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ALLEN, PHIL
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S. A. & the News
WNQ-TV, Chicago, Ill.

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Pittsburgh Courier News
WUST, Bethesda, Md.

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WABT, Auburn, Ala.

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Dispelling the Fog
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CLOSE, JOHN
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KBBS, Harlingen, Texas

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FIX, K. W.
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WTCN, Minneapolis, Minn.

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JOYNER, GORDON
WPEO, Peoria, Ill.

K

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KDNU, Denver, Texas
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KNXT, Ten O'Clock News
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WCCO-TV, Minneapolis, Minn.
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KWBB, Wichita, Kansas

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WJBK-TV, Detroit, Mich.

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WOTW, Nashua, N. H.

BERRY, JACK
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WDGY, Minneapolis, Minn.

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WBKB, Chicago, Ill.
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KCBV, Caruthersville, Mo.

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WKFG, Thomasville, Ga.

BRELAND, ED
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WAUD, Auburn, Ala.

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CASE, Lee
WITH, Baltimore, Md.

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KVNI, Coeur D’Alene, Idaho

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WAIN, Columbus, Ky.

WAIN, Columbus, Ky.

WLVA, Lynchburg, Va.

WAAM, Baltimore, Md.

WITH, Baltimore, Md.
CASE, NELSON
B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Amahl and the Night Visitors, NBC-TV; Jackie Gleason show, CBS-TV; Road of Life, CBS.
CATUDAL, JACQUES
CKAC, Montreal
CAVANAGH, LLOYD
CKRL, Truro, N. S.
CECKA, JOSE
KLV, Pasadena, Texas
CHAMBERS, BOB
WEBK, Tampa, Fla.
CHAMBERS, STAN
Frosty Frolics
KTLA, Los Angeles, Cal.
CHANDLER, ED
Bob Hawk Show
CBS
CHANDLER, ROBIN
Quick on the Draw
DuMont
CHANEY, BILL
Let's Get Acquainted
KEEN, San Jose, Cal.
CHANNEL, WM. V.
KHBC, Hilo, Hawaii
CHAPMAN, DAVE
KALB, Alexandria, La.
CHAP, TONY
This Is Kansas City
WDAF-TV, Kansas City, Mo.
CHARLES MASIC
WIXA, Charlottesville, Va.
CHASE, BILL
Music for America
KXLE, Ellensburg, Wash.
CHASE, GENE
WIL, St. Louis, Mo.
CHASE, LYNN
Personality Time
WPAU, Augusta, Maine
CHASE, WARD
WRAY, Green Bay, Wis.
CHASUK, DAVID
KTMJ, San Rafael, Calif.
CHOMEL, FRANCIS
WCMN, Connersville, Ind.
CHRISLER, TONY
WOKO, Albany, N. Y.
CHRISTENSEN, DON
Reville Revue
WHBL, Sheboygan, Wis.
CHRISTENSEN, ELMER L.
WSHL, Stillwater, Minn.
CHRISTIAN, HARRY
WGN-TV, Chicago, Ill.
CHRISTISON, LOWELL
Western Hits
KVEH, Albuquerque, N. M.
CHRYSLER, AL
CKOY, Ottawa, Ont.
CITRO, VINC
WAZL, Hazleton, Pa.
CITY, JIM
Trading Post
KTHX, Shreveport, La.
CLARE, MAL
The Mal Clark Show
KTCU, Tucson, Ariz.
CLARK, GEORGE
KOCW, Alliance, Neb.
CLARK, JAMES L.
WBPL, Dalton, Ga.
CLAWSON, JAMES G.
Three Alarm Quiz
KRNX, Rexburg, Idaho
CLAYSON, LEW
Musical Clock
WWVA, Wheeling, W. Va.
CLAYTON, BOB
Boston Ballroom
WIX, Boston, Mass.
CLAYTON, JOHN
Man on the Street
WRFW, Eau Claire, Wis.
CLEY, BILL
WDGY, Minneapolis, Minn.
CLEY, ED
WELO, Tupelo, Miss.
CLEEVER, MARSHALL S.
Polka Dots
WKAP, Allentown, Pa.
CLIFTON, JACK
Sunshine Club
WCUE, Akron, O.
CLINE, KEW
WJYK, Detroit, Mich.
CLUTE, JOHN
Farmer John
WEAV, Plattsburg, N. Y.
COBB, JACK
Cobb's Corner
WTVJ, Miami, Fla.
COFFEE, DICK
WOW-TV, Omaha, Neb.
COLE, FRED B.
Carnival of Music
WHDH, Boston, Mass.
COLE, GRADE
WBT, Charlotte, N. C.
COLE, PHIL
WKAT, Macon, Ill.
COLEMAN, CHAS.
WGKV, Charleston, W. Va.
COLLINS, AL
CJVI, Victoria, B. C.

KEVIN KENNEDY
NEWS AT — 7:00-7:15 P.M.
MON. THRU SAT.

WPIX

TV COMMMENTATOR
N. Y. KEFAUVER HEARING
IT HAPPENED THIS WEEK
MATINEE NEWSREEL
IN THE COURSE OF HUMAN EVENTS
SPORTS PAGE

RADIO
SPORTS HEADLINES
PRINCETON FOOTBALL

Murray Hill 2-1234

1086
Thanks to two great guys

DAVE GARROWAY and JACKIE GLEASON

Jack Lescoulie
ANNOUNCERS—M-C'S

CULLEN, BILL
Bill Cullen Show, CBS-TV
Give and Take, CBS
CUNNINGHAM, OWEN
KGU, Honolulu, Hawaii
CURRIE, EBB
Red's Rodeo
WARM, Houlton, Maine
CURRY, H. L.
Record Roundup
KFW, Fort Smith, Ark.
CURTIS, HUGH
CLV, Victoria, B. C.
CURTIS, BAE
County Party Line
KJEE, Webster City, Iowa
CURTIS, RONALD
Coffee with Curtis
WFRL, Syracuse, N. Y.

— D —

DAHLSTROM, EARL
You're the Doctor
KKEF, Miles City, Mont.
DAIL, AMBERT
WGII, Newport News, Va.
DAILEY, TOM
KWK, St. Louis, Mo.
DIAZ, JOSE RAMON
WAPA, San Juan, P. R.
DALE, BILL
WTAO, Cambridge, Mass.
DALE, JIM
WEYD, Chicago, Ill.
DAILY, JOHN
What's My Line
NBC
DAILY, RANNY
Date with Daly
WFBR, Middletown, O.

dame, john albert
WACH, Kittanning, Pa.
DANIELS, BOB
Off the Record
WFHR, Wisconsin Rapids, Wis.
DARDANO, NICHOLAS
WGAT, Utica, N. Y.
DARDANELL, BILL
KEHL, El Dorado, Ark.
DAVENPORT, WM. E.
WWPB, Miami, Fla.
DAVIS, BOB
WOL, Washington, D. C.
DAVIS, CLYDE
KNOL, Norman, Okla.
DAVIS, DAVE
Music till Midnight
KRMG, Tulsa, Okla.
DAVIS, DON
Open House
KFRC, San Francisco, Cal.
DAVIS, EDDIE
KFAB, Omaha, Neb.
DAVIS, EDWARD
WFPG, Atlantic City, N. J.

DAVIS, GEOFF
B. July 26, 1918, Edmonton,
Alta., Can.; Yankee Baseball

DAVIS, GEORGE
Friend of the Manor
WRRL, Columbus, Ga.

DAVIS, HERB
WOL, Washington, D. C.

DAVIS, JACK
WJL, Berkeley, W. Va.

DAVIS, JEFF
WSVT, Thomson, Ga.

DAVIS, JOHNNY SCAT
Coffee & Cakes
WXYZ-TV, Detroit, Mich.

DAVIS, MARY HELEN
WHBB, Selma, Ala.

DAVIDSON, WILF
Recipe for Happiness
CHNO, Sudbury, Ont.

DAWES, BILL
Bill Dawes Show
WCPO-TV, Cincinnati, O.

DAWSON, BILL
WGBK, Charleston, W. Va.

DAWSON, JACK
Daily Derby
CFRB, Toronto, Ont.

DAY, GENE
Matinee in Rhythm
WCOA, Pensacola, Fla.

DEANE, JERRY
KKEL, Waterloo, Iowa

DEANER, JOE
WHEC, Rochester, N. Y.

DECKER, BEN
B. D.'s Almanac
WIRK, West Palm Beach, Fla.

DEEGAN, JOHN
WHUM, Reading, Pa.

DEHAVEN, BOB
Breakfast with Bob
WWCO, Minneapolis, Minn.

DEKINDER, BEN
KWCO, Chieflin, Okla.

DELFINO, FRANK
WSTC, Stamford, Conn.

DELIN, JIM
Jim Delin Gang
WSYR-TV, Syracuse, N. Y.
ANNOUNCERS—M-C'S

DeMARSE, BILL
WNY, Rochester, N. Y.
DENNEY, BILL
KXJK, Forrest City, Ark.
DENTON, CLYDE
Mail Box Roundup
WSFC, Somerset, Ky.
DENVER, DEE D
KFEQ, St. Joseph, Mo.
DEUEL, LES
WOKO, Albany, N. Y.
DEUEL, WM
Poem Peddler
WLHC, Williamsport, Pa.
DeVICTOR, MARTY
WBNS, Cleveland, Ohio
DeYOUNG, JOHN
Talkin' Time
WGL, Fort Wayne, Ind.
DIBBLE, WALTER
WSTC, Stamford, Conn.
DICKEY, GENE
WSPD, Toledo, O.
DICKEY, JAMES
WSLS, Roanoke, Va.
DICKSON, JOHNNY
Bandstand of Stars
KBON, Omaha, Neb.
DILLWORTH, DONALD
Kids and Company
Dumont
DILSON, BERT
WJW, Cleveland, Ohio
DILMICHALE, JIM
WHIS, Bristol, Conn.
DINSMORE, ED
Sunday Party
WREN-TV, Buffalo, N. Y.
DISALVO, HUGO
WIOU, Kokomo, Ind.
DIXON, BOB
Perry Mason
CBS
DIXON, JOHN
WFOR, Hattiesburg, Miss.
DIXON, PAUL
The Paul Dixon Show
DuMont
DOBSON, BILL
CHUB, Nanaimo, B. C.
DOERING, CHAS.
1070 Supper Club
CHOK, Sarnia, Ont.
DOLLY, BOB
What's My Number
WCBS, Columbus, Ind.
DONAHOO, DEL
WHO, Des Moines, Iowa
DONALDSON, CHRIS
Guest of Honor
WOI-TV, Ames, Iowa
DONALDSON, DAN
Ma Perkins
CBS
DONALDSON, FRANK
Donaldson on Disc
WNOE, New Orleans, La.
DONELLA, BILL
Music for Everyone
WTIP, Charleston, W. Va.
DORAN, JIM
KSCO, Santa Cruz, Cal.
Doremus, Warren
WHEC, Rochester, N. Y.
DORNAN, KEN
KGCL, Sidney, Mont.
DORROUGH, H. L.
WVOP, Vidalia, Ga.
DOERR, RUSELL
WGAN, Portland, Maine
DOUGHTY, DEACON
The Deacon Speakin
WSYR, Syracuse, N. Y.
DOUGLAS, LEE
Swap Shop
WIRK, Hickory, N. C.
DOUGLAS, MERL
KMA, Shenandoah, Iowa
DOUGLAS, SCOTT
B. New York City; The Late Show, CBS-TV; Young Dr. M., CBS; Hallmark Playhouse, Stars Over Hollywood, CBS; Black Hood, The Batman, MBS
DOWNS, HUGH
Coffee And
WNBC, Chicago, Ill.
DOYLE, EDWIN
Morning Special
DREPPERD, BOB
Variety Stand
WTAR-TV, Norfolk, Ca.
DRESDEN, CHUCK
KPRL, Paso Robles, Cal.
DRISKILL, JOHNNY MACK
WHBI, Talladega, Ala.
DROUBAY, PAUL
KEEP, Twin Falls, Idaho
DRUMMOND, JIM
College Days
KFKA, Greeley, Colo.
DUBOIS, ROLAND
Ragtime
KJHL, Pocatello, Idaho
DUDLEY, DICK
Rockabye Dudley
NBC

JACK GREGSON

1089
BILL SILBERT SHOW

WABD
11:30 P.M. to 12 Midnight Monday Thru Friday

“SILBERT AT SIX”
WMGM Monday Thru Saturday 6 to 7 P.M.

“LET’S GO BOWLING”
WABD 2:30 to 3:30 P.M. Saturday
EVANS, AL
KGGN-TV, Amarillo, Tex.
EVANS, ALAN
WHOK, Lancaster, O.
EVANS, BOB
KWBB, Hutchinson, Kans.
EVANS, E. B.
WWST, Wooster, Ohio
EVANS, MARK
WTOP, Washington, D. C.
EVANS, ROBLEY
WKII, Cleveland, O.
EVANS, STEVE
Valley Poll
KYOS, Merced, Cal.
EVERHARD, RAY
KALI, Pasadena, Cal.

FABELO, RUBEN
Spanish Programs
WASNJ, Bridgeton, N. J.
FAGAN, JIM
Platter Parade
WBTA, Batavia, N. Y.
FAIR, CHARLIE
CICF, Montreal
FARMER, BOB
TV Ranch
WAGA-TV, Atlanta, Ga.
FAHREL, PETER
WCHA, Chambersburg, Pa.
FARRINGTON, FIELDEN
Romance of Helen Trent
CBS
FARRINGTON, GLEN
WTAX, Springfield, Ill.

FARRON, ED
Night Shift
WKLO, Louisville, Ky.
FAUCHER, RALPH
Platter Party
WTQA, LaGrange, Ill.
FAULCONER, FANC
WLAP, Lexington, Ky.
FAULK, A. L.
Cape Fear Capers
WCKB, Dunn, N. C.
FEAREY, JACK
Johnny Bargain Show
KVOS, Bellingham, Wash.
FELLMER, FRANK
WMFR, Morristown, N. J.
FELsher, ARNOLD
Valley Special
WBVP, Beaver Falls, Pa.
FELTON, HAPPY
American Way
CBS
FENNEMAN, GEORGE
You Bet Your Life
NBC TV
FENNIE, ROBERT R.
WJPD, Ishpeming, Mich.
FIELDS, BILL
WSOK, Nashville, Tenn.
FILKINDS, LARRY
KSCK, Liberal, Kansas
FILESI, FRANK
FINDLAY, JIM
CFRN, Edmonton, Alta.
FINN, TOM
WSPD, Toledo, O.
FISCHLER, JOE
WHCU, Itchaca, N. Y.

FISHER, BOB
KGST, Fresno, Cal.
FISHER, EARL
WVJS, Owensboro, Ky.
FISHER, EUGENE
Toasted Coffee Club
WLRP, New Albany, Ind.
FISHER, JACK
Fun With Fisher
KBSI, Bakersfield, Calif.
FISHER, LEW
WINS, New York, N. Y.
FITCH, JERRY
KGLN, Glenwood Springs, Colo.
FITTTS, SLIM
Boogie Hour
WKLF, Chantion, Ala.
FITZGERALD, ED
Before the Bar
WOOD-TV, Grand Rapids, Mich.
FITZGERALD, JAMES
WPDX, Clarksburg, W. Va.
FITZGERALD, JOHN
WXEL, Cleveland, O.
FITZGIBBONS, JACK
WAKR, Akron, O.
FITZMAURICE, MICHAEL
B. April 28, 1908; Chicago, Ill.
Sammy Kaye Show, CBS-TV; Whispering Streets, ABC; Live
Like a Millionaire, NBC, CBS-TV; Flying Tigers, DuMont; Right
to Happiness, NBC; Arthur Murray Party, DuMont; Telenews
Sportsreel.
<table>
<thead>
<tr>
<th>Name</th>
<th>Station/Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagler, Phil</td>
<td>What's New</td>
</tr>
<tr>
<td>Fleming, Ed</td>
<td>Our Gal Sunday</td>
</tr>
<tr>
<td>Fletcher, Tom</td>
<td>WHK, Cleveland, O.</td>
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<tr>
<td>Flinn, Paul</td>
<td>WJAC, Johnstown, Pa.</td>
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<tr>
<td>Flint, Walter</td>
<td>The Walter Flint Show</td>
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<tr>
<td>Florence, David</td>
<td>KIXL, Dallas, Texas</td>
</tr>
<tr>
<td>Flury, Jack</td>
<td>KBKW, Aberdeen, Wash.</td>
</tr>
<tr>
<td>Flynn, Chas.</td>
<td>Your Music Hour</td>
</tr>
<tr>
<td>Flynn, Howard</td>
<td>KMP, Hollywood, Cal.</td>
</tr>
<tr>
<td>Flynn, John</td>
<td>WIC, Malone, N. Y.</td>
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<tr>
<td>Folland, Miles</td>
<td>Myles Folland Show</td>
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<tr>
<td>Fornie, Kurt</td>
<td>Kurt's Kapers</td>
</tr>
<tr>
<td>Forsythe, Grant</td>
<td>CKLB, Oshawa, Ont.</td>
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<tr>
<td>Fortin, Louis</td>
<td>Notre-A Quebec</td>
</tr>
<tr>
<td>Fosseman, Gene</td>
<td>WDI, Danville, Ill.</td>
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<tr>
<td>Foster, Bob</td>
<td>WSR, Cleveland, Ohio</td>
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<tr>
<td>Foster, Don</td>
<td>KFKA, Greeley, Colo.</td>
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<tr>
<td>Foster, John</td>
<td>WHAX, Wilkes Barre, Pa.</td>
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<tr>
<td>Foster, Leverne</td>
<td>WEHR, Ronoke, Ala.</td>
</tr>
<tr>
<td>Fox, Gary</td>
<td>At Your Command</td>
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<tr>
<td>Fox, Larry</td>
<td>WIKY, Evansville, Ind.</td>
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<tr>
<td>Fox, Roger P.</td>
<td>KFAL, Fulton, Mo.</td>
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<tr>
<td>Franken, Joe</td>
<td>The Rhythm Spinner</td>
</tr>
<tr>
<td>Franken, Joe</td>
<td>WHIC, Columbus, Ohio</td>
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<tr>
<td>Franken, Joe</td>
<td>WHIC, Columbus, Ohio</td>
</tr>
<tr>
<td>Fraser, John G.</td>
<td>ABC</td>
</tr>
<tr>
<td>Fredericks, Pat</td>
<td>Let's Talk It Over</td>
</tr>
<tr>
<td>Freed, Alan</td>
<td>Mid-Day Movie</td>
</tr>
<tr>
<td>Freeman, Frank</td>
<td>WHBF, Rock Island, Ill.</td>
</tr>
<tr>
<td>Freeman, Tom</td>
<td>KCO, Alliance, Neb.</td>
</tr>
<tr>
<td>French, Dick</td>
<td>WLS, Lansing, Mich.</td>
</tr>
<tr>
<td>Fribley, Joe</td>
<td>Classical Hour</td>
</tr>
<tr>
<td>Frizell, Hugh</td>
<td>KRTM, Jonesboro, Ark.</td>
</tr>
<tr>
<td>Fron, Dave</td>
<td>WLS, Lansing, Mich.</td>
</tr>
<tr>
<td>Fryer, Harold B., Jr.</td>
<td>Star of Lisbon</td>
</tr>
<tr>
<td>Fuller, Chuck</td>
<td>Charles Alley</td>
</tr>
<tr>
<td>Freeman, Frank</td>
<td>WIG, Orlando, Fla.</td>
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<tr>
<td>Freeman, John</td>
<td>Canyon Caravan</td>
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<tr>
<td>Freeman, Tom</td>
<td>CAMQ, Amarillo, Tex.</td>
</tr>
<tr>
<td>Gadd, Carl</td>
<td>CJCH, Halifax, N. S.</td>
</tr>
<tr>
<td>Gadoury, Paul</td>
<td>KTO, Oklahoma City, Okla</td>
</tr>
<tr>
<td>Gadoury, Paul</td>
<td>KGAR, Garden City, Kans.</td>
</tr>
<tr>
<td>Gadwa, Tom</td>
<td>CHF, Edmonton, Alta.</td>
</tr>
<tr>
<td>Gagnon, Leonard</td>
<td>CHRL, Roberval, Que.</td>
</tr>
<tr>
<td>Gailey, George</td>
<td>Gailey-Go-Round</td>
</tr>
<tr>
<td>Gadd, Lloyd</td>
<td>Wlsa, Charleroi, Pa.</td>
</tr>
</tbody>
</table>

![Nelson Case](image)

**FRANK GALLOP**

1092
ANNOUNCERS—M-C’S

GAINES, ED
KIKI, Alice, Texas
GAINES, PHIL
WDBO, Orlando, Fla.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALE, JACK
WSRS, Cleveland, Ohio
GALE, VIRGINIA
WGN, Chicago, Ill.
GALLAGHER, ROGER
Gallagher & O’Brien Show
WMCA, New York, N. Y.

GALLOP, FRANK
Lights Out, NBC-TV
GALLOS, JOHN
WCCO-TV, Minneapolis, Minn.

Gamble, WM.
KFWB, Sacramento, Cal.

GAMBLING, JOHN
Mutual
GARDINER, DON
Monday Morning Headlines
ABC
GARDNER, CLIFF
Wake Up Winnipeg
CJOB, Winnipeg, Man.

GARDNER, JACk
WBIP, Boonerville, Miss.
GARNER, JIM
KAFY, Bakersfield, Calif.
GARDNER, JIM
Tello Test
WTJN, Jamestown, N. Y.

Gardner, Joe
Joe's Junction
KAMQ, Amarillo, Tex.

GASHON, JOSE
Mananetas
KDIA, Auburn, Ga.
GASKINS, MORRIS
Kentucky Farmer
WSFC, Somerset, Ky.
GASTON, LYLE
KSWO, Lawton, Okla.
GATES, ART
Sunbeam Party
WTVE, Wytheville, Va.
GAUGHAN, PATRICK J.
WMDD, Moundsville, W. Va.
GAY, CONNIE B.
Town & Country Time
WARL, Arlington, Va.
GEARY, Bob
WRAC, Racine, Wis.
GEER, SANDY
WALT, Tampa, Fla.
GEHLERT, WILLIAM
WTUX, Wilmington, Dela.
GEMAR, WM.
KFNF, Shenandoah, Iowa
GENTRY, BILL
Relay Quiz
WCHV, Charlottesville, Va.

GEORDAN, NORMAN

GEORGE, CAL
Casino
CKWX, Vancouver, B. C.

GEORGE, PHILIP
KGNX, Portland, Ore.

GERARD, JIM
WLW-D, Dayton, O.
GERON, NORM
WIZE, Springfield, O.
GETMAN, DAVID
WGR, Buffalo, N. Y.

GIbson, ALEC
Alec Gibson Show
WTVJ, Miami, Fla.

Gifford, DICK
KFDI, Amarillo, Texas
GILBERT, AL
WIBA, Madison, Wis.

GILBERT, JAY
Pensacola After Hours
WEAR, Pensacola, Fla.

GILL, PAUL
Trading Post
WCHS, Portland, Maine

GILLUM, BOB
KWNK, Winona, Minn.

GILMORE, ART
Dr. Christian
CBS

GIHAND, JOE
Joe Girand Show
WTHF, Hartford, Conn.

GIROUX, LEE
Ladies’ Day with Lee
KPIX, San Francisco, Cal.

GLEASON, BOB
KBRO, Bremerton, Wash.

GLEN, TONY
KSTL, St. Louis, Mo.

GODDARD, DICK
WFKY, Frankfort, Ky.

GODWIN, CARROLL
WDKJ, Kingstree, S. C.

ART BAKER
currently emceeing
“YOU ASKED FOR IT”
plus starring in
“STARS ON STAGE”
KTTV — Hollywood
plus doing the
“DINAH SHORE SHOW”
Television and Radio
plus the
“ART BAKER NEWS”
NBC — Network

JOHNNY OLSEN
RUMPUS ROOM (TV)
KIDS & CO. (TV)
HOMEMAKER'S JAMBOREE (TV)
BREAK THE BANK (AM)
MOVIE QUIZ (AM)
NORA DRAKE (AM)
ANNOUNCERS—M-C'S

GOLDBERG, BARNEY
Sahara Caravan
KLAM, Las Vegas, Nev.
GOLDEN, JERRY
WJTP, Kenosha, Wis.
GOODMAN, SAM
Yawn Patrol
WCOM, Parkersburg, W. Va.
GORDON, BILL
Bill Gordon Show
WEAT, Lake Worth, Fla.
GORDON, BILL
WQXR, New York, N. Y.
GORDON, DOROTHY
N. Y. Times Youth Forum
DuMont
GORDON, FRED
WHBF-TV, Rock Island, Ill.
GORDON, JOHN
CKLW, Detroit, Mich.
GOSS, FRANK
Hallmark Playhouse
CBS
GOVEN, ORIS
Smile with Lyle
WAIN, Columbia, Ky.
GOWER, CHAS.
WIMA, Lima, O.
GRAMER, BILL
Top of the Morning
WGHA, Columbus, Ga.
GRAMS, JOHN
1330 Club
WHHL, Sheboygan, Wis.
GRANT, BOB
KNR, Roseburg, Ore.
GRANT, BRUCE
Record Shop

WGHD, Grand Rapids, Mich.
GRATTON, BILL
KDSH, Boise, Idaho
GRAUER, BEN
It's a Problem, Seeing Is Believing, Royal Showcase, NBC-TV
GRAY, DONALD
WENE, Binghamton-Endicott, N. Y.
GRAY, GENE
KCVR, Lodi, Cal.
GRAY, ROBERT
WCPA, Clearfield, Pa.

GREGSON, JACK
Live Like a Millionaire, ABC
GREER, RUSSELL
Parade of Stars
KONA, Honolulu, Hawai'i

GRAY, BARRY
Barry Gray Show
DuMont
GULLBEAU, TED
KVIM, New Iberia, La.
GUILFOYLE, BUDDY
Home Folks Hour
CHOK, Sarna, Ont.
GUINN, GEORGE
ABC
GUTHRIE, HERB
WRAG, Carrollton, Ala.
GUTHRIE, KEN
Ken, Alaska City, Ark.
GUTHRIE, WINK
KIUQ, Portland, Ore.
GWYN, JACOB
Movie Quick Quiz
KRLD-TV, Dallas, Texas

HAAKE, LAUREN
Heckle & Jeckle Show
KDIX, Dickinson, N. D.
HADLEY, DOUG & JUNE
The Hadleys
WANE, Ft. Wayne, Ind.
HADLEY, ED
WCLO, Janesville, Wis.
HAGGART, BUD
WFDF, Flint, Mich.
HAGSTROM, CHARLES
Easy Listening
WJOC, Jamestown, N. Y.
HAINS, FRANK
WVIM, Vicksburg, Miss.
HALE, PHIL
KWNB-TV, New Britain, Conn.

Geoff Davis
ANNOUNCER
DISK JOCKEY
SPORTSCASTER
NEW YORK YANKEES
<table>
<thead>
<tr>
<th>Name</th>
<th>Station/WC</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALEY, TOM</td>
<td>WNBK, Clevend, O.</td>
<td>Cleveland, O.</td>
</tr>
<tr>
<td>HALL, FRED</td>
<td>KDB, Santa Barbara, Cal.</td>
<td>Santa Barbara, Cal.</td>
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<td>HALL, HOWARD</td>
<td>WOW, Omaha, Neb.</td>
<td>Omaha, Neb.</td>
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<tr>
<td>HALL, JOHN</td>
<td>1490 Club</td>
<td>WESB, Bradford, Pa.</td>
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<tr>
<td>HAMILTON, BRUCE</td>
<td>KUER, Record Shop</td>
<td>Record Shop</td>
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<tr>
<td>HAMILTON, BUDDY</td>
<td>KTOW, Oklahoma City, Okla.</td>
<td>Oklahoma City, Okla.</td>
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<tr>
<td>HAMILTON, JOE</td>
<td>Alarm Clock Club</td>
<td>Alarm Clock Club</td>
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<tr>
<td>HANCOK, HUNTER</td>
<td>Harlemaetine</td>
<td>Harlemaetine</td>
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<td>HANKINS, JIM</td>
<td>WPAD, Paducah, Ky.</td>
<td>Paducah, Ky.</td>
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<td>HARRIS, BILL</td>
<td>KPFR, Fresno, Calif.</td>
<td>Fresno, Calif.</td>
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<td>HARRIS, HERB</td>
<td>WXEL, Atlanta, Ga.</td>
<td>Atlanta, Ga.</td>
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<td>HARRIS, JACK</td>
<td>KENV, Mandan, N. D.</td>
<td>Mandan, N. D.</td>
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<td>HARRISON, MEL</td>
<td>WDNC, Durham, N. C.</td>
<td>Durham, N. C.</td>
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<td>HARRY, RAY</td>
<td>Relay Quiz</td>
<td>Relay Quiz</td>
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<tr>
<td>HEELE, DEAN</td>
<td>KVEC, San Luis Obispo, Cal.</td>
<td>San Luis Obispo, Cal.</td>
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<td>San Luis Obispo, Cal.</td>
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</table>

**ANNOUNCERS—M-C'S**

**MORT LAWRENCE**

Host: "Big Payoff"—NBC-TV
Announcer: "Dog Show of Champions"—ABC-TV
Announcer: "Take A Number"—MBS
Lexington 2-1100

**HAL TUNIS**

MC — Announcer
Narrator

1095
ANNOUNCERS—M-C’S

HATTON, RICHARD
WJW, Cleveland, Ohio
HAUGHER, JOHN
WTPC, Lake Wales, Fla.
HAVENS, WADE
Musician; Clock
KJME, Lamar, Colo.
HAYIG, DEAN
Campus Radio Theatre
KWSU, Tacoma, Wash.
HAWKINS, LEM
Lem Hawkins Show
KFGO, Fargo, N. D.
HAYLEY, SHERWOOD
WCHA, Chambersburg, Pa.
HAWTHORNE, BEN
Breakfast with Ben
WTHT, Hartford, Conn.
HAYES, GARY
Platter Playhouse
KYMA, Yuma, Ariz.
HAYES, GEORGE
ABC
HAYNES, JOHNNY
WMAL, Syracuse, N. Y.
HAYES, STAN
WENY, Elmira, N. Y.
HEAD, BYRON
KIOF, Omaha, Neb.
HEARTS, HARRY
Kiddieland
WJOJ, Florence, Ala.
HEBENSTREIT, CARL
KGMB, Honolulu, Hawaii
HEDRICK, LEE
WXAI, Cincinnati, O.
HEINZ, BILL
Around Our Town
KMUS, Muskogee, Okla.
HELEN, MISS
Best on Wax
WUSF, Clinton, Ala.
HENDERSON, DOUG
WHAT, Phil., Pa.
HENDERSON, MAX
WTCN, Minneapolis, Minn.
HENDRICKS, STAN
WPC, Lake Wales, Fla.
HENDRICKS, WES
WSTF, Thomaston, Ga.
HENRI, CHARLES
WILAT, Phil., Pa.
HENRY, BILL
News by Air
WDAK, Columbus, Ga.
HENRY, CLETTE
KNO, Winona, Minn.
HENRY, JOHN
KVOO, Tulsa, Okla.
HENSEN, JERRY
KLES, St. Joseph, Mo.
HENSKE, ERIC
KLYT, Levelland, Tex.
HERLIHY, ED J.
B. August 14, 1912, Boston, Mass.; Children’s Hour, WNBT; Goodyear Theatre, WNBT; Kraft Theatre, NBC-TV; Herlihy and the News at Noon; Universal Newsreel, WNBC
HERLIHY, WALTER
ABC
HEMAN, LYLE
KWAD, Wadena, Minn.
HERRMANN, R. G.
KFAL, Fulton, Mo.

HERXERMAN, BILL
Late Date with Bill
KLO, Ogden, Utah
HEUER, BILL
WSTF, Thomaston, Ga.
HEXLER, JOHN
WJRL, Springfield, O.
HICKMAN, HENRY
“Club 1300”
WJER, Baltimore, Md.
HICKOK, BILL
Homemakers Matinee
WGA1, Elizabeth City, N. C.
HICKS, GEORGE
WHBF, Rock Island, Ill.
HICKS, GEORGE
Theatre Guild On The Air
NBC
HICKS, JOHN
ABC
HIGGINS, JOHN
KLYN, Amarillo, Texas
HILL, BILL
WTH, East Point, Ga.
HILL, BOBBY
Good Morning Neighbor
WGHR, Goldsboro, N. C.
HILL, HOLLIS
KYCA, Prescott, Ariz.
HILL, JOE
WMGB, Bainbridge, Ga.
HILLIARD, JOHN
Battle of Music
WCOA, Pensacola, Fla.
HITES, WARREN
Symphonic Hour
WGAC, Augusta, Ga.
HOBBS, RICHARD
WJLB, Detroit, Mich.

SCOTT DOUGLAS
ANNOUNCER—ACTOR—M.C.
TELEVISION
Host—M. C. “The Late Show” CBS
“Fireside Theatre” NBC
“Dinah Shore Show” NBC
RADIO
“Hallmark Playhouse” Leads
“Stars Over Hollywood” Leads

REX MARSHALL

1096
HODGINSON, BRIAN
WHK, Cleveland, O.
HODIN, DICK
WPAC, Patchogue, N. Y.
HOHN, BILL
WNAC-TV, Boston, Mass.
HOGUE, LLOYD
Stardust
KXOA, Sacramento, Cal.
HOLIDAY, JOHNNY
Concho Room Remote
KOY, Phoenix, Ariz.
HOLDENSHAW, DENNY
Hibbilly Jamboree
WWNR, Beckley, W. Va.
HOLME, JOHN
WGBM, St. John's, Newf.
HOLMES, ROBERT D.
KAST, Astoria, Ore.
HOLLANDSWORTH, DENNY
Hilbilly Jamboree
WWNR, Beckley, W. Va.
HOLMES, TED
WSW, Roswell, N. M.
HOLT, ARTHUR
KSWS, Roswell, N. M.
HOLT, DICK
KNO, Alturas, Cal.
HOLTZ, THOMSON
Helpful Holtz
KFAB, Omaha, Neb.
HOMEY, LOUIS
Radio Shoppers Guide
WBLK, Clarlkburg, W. Va.
HOOVER, CHARLES
Candlelight Concert
WDOK, Cleveland, O.
HOUGH, BOB
KVNI, Coeur D'Alene, Ida.
ANNOUNCERS—M - C'S

JACOBS, JOHN
Jo Stafford Show
NBC

JAMES, DENNIS
Old Gold Original Amateur Hour
NABC, TV

JAMES, DON
Old Black Joe
WJOZ, Orlando, Fla.

JAMES, HUGH
Second Mrs. Burton
CBS

JAMES, KEN
WOW, Omaha, Neb.

JAMES, RALPH
Ralph's Records
KSOX, Harlington, Tex.

JAMISON, RUSSELL
Friendship Circle
KMED, Medford, Ore.

JEFREYS, ALLEN
WTOP, Washington, D. C.

JENKINS, BILL
The Bill Jenkins Show
WONS, Hartford, Conn.

JENKINS, BOB
Take 60
KYK, Olympia, Wash.

JENKINS, WAYNE
Breakfast with Blondie
WBJW, Trenton, N. J.

JENSEN, BOB
KGBM, Honolulu, Hawaii

JENSEN, EARL
KCO, Alliance, Neb.

JENSEN, LEIF
WDRC, Hartford, Conn.

JENSEN, PAUL
Chow Call
KOIN, Lincoln, Neb.

JENSEN, RAN
WOC, Davenport, Iowa

JESSEY, RANDALL
Community Forum
WDAF-TV, Kansas City, Mo.

JOHN, AMOS
KAFY, Bakersfield, Calif.

JOHNSON, ART
WATR, Waterbury, Conn.

JOHNSON, BILL
KAFK, Alexandria, Va.

JOHNSON, BILL
KSUM, Fairmont, Minn.

JOHNSON, KARL
Huckle & Jeeckle Show
KDJX, Dickinson, N. D.

JOHNSON, RON
WBEX, Chillicothe, Ohio

JOHNSON, WALLY
KKEQ, St. Joseph, Mo.

JONES, CHARLES L.
WFR, Sturgis, Mich.

JONES, DAN
What's Your Job
KFTAT, Topeka, Okla.

JONES, DON
Sunny Side Up
WLRA, Hornell, N. Y.

JONES, MAL
WFOL, Buffalo, N. Y.

JONES, PAUL
KMOE, Lake Charles, La.

JONES, REX
KVT, Topeka, Kans.

JONES, VERN
Today's Top Tunes
WAGA, Atlanta, Ga.

JOHNSTON, BRYCE
Easy Rhythms
KGO, San Francisco, Calif.

JORGENSEN, FRED
Monday with Fred
KGO, San Francisco, Calif.

JOSEPH, EDDY
WHLJ, Niagara Falls, N. Y.

JUDGE, COLIN
CJNT, Quebec

JULIAN, JOSEPH
WHLJ, Niagara Falls, N. Y.

KANE, BOB
Stiff & Things
WRCO, Richland Center, Wis.

KARMEN, JACK
Crackpot College
WCOU, Lewiston, Maine

KARMER, JAMES W.
Siesta Sreneade
WDNE, Skins, W. Va.

KARR, AL
Top of the Morning
WIBC, Canton, O.

KARSEN, ANDY
Matinee Revue
WKLV, Sparta, Wis.

KAY, WALTER
WTV, WDK, Cleveland, O.

KAYE, DICK
WCHR, Waltham, Mass.

KEANE JERRY
Variety Time
WOMC, Covington, Ga.

KEARNEY, BILL
Top of the Morning
WIBC, Canton, O.

KEARNEY, GERRY
3570 Streamliner
WFEA, Manchester, N. H.

KEECH, KELVIN
ABC

KEELER, DAN
KSL-TV, Salt Lake City,

KEITH, BOB
WLOF, Orlando, Fla.

KEITH, ROLAND
Mrs..go to Super Markett
WLLO, E. Liverpool, O.

KELLEM, VIVIAN
The Power of Women

KESSLER, ROBERT
Man on the Street
WLBC, Lebanon, Pa.

KELLY, JOE
Quiz Kids

KELLER, WARREN M.
Warren Michael Kelly Show
WXYZ, Detroit, Mich.

KELLE, HENRY
KOIL, Omaha, Neb.

KENDALL, DON
Parade of Stars
WEBQ, Harrisburg, Ill.

KENNEDY, KEVIN
Famous Fights from Madison Square Garden, DuMont

KETCHER, LESTER
WDNL, Springfield, Ten.

KEYS, W. L.
WHAP, Hopewell, Va.

KEYSER, WARREN
WLM, Wilmington, Del.

KIBBE, TOM
WWJB, Rutland, VT.

KIDNY, DICK
Radio
WBDZ. Lock Haven, Pa.

KIERNAN, WALTER
Who Said That
NABC

KIHN, ED
KHAS, Hastings, Neb.

KIKER, W. A.
WADJ, Wadesboro, N. C.

KILLEBREW, DICK
WFEL, Roonoke, Ala.

KIMBLE, EMERSON
WSPD, Toledo, O.

KING, BOB
WRAP, Norfolk, Va.

KING, CARL
B. Dec. 30, 1921, St. Louis, Mo.; King's Crossroads, Nationally Syndicated Films; Capt. Video, DuMont

KING, FRANK E., JR.
KCII, Houma, La.

KING, JAMES
WBBB, New Smyrna Beach, Fla.

KING, JOE
Mr. and Mrs. North

KING, JOHNNY
Cinderella Weekend
WJ-TV, Detroit, Mich.

KING, JOHN REED
Ford Festival Time
NABC

KINGSTON, WALTER

KINSINGER, JOHN
KGAR, Garden City, Kans.

KIRBY, DURWARD
Hilltop House

KIRBY, GEORGE
Melody Manor

KIRBY, LEE
Stag Session

KIRK, FRANK
Rise 'n Shine

KITCHEN, CORKY
WKVL, Blackstone, Va.

KITTLE, CLYDE
News

KLOSS, BOB
WHEL, Wheeling, W. Va.

KNOX, FRANK
Rise 'n Shine

KNOX, LEE
Morning Matinee

KOLBR, GORDON
WFUR, Philadelphia, Pa.

KOLDB, GORDON
WAXU, Waukesha, Wis.

KOPLOW, GORDON
WHBF, Rock Island, Ill.
ANNouncers—M-C'S

KORMANN, HAL
Band of the Week
WVRL, New York, N. Y.

KOOSAK, JOE
WYLN, Onley, Ill.

KOVACE, ERNIE
Kovace Limited
WCBS-TV, New York, N. Y.

KRAEHLING, BUD
WCCO-TV, Minneapolis, Minn.

KRAHLING, BOB
Easy Listening
WHBC, Canton, O.

KREMER, VERN
Concert Hour
KAYL, Storm Lake, Iowa

KRIEVER, ED

KROLL, JAY
Housewives Only
WELS, Kinston, N. C.

KULZ, BOB
WDBD, Daytona Beach, Fla.

KURTZ, SPYKER
WRAK, WilliamSPORT, Pa.

KUZNITOF, WILLIAM
Kentuckiana
WLJQ, Bowling Green, Ky.

L

LACEY, BRAD
WWXJ, Concord, N. H.

LACY, JACK
WINS, New York, N. Y.

LAKE KATIE
Twto 2
KFJJ, Klamath Falls, Ore.

LAMB, ART
WTTG, Washington, D. C.

LAMB, DONALD
WPDX, Clarksburg, W. Va.

LAMBERT, KEN
WLDS, JacksonvillE, Ill.

LAMOND, DON
KERO, Bakersfield, Calif.

LAN, TED
Open House
KXGJ, Fort Madison, Iowa

LARD, ZACK
WMAS, Springfield, Mass.

LANDELL, ASLST

LANDRY, JIM
WJJB, New Orleans, La.

LANG, FRED
WHAG, Boston, Mass.

LANSFORD, CHUCK
WDRS, Lake City, Fla.

LANSFORD, TOM
WTND, Orangeburg, S. C.

LAMORE, ROY
Your Roy Roy
WFRR, Wisconsin Rapids, Wis.

LARKE, STAN
CFOR, Orilla, Ont.

LAB, DARYL
WTCN, Minneapolis, Minn.

LAURENCE, Jock
WPWA, Chester, Pa.

LAURENCE, CARL
KOJM, Harve, Mont.

LAURENCE, DICK
Problem Corner
KXG, Fort Madison, Iowa

LAURENCE, FRANK
1320 Club
KOJF, Ft. Smith, Ark.

LAURENCE, JOHNNY
WOKO, Albany, N. Y.

LAURENCE, KEN
WSFD, Toledo, O.

LAURENCE, MORT
Big Payoff, NBC-TV, Dog Show of Champions, ABC-TV; Take a Number, MBS.

LAWSON, RALPH
Concert Hall
WZIP, Canton, Ky.

LEAHY, ED
Campus Favorites
WHHM, Northampton, Mass.

LeBLANC, DON
KTHX, Houston, Texas

LEE, DOUG
WABC, New York, N. Y.

LEE, MRS. JOHN G.
The Power of Women
DuMont

LEEDS, LYLE
KOMJ, Havre, Mont.

LEFEBRE, BILL
“Big Ballroom”
FWBR, Baltimore, Md.

LENHART, PHILIP
WAKF, Akron, O.

LEIBERT, AL
WICC, Bridgeport, Conn.

LEKEN, HUBE
1400 Club
KCOG, Centerville, Iowa

LEMON, DON
Bob Hawk Show
Our Miss Brooks

LENSHOLD, NORMAN
WDEA, Detroit, Mich.

LEONARD, ARCHIE
WHO, Des Moines, Iowa

LEONARD, ART
Suit Yourself

LEONARD, MAXWELL
WGGY, Montgomery, Ala.

LePAGE, JEAN
WMSA, Massena, N. Y.

LESBOUCHE, JACK P.
B. Nov. 17, Sacramento, Cal.; Jackie Gleason Show, CBS-TV; Today, Dave Garroway, NBC-TV; Dennis Day Show, NBC-TV

LESIK, EDWARD L.

LESTER, DON
WSAI, Cincinnati, O.

LESTER, MICKY
WKBW, Detroit, Mich.

LEVIN, SYLVAN

LEVIES, ALLAN
WGR, Buffalo, N. Y.

LEWIS, DAVE
KBLI, Blackfoot, Idaho

LEWIS, TONI
Dave Lewis Show
WTVT, Bloomington, Ind.

LEWIS, DICK
KBCO, Caldwell, Idaho

LEWIS, GEORGE
Man on the Street
WKNB, New Britain, Conn.

LEWIS, JOHN
“Leo, The Lion”
WCAO, Baltimore, Md.

LEWIS, BOM
Opera Theatre
WNBP, Evanston, Ill.

LEWIS, WALTER
Concerts Time
WHLI, Hempstead, Long Island, N. Y.

LEXOITE, GEORGE
WAVZ, New Haven, Conn.

LIBUTTI, GEORGE
WRNY, Rochester, N. Y.

LIEBMAN, JERRY
WPIC, Sharon, Pa.

LIGHTCAP, JACK
WINS, New York, N. Y.

LOGAN, MARSHAL
WFBA Farm Hour
Tampa, Fla.

LILLIGREN, CHUCK
1400 Club
WDLH, Marshallfield, Wis.

LINDAMOOG, FRANK FOX
WYWE, Wytheville, Va.

LINDSEY, JIM
Listen With Lindsey
KRIC, Beaumont, Tex.

LINKOUS, MELVIN
WSLS, Roanoke, Va.

LINN, CLARE
WKMHI, Dearborn-Detroit, Mich.

LINN, SAM
Western Jamboree
WSAT-TV, Charleston, W. Va.

LISANDBR, DOMINIC
WJKO, Springfield, Hampden, Mass.

LOCKE, E.
WIP, Phila., Pa.

LOFLIN, BOB
Listen with Loflin
WCRF, Columbus, Miss.

LOUDNESSNESS, RAY
Ray's Corner
WJKS, sitcom Falls, S. Dak.

LOGSDON, JIMMIE
Jimmie Logsdon Show
WINN, Louisville, Ky.

LONG, DEAN
Dean's Den
KVOE, Santa Ana, Cal.

LONG, DAN
Music Clock
WJVB, Jacksonville, Fla.

LONG, KENNETH
WGAX, Portland, Maine

LOHMAN, JIMMY
KANE, New Iberia, La.

LOMAN, KENNETH
Music for the Mrs.
KEWG, Eugene, Ore.

LOMBarDO, GUY
Mutual

LONG, SHORTY
WPAT, Pottstown, Pa.

LONGWORTH, BILL
WGBE, Scranton, Pa.

LOPEZ, VINCENT
Mutual

LOTT, JOHNIE
Chuck Wagon
WERH, Hamilton, Ala.

LOUHINAXE, DON
Juke Box Serenade
KOWH, Omaha, Neb.

LOVE, BOB
KST, Fresno, Cal.

LOWE, BRYAN
WAYB, Waynesboro, Va.

LOWE, DON
ABC

LOWE, SUN
Sun Low Show
KIKI, Honolulu, T. H.

LOWRY, KEN
Pop O the Morning
WGETA, Summerville, Ga.

LUCA, WM. E.
Staff Breakout
KOLN, Lincoln, Neb.

LUDDEN, ALLEN
Mind Your Manners
NBC-TV

LUDWIG, JAMES
WDHL, Olean, N. Y.
McGOWAN, GEORGE
KIX, Portland, Ore.
McGRAW, Mac
KPTM, Fort Morgan, Colo.
McGUAN, GENE
KNL-TV, Salt Lake City, Utah
McGUIinness, JOHN
WILD, Birmingham, Ala.
McHALE, BOB
Hillbilly Hit Parade
WSCR, Scranton, Pa.
McHale, TOM
WSPD, Saint Ste, Marie, Mich.
McINTOSH, HUGH
1330 Club
KLNC, Lewiston, Idaho
McKAY, ANNE
WGAE, Valdosta, Ga.
McKAY, DON
Timber Trails
KIRQ, Prineville, Ore.
McKINNEY, JIM
Mac's Record Rack
WMIX, Mt. Vernon, Ill.
McKINNON, W. F.
CJFX, Animanish, N.S.
McKISSON, PERC
KWRO, Coquille, Ore.
McLEAN, PHIL
WERE, Cleveland, Ohio
McMILLEN, GENE
KHAL, Rawling, Wyo.
McMURG, GEO.
CIJN, Quebec
McNEIL, MARSHALL
Meet the Boss
DuMont
McVAY, BOB
Two at 2
KIPJ, Klamath Falls, Ore.

M
MacBRIAR, WALLACE, JR.
WJON, St. Cloud, Minn.
MacDONALD, DON
KCMJ, Palm Springs, Cal.
MACK, BERNIE
KMUH, Manchester, N. H.
MACK, BILL
Music Time
WMJC, Chicago, Ill.
MACK, CLARENCE
Good Deed Club
CFAC, Calgary, Alta.
MACK, TUCK
Old Gold Original
Amateur Hour
NBC-TV
MACK, WAYNE
Afternoon Concert
WDOQ, Cleveland, O.
MADER, JIM
WJHA, Madison, Wis.
MAHER, IDA MAE
Happy's Party
DuMont
MAHONEY, ED
WATX, Springfield, Ill.
MARI, ROBERT
WTH, Peoria, Ill.
MALKEN, DEN
"Hall of Ebony"
WRBS, Boston, Mass.
MALONEY, LES
Malloy & Co.
KGO TV, San Francisco, Cal.
MALONEY, KEN
WGMH, Hamilton, O.
MALOY, HENRY
Kul Stuff
WTRY, Troy, N. Y.
MASHIE, BOB
Wumn, Elgin, Ill.
Mandrake, CHAS.
WICA, Ashtonabala, O.
MANN, LAURA
CHUM, Toronto, Ont.
Manning, Joe
WFEA, Batavia, N. Y.
MANNIS, LES
WIP, Phila., Pa.
Mansfield, Sam
Record Hodies
WFJS, Deland, Fla.
March, JIM
KVOC, Casper, Wyo.
Mares, JERRY
WCBM, Baltimore, Md.
Marion, DICK
WMOA, Mahomet, Ohio
Markle, TINY
WAVZ, New Haven, Conn.
Marlowe, Owen
WALK, Patchogue, N. Y.
Marlowe, Paul
WNDI, Daytona Beach, Fla.
Marsh, FREDERICK RAY
WCOI, Columbus, 0.
Marshall, Bob
Party Line
WGBS, Miami, Fla.

Marshall, Rex
B. Jan. 10, 1919; Suspen, CBS-TV; Ellery Queen, ABC-TV; Sunday Matinee, DuMont; Date With Rex, WABD.

Martin, CLIF
WMRP, Flint, Mich.
Martin, EARL
Sharecorders Roundup
WMJW, Cordega, Le.
Martin, Frank
WIRK, Erie, Pa.
Martin, Johnny
WLOU, Louisiana, Ky.
Martin, Joe
KCLX, Colfax. Wash.

Mason, FRANK
Western Record Party
KYLH, Pauls Valley, Okla.

Mason, AL
(Brooks Stevens)
Food for Thought
DuMont

Mast, BENNY
Hillbilly Houseparty
WATA, N. C.

Mathis, LEE
Linger with Lee
WFPM, Fort Valley, Ga.

Mattlock, STAN
Magazine of Air
WKRC, Cincinnati, O.

Matteson, Connie
Party Time
WKTV, Utica, N. Y.

Matteson, Dean
KRDN, Aberdeen, S. Dak.

Matthews, Jim
People Are Funny
ABC

May, Louise
Listen Awhile
KBOX, Modesto, Cal.

May, MIKE
WCSI, Columbus, Ind.

Mayo, Ben
Juke Box
WCPB, Tarboro, N. C.

Mead, Jim
WFRC, Redsville, N. C.

Meath, Edith
WHEC, Rochester, N. Y.

Meeks, Max
Alarm Clock Club
WMFR, High Point, N. C.
ANNOUNCERS—M-C'S

MELTON, DAVE
Radio Reversion
KOEL, Oelwein, Iowa

MENNE, MARTIN
Night Watch
KCRJ, Trindad, Colo.

MERRICK, BILL
WMUS, Muskegon, Mich.

MEREAU, DANNY
Phl Space
WPOX, Holyoke, Mass.

MEREDITH, LEE
KWHI, Bremen, Tex.

MERKER, GEORGE J.
WWDX, Elgin, Ill.

MERRITT, HERBERT A.
WHAJ, Greenfield, Mass.

MERTZ, BILL
WVKO, Columbus, O.

MEYER, MIKE
KRVM, Lexington, Neb.

MICHAEL, BOB
WENY, Elmira, N. Y.

MICHAEL, GEORGE
Farm Bureau Show
WDBY, Rochester, N. Y.

MICHAELS, JOHN
WVKO, Columbus, O.

MICHLER, GEORGE
Sunshine Special
WBBW, Youngstown, O.

MILLS, JERRY
WATS, Sayre, Pa.

MILLER, DON
KEEP, Twin Falls, Idaho

MILLER, JOHN Z.
Swap Shop
WGGG, Henderson, N. D.

MILLER, JOHNNY
Johnny Miller Show
WTOB, Winston-Salem, N. C.

MILLER, MAUREY
KSO, Des Moines, Iowa

MILLER, PAUL
WHOC, Philadelphia, Mass.

MILLER, WILLIAM S.
WSTR, Sturgis, Mich.

MILLS, ALLAN
Sunrise Roundup
WMOC, Covington, Ga.

MILLS, BOB
Western Theatre
WMAZ-TV, Charleston, W. Va.

MILLS, BOB
WRNY, Rochester, N. Y.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLS, FRANK
What's Cooking
WBAP-TV, Ft. Worth, Texas

MILLEREE, N. C.
WVJS, Owensboro, Ky.

MINSHALL, BILL
Record Shop
KRMG, Tulsa, Okla.

MINTON, MARK
KGGF, Coffeyville, Kansas

MITCHELL, EVERETT
National Farm & Home Hour
KBC

MURPHY, ROY
KCCO, Texarkana, Texas

MIYANISHI, JAMES
KILA, Hilo, Hawaii

MEGGIN, FRED
KWK, St. Louis, Mo.

MOFFETT, RAYMOND, R.
WCAO, Baltimore, Md.

MOLLEN, LEN
WHHH, Warren, O.

MOLDEN, BOB
Hillbilly Harmony
WKDK, Newberry, S. C.

MONTGOMERY, BILL
Hillbilly Jamboree
WCUW, Akron, O.

MOORE, BOB
WIBC, Battle Creek, Mich.

MOORE, CLYDE
KCLU, Port Worth, Tex.

MOORE, LTE
Jamboree Party
WWVA, Wheeling, W. Va.

MOORE, VIRGIL
WLMJ, Marion, Ala.

MORAGA, PEDRO
KIPF, Phoenix, Ariz.

MORAN, WARREN
Muran with Music
WHIZ, Zanesville, O.

MORGAN BILL
WMOH, Des Moines, Iowa

MORGAN, DICK
WDBJ, Roanoke, Va.

MORGAN, HAL
Morgan Hall Concert
WGAR, Cleveland, O.

MORGAN, JIM
Birthday Club
KCBS, Kansas City, Mo.

MORGAN, JIMMIE
WBBB, Booneville, Miss.

MORRILL, FRED
Hymns for Homefolks
WHJC, Meature, W. Va.

MORRIS, B.
HIL, Sarel, Que.

MORRIS, BEN
Sooner Shindig
WOKY-TV, Oklahoma City, Okla.

MORRIS, GILBERT
WDAS, Phil., Pa.

MORRIS, JACK
KLX, Oakland, Cal.

MORRISSEY, BILL
WCCL, Lawrence, Mass.

MORSE, DON
ABC Home Institute
KGO, San Francisco, Cal.

MORTON, BILL
WVNT, Portsmouth, Ohio

MULLINS, JACK
KXLR, Kittanning, Pa.

MULLIN, RAY
WPHJ, Pottsville, Pa.

MUNDY, ED
Requestfully Yours
KCBS, San Bernardino, Cal.

MUNTZ, BILL
CFAR, Flin Flon, Man.

MUNT, PAUL
KOIL, Omaha, Neb.

MUNHAN, HARRY
Miami Civic Forum
WIOD, Miami, Fla.

MURDOCH, FRED
Red Wax Showcase
WMGA, Mt. Laurel, N. J.

MURPHY, BILL
Are You From Dixie
WAKR, Akron, Ohio

MURPHY, ED
Ed Murpny Show
WSTR-TV, Syracuse, N. Y.

MURRAY, JERRY
WPTM, Marietta, Ga.

MURRAY, FRED
Murray at Mike
WWOD, Lynchburg, Va.

MURRAY, PHIL
Magical Mondial
WJOC, Jamestown, N. Y.

MURRY, BANK
WTCS, Campbellsville, Ky.

MUSIC, REX
KSO, Des Moines, Iowa

MUSER, BILL
WBCM, Bay City, Mich.

MYERS, RENT
KCSU, Provo, Utah

NADEL, HOWARD
WCOL, Columbus, O.

NAGLE, JEFF
KMJ, Fremont, Cal.

NANCE, BOB
KBBX, Alie, Texas

NAUGHTON, RENS
WDRB, Hartford, Conn.

NEAL, BOB
WBGB, Greensboro, N. C.

NEARS, JOE
Top o'Morning
KGBY, Newport, Ark.

NEDICK, DICK
WEOK, Poughkeepsie, N. Y.

NEELEY, BILL
KMUS, Muskogee, Okla.

NEHRING, HILLY
Sprize Party
WIRE, Indianapolis, Ind.

NEL, JACK
WWNC, Asheville, N. C.

NEILAN, RAY
WKBN-TV, New Britain, Conn.

NEIMAN, WALTER
Musical Fantasies
WGSM, Huntont, N. Y.

NELSON, DAVE
WLRN, Elgin, Ill.

NELSON, HAROLD
KCMC, Texarkana, Texas

NELSON, HERMAN
WLOS, Baton Rouge, La.

NELSON, JOHN
KFTV, Paris, Texas

NELSON, WARREN
KSO, Des Moines, Iowa

NELSON, WAYNE
Vaughn Monroe Show
CBS

NEWHOUSE, HAL
Tune Test
KJCO, Prineville, Ore.

NEWMAN, EDDIE
WDAS, Philadelphia, Pa.

NEWTON, JIM
Disc Din
KBY, Newport, Ark.

NICHOLS, FLOYD
KWRO, Coquille, Ore.

NICHOLS, JOHNNY
WJTB, New Orleans, La.

NICHOLS, ROY
KXLR, Little Rock, Ark.

NICHOLSON, NICK
KNBC, San Francisco, Cal.

NIELSON, WARREN
KMA, Shenandoah, Iowa

NIGHTINGALE, EARL
Earl Nightizgale Show
WGN, Chicago, Ill.

NILES, PAUL
WEVD, New York, N. Y.

NIMMO, BILL
B. June 18, 1917, Cincinnati, Ohio; Jackie Gleason, CBS; Wednes-
       day Booking: CBS; Crime Syndi-
       cated: CBS; Heaven for Betsy,
       CBS; Plainclothes Man, Du Mont

NIMS, ROBERT

NIXON, MILTON
WRAP, Norval, Va.
POLLARD, JIM
Bob Hawk Show
CBS

POOLE, HARVEY
Spiritual Hour
WSTV, Boyle Glade, Fla.

POPE, BILL
KXOC, Chico, Cal.

POTTER, GAIL
Unit Workshop
WFLA, Tampa, Fla.

POTTER, PHIL
WOWM, Harrisburg, Pa.

POWERS, DON J.
KXGN, Glendale, Mont.

POWERS, JIMMY
Famous Fights from Madison Square Garden
DuMont

POWERS, RAY
WHBS, Huntsville, Ala.

PRATER, FRANK
WBNS, Cleveland, Ohio

PRICE, GRN
WPPA, Pottsville, Pa.

PRICE, JAMES
WSBB, New Smyrna Beach, Fla.

PRICE, JOE
WVMI, Biloxi, Miss.

PRICE, MEL
WCASL, Minneapolis, Md.

PROUGH, CARL
KCID, Caldwell, Idaho

PRUE, CHARLES W.
Nocturne
WCAO, Baltimore, Md.

— Q —
QUINN, DOMINIC
WFDF, Flint, Mich.

QUINN, PAT
WPAG, Ann Arbor, Mich.

— R —
RAFFERTY, TOM
CKNX, Ontario

RAFUSE, BRUCE
CJFJ, Antigonish, N. S.

RAINES, KEVIN
WCBC, Anderson, Indiana

RAKE, JOE
Breakfast Club
WGNY, Newburgh, N. Y.

RAMSELL, DON
KXEL, Waterloo, Iowa

RAND, WILLIAM
KKNO, Iowa

RANDALL, WILLIAM E.
WHAI, Greenfield, Mass.

RASH, LES
KGOS, Harrison, Wyo.

RAWSON, RON
Young Dr. Malone
CBS

RAYMOND, JACK
WISN, Milwaukee, Wis.

RAYMOND, GENE
CJCS, Antigonish, N. S.

RAYNER, RAY
Who, What, Where, When
WOOD-TV, Grand Rapids, Mich.

RAE, PAUL
WEOK, Poughkeepsie, N. Y.

RAHAN, JOE
Reagan's Roundup
WEDM, Arlington, Va.

REACH, BOB
Talent Hunt
CJOC, Lethbridge, Alta.

REAVES, JOE
Music Shop
WLIV, Atlanta, Ga.

REAVIS, HERMAN
WBOB, Galax, Va.

REDDY, DON
Tom Reddy Show
WABC, New York, N. Y.

REDDING, JOHN
Fun Time
WVLK, Lexington, Ky.

REDEFFN, JACK
Requestfully Yours
WTIC, Hartford, Conn.

REED, MONT
WTIC, Baltimore, Md.

REEL, RICH
CKLB, Oswego, Ont.

REIGHARD, RICH
WHKX, Akron, O.

RELIX, ED
WGAD, Gadsden, Ala.

REISING, KEITH
Spring Show
WLRF, New Albany, Ind.

REITH, HARRY
WKST, New Castle, Pa.

REICH, DICK
KGFX, Pierre, S. Dak.

REYES, NICK
Pop Shop
WTTC, Newton, Iowa

REYNOLDS, FRANK
WBBK-TV, Chicago, Ill.

REYNOLDS, PAUL
Million Dollar Bandstand
WOSP, St. Petersburg, Fla.

REYNOLDS, QUENTIN
Author Meets the Critics
DuMont

RIDGE, JOHN
WGEZ, Bellefonte, Pa.

RHODES, RICHARD A.
WAYB, Waynesboro, Va.

RICE, CRAWFORD
Tops In Hillbilly
WAPX, Montgomery, Ala.

RICE, RICK
Nite Cap Show
KCAP, Helena, Mont.

RICHARDS, BOB
WWJ, Detroit, Mich.

RICHARDS, DICK
KONO, San Antonio, Tex.

RICHARDS, FLOYD
Cinderella Weekend
WTIC, Hartford, Conn.

RICHARDSON, RUSSELL
Lights, Camera, Action
CCKO, Pentecost, B. C.

RICHMOND, HYLE
P. M. Pops
WXRA, Buffalo, N. Y.

RILEY, PRESTON
WTIC, Holland, Mich.

RIGGS, DAVE
Music for the Missus
KXNT, Newport, Ore.

RIGGS, GLEN
My True Story
ABC

RILEY, BOB
Hey Bob Show
KRTV, Des Moines, Iowa

RILEY, BUD
Bud Riley Presents
WTAQ, LaGrange, Ill.

RILEY, JAY
Riley's Notebook
WMOK, Metropolis, Ill.

RILEY, JOHNNIE
Riley's Booster Review
WXAM, Altoona, Pa.

RININGER, DON
WXJ, WMB?, Greenville, S. C.

RITCH, JIM, JR.
KVON, Napa, Cal.

ROARK, JOHN
WACV, Waco, Texas

ROBBIE, GORDON
WDSR, Lake City, Fla.

ROE, LARRY
KIN, Independence, Kansas

ROBERTS, DICK
KBIO, Oskaioosa, Iowa

ROBERTS, DON
Music Shop
WKNE, Ft. Wayne, N. H.

ROBERTS, JIM
Music in the Air
WHIL, Canton, O.

ROBERTS, KEN
This is Nora Drake
CBS

ROBERTS, KENNETH
KIMR—Pioneer Musical Court
KIMR, Lamar, Colo.

ROBERTS, MORGAN
KSWO, Lawton, Okla.

ROBERTS, STAN
WWXR, New York, N. Y.

ROBERTS, STAN
WWYO, Pineville, W. Va.

ROBERTSON, LLOYD
Teen Town, WJCA, C.JCS, Stratford, Ont.

ROBERTSON, TRAFTON
Relax
WTAR-TV, Norfolk, Va.

ROBIE, TOM
Morning Musical Clock
WTAD, Quincy, Ill.

ROBINSON, HERMAN
Farm Time
KAST, Astoria, Ore.

ROBINSON, RON
Casino
CJOC, Lethbridge, Alberta

ROBINSON, BILL
KRLW, Walnut Ridge, Ark.

ROBINSON, DON
KIXI, Dallas, Texas

ROBINSON, KSBW, Salinas, Cal.

ROBINSON, JOHN
CJCL, Kirkland Lake, Ont.

ROBINSON, MAX
Breakfast with Bigelow
WTJN, Jacksonville, N. Y.

ROCKWELL, JAMES
WSAM, Saginaw, Mich.

RODEWALD, DON
Wesco Calling
KWSO, Wasco, Cal.

RODRIGUEZ, EDDIE
Buenas Dias
KFDV, L.A. Cal.

ROGERS, EDDIE
KOA, Denver, Colo.

ROGERS, JOHN T.
J. T. Your Spinning M.C.
WCWA, Culpeper, Va.

ROGERS, RALPH
WAFI, Birmingham, Ala.

ROGERS, TED
KMUR, Murray, Utah

ROHLEING, LARRY
Listen Closely
WOWL, Florence, Ala.

ROLLINS, WAYNE
Talk of the Town
KYCA, Prescott, Ariz.

ROLLISON, FRED
WGFB, Evansville, Ind.

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ANNOUNCERS—M-C'S

SANDERS, GEORGE
Sanders-Munns
KFVD, Los Angeles, Calif.

SANSTROM, ROBERT E.
WJPR, Ishpeming, Mich.

SANTRY, CHESTER
WQXR, New York, N. Y.

SAPP, MARK
Sunrise Serenade
KGPH, Flagstaff, Ariz.

SANDERS, JOHN
WSPD-TV, Toledo, O.

SAVARES, RAOUl
CFP1, Riviere du Loup
Quebec

SAYARY, PIERRE
Sofre A Quebec
CBY, Quebec

SAYWER, TOM
TOM Sawyer Time
WHO, Orlando, Fla.

SCANLON, ART
WINS, New York, N. Y.

SCHADER, CONRAD
KTCL, Denver, Colo.

SCHAFEy, ART
Gospel Songs
WAPX, Montgomery, Ala.

SCHAFER, DON
KYN1, Coeur D'Alene
Idaho

SCHAFER, JACK
WKQ1, Sturgeon Bay
Wis.

SCHAFER, JOE
Yawn Club
WNYC, New Haven, Conn.

SCHAFER, RON
KBRI, McCook, Neb.

SCHULKE, RICHARD
WKHM, Jackson, Mich.

SCHLEIDER, VIC
Homemaker Harmonies
WGET, Gettyburg, Pa.

SCHNEIBLY, LARRY
Romantica
KGPH, Flagstaff, Ariz.

SCHOLES, CHARLES
Jukebox Jamboree
WKTU, Mayfield, Ky.

SCHULTZ, ARTHUR
KF1R, North Bend, Ore.

SCHULZ, MYRON
WAAF, Chicago, Ill.

SCHUSSELL, DAVE M.
WKW1, Wheeling, W. Va.

SCOTT, BILL
KSCH, Liberal, Kansas

SCOTT, BOB
WIOU, Kokomo, Ind.

SCOTT, CHARLEY
Hillbilly Hoe-down
KTPY, Brownfield, Tex.

SCOTT, ED
Quik Kids
CBS

SCOTT, TED
Coffeehouses Anonymous
KULA, Honolulu, T. H.

SCOTT, W. D.
CKIN, Nelson, B. C.

SEAMAN, BILL
WK1X, Saginaw, Mich.

SEAYEY, JIM
WDZ, Decatur, Ill.

SEBASTIAN, MAURY
KTOH, Ithaca, N. Y.

SEEVERE, HOWARD
WHBC, Rochester, N. Y.

SEWALL, HED
KCHR, San Diego, Cal.

SEXTON, CARROLL
WLBG, Laurens, S. Car.

SEYHOUR, BOB
WMH, Dearborn-Detroit
Mich.

SEYHOUR, DAN
We've the People
MIC-TV

SHAFFER, MAX
Musical Clock
WDND, Dubuque, I1l.

SHAFFER, JACK
KWSH, Roswell, N. M.

SHALL, JOHN W.
Sat. Night Fours
KSY, Sikeston, Mo.

SHALLENBERGER, DAVE
Mahan's Matinee
WARD, Johnstown, Pa.

SHANNON, JACK
WLEH, Sandusky, O.

SHAPIRO, PAUL
KTIM, San Rafael, Cal.

SHARPE, BILL
KREM, St. Joseph, Mo.

SHAW, CHAS.
Sunrise Serenade
WOLF, Syracuse, N. Y.

SHAW, HUGO
WKFT, Wichita Falls, Texas

SHAW, JlJ
Silver Dollar Show
WTSY, Claremont, N. H.

SHAW, MYRON
WMDN, Miami, Mich.

SHAWYER, WILLIS M.
Cornbread Matinee
WCPS, Tarboro, N. C.

SHEEHAN, BILL
WDRC, Hartford, Conn.

SHEEHAN, BOB
KSTL, St. Louis, Mo.

SHELDERS, DANNY
Danny Shelders Show
WCAY, Norfolk, Va.

SHELDON, HERB
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show, WABC.

SHELTON, BANNER
WBBG, Greensboro, N. C.

SHELTON, JIM
Pick-a-Pocket
WIBC, Indianapolis, Ind.

SHEPHERD, BOB
Twenty Questions
DuMont

SHERMAN, ART
WJAC-TV, Johnstown, Pa.

SHERMAN, BILL
Bill Sherman Show
WKX1, Framingham, Mass.

SHERMAN, DEAN
WDGY, Minneapolis, Minn.

SHERMAN, DONALD A.
WICM, Bay City, Mich.

SHERMAN, PAUL
WINS, New York, N. Y.

SHERWOOD, BURT
WJJD, Chicago, Ill.

SHELDERS, LARRY
Country Chapel
WIPR, Savannah, Ga.

SHELDERS, TOM
Lucky Street
WGY, Newburgh, N. Y.

SHORT, LARRY
145 Club
KCLX, Colfax, Wash.

SHREVE, LEN
KGW, Portland, Ore.

SHREVE, THOR
WJIR, Lansing, Mich.

SHUTE, ELDEN H., JR.
Coffee Time
WLAM, Lewiston, Maine

ROMANO, TOM
Annabelle Fils
WNJCTV, New Haven, Conn.

ROSE, ALLEN
Philadelphia, Miss.

ROSS, RUSSELL
New York Roundup Speaks
WJOD, Miami, Fla.

ROSS, STEVE
CBS

ROTHSCHILD, SIGMUND
Tea for Treasure

ROWAN, ROY
Milton Margule

RUDIES, JIM
WSPD, Toledo, 0.

RUFFNER, TERRY
WMC, Phila., Pa.

RUGGLES, DON
KRES, St. Joseph, Mo.

RUEHL, HAL
WPTV, Piqua, O.

RUNNION, GUY
B. Wayne, Oklahoma; Westinghouse Summer Theatre, CBS-TV; Danger, CBS-TV; News, ABC-TV

RUSSELL, DON
Scramble Game
KJJC, Medford, Ore.

RUSSELL, TERENCE
KOEI, Oelwein, Iowa

RUSSELL, TODD
Wheel of Fortune

RUTHERFORD, BILL
Chicago Playhouse

RUTCZKO, JOE
KELP, Scrivpeort, La.

RYAN, JACK
Kgar Hour News
WHUM-TV, Reading, Pa.

SAADI, RAYMOND A.
KCIU, Hamua, La.

SACHS, JERRY
KCOW, Alliance, Nebraska

SAANGER, JAMES
KEMJ, Havre, Mont.

SAFFORD, THEODORE
WTMM, Trenton, N. J.

SAJER, AL
KDON, Santa Cruz, Calif.

SAMPI, GEORGE
KTVB, Idaho Falls, Idaho

SAND, LES
Kiddie Kollege

SANDERS, GEORGE
Sanders-Munns
KFVD, Los Angeles, Calif.

SANSTROM, ROBERT E.
WJPR, Ishpeming, Mich.

SANTRY, CHESTER
WQXR, New York, N. Y.

SAPP, MARK
Sunrise Serenade
KGPH, Flagstaff, Ariz.

SANDERS, JOHN
WSPD-TV, Toledo, O.

SAVARES, RAOUl
CFP1, Riviere du Loup
Quebec

SAYARY, PIERRE
Sofre A Quebec
CBY, Quebec

SAYWER, TOM
TOM Sawyer Time
WHO, Orlando, Fla.

SCANLON, ART
WINS, New York, N. Y.

SCHADER, CONRAD
KTCL, Denver, Colo.

SCHAFEy, ART
Gospel Songs
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Idaho

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WKQ1, Sturgeon Bay
Wis.

SCHAFER, JOE
Yawn Club
WNYC, New Haven, Conn.

SCHAFER, RON
KBRI, McCook, Neb.

SCHULKE, RICHARD
WKHM, Jackson, Mich.

SCHLEIDER, VIC
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SCHNEIBLY, LARRY
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KGPH, Flagstaff, Ariz.

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Jukebox Jamboree
WKTU, Mayfield, Ky.

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WAAF, Chicago, Ill.

SCHUSSELL, DAVE M.
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KSCH, Liberal, Kansas

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WIOU, Kokomo, Ind.

SCOTT, CHARLEY
Hillbilly Hoe-down
KTPY, Brownfield, Tex.

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CBS

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KULA, Honolulu, T. H.

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WDZ, Decatur, Ill.

SEBASTIAN, MAURY
KTOH, Ithaca, N. Y.

SEEVERE, HOWARD
WHBC, Rochester, N. Y.

SEWALL, HED
KCHR, San Diego, Cal.

SEXTON, CARROLL
WLBG, Laurens, S. Car.
TUNIS, HAL
The Hal Tunes Show, WMGM, New York

UPPER, HOWARD
WGY, Schenectady, N. Y.

TURNER, DALLAS
KFTV, Paris, Texas

TURNER, ROY
Main St., Housatonic, Conn.

TURNER, RAYMOND
Tunes for Tots, WWBI, St. Albans, Vt.

TWERELL, BRUCE
KOJM, Havre, Mont.

TYLER, JANE
Weather Girl

TYROL, BOB
Cinderella Weekend

THOMAS, JIM
WFLY, Minneapolis, Minn.

THOMAS, LLOYD
KHKS, Hastings, Neb.

THOMPSON, DON
WMAR-TV, Baltimore, Md.

THOMPSON, TED
WJDK, Springfield, Mass.

THOMPSON, OLIVER
WBBK, Pittsfield, Mass.

THOMPSON, JERRY
WMV, Biloai, Miss.

TILLEY, LYNN
KTVN, Omaha, Neb.

TILLMAN, JOHN
Frontier Theatre

TINLEY, IRV
Tina "N" Tunes

TIPPER, WARREN
KVOA, Tucson, Ariz.

TONY
Great Merchandising

TONEY, LYNN
Club Midight

TONKEN, PHIL
B. Apr. 13, 1919, Hartford, Conn.; Red and Gun Club, MBS; Greatest Fights of the Century, ABC-TV, The Planet Man

TONNER, WM.
WCBC, St. John, N. B.

TOGHORD, RAY
CKRD, Red Deer, Alta.

TOWNELL, ESKO
WIMY, Cleveland, O.

TRACKEWELL, JIM
1320 Club

TRATNER, JIM
Buffalo Amateur Show

TRIMBLE, JOHN
WTOP, Washington, D. C.

TRUMPETER, JAY
WIND, Chicago, Ill.

TUNE, OZZIE
Sunrise Serenade

WAGNER, GENE
Binyon Eye Opener

WALDRON, BOB
KKKL, Kirkland, Wash.

WALK, LEONARD
Homestead Calling

WALLACE, CHAS., JR.
KSW, Roswell, N. M.

WALLGREEN, REX
Kex "N"

WALKER, BILL
Walker's Pigwash

WALKER, ROBERT
WLO, Janesville, Wis.

WALKER, RED
Sportlite

TUNE, OZZIE
Sunrise Serenade

WALTON, DON
WILY, Lynchburg, Va.

WALDRON, BOB
K_Request, Toledo, Ohio

WALDRON, BOB
WCNO, Sedalia, Mo.

WALDRON, BOB
KTVW, Billings, Mont.

WALDRON, BOB
WIIW, San Mateo, Calif.

WALTHER, A.
WLS, Chicago, Ill.

WALTHER, WILLIAM
WMMP, Idaho Falls, Idaho

WALTHER, W.
WALL, Chicago, Ill.

WARREN, JENNY
WTVN, Milwaukee, Wis.

WASH, WILLIAM
WPA, Washington, D. C.

WASH, WILLIAM
WACN, Washington, D. C.

WATSON, OLYMPIA
WACL, Columbus, Ohio

WATSON, OLYMPIA
WACL, Columbus, Ohio

WEAVER, CHARLES
KVOA, Tucson, Arizona

WEAVER, CHARLES
KBAL, Kansas City, Mo.

WEBBER, DICK
Dick Warner Show

WEBBER, DON
WLET, Green Bay, Wis.

WEBER, GEORGE
KMAC, Inland Empire, Calif.

WEBER, JOE
WJOY, Buffalo, N. Y.

WEBER, MITCHELL
WJAN, New York City, N. Y.

WEBER, PAUL
WGBY, Montpelier, Vt.

WEBSTER, DAVE
WJNO, West Palm Beach, Fla.
AL GOODMAN

GENERAL MUSICAL DIRECTOR
COLGATE COMEDY HOUR — NBC-TV

Al Goodman and His Orchestra
Musical Album
NBC

Exclusive RCA-Victor Recordings

ALLEN ROTH

Musical Conductor
MILTON BERLE SHOW
ORCHESTRA LEADERS
MUSICAL CONDUCTORS
and
ORGANISTS
RADIO AND TELEVISION
—their work during 1952

— A —

ABBOTT, WALT
KCBS, San Bernadino, Calif.

ACKLEY, WAYNE
KRTV, Des Moines, Iowa

ADKINS, ROBERT D.
KMKK, Pullman, Wash.

AJELO, JEFF
CKOK, Penticton, B.C.

ALBERT, EUG.
CJFP, Rivière du Loup, Quebec

ALLEN, JAMES
WTJS, Jackson, Tenn.

ANDREWS, EARL
WAUD, Auburn, Ala.

ARCHER, DON
KWHN, Ft. Smith, Ark.

ARD, WILBUR
WFAA, Dallas, Texas

ARGERSINGER, JACK
WCSS, Amsterdam, N.Y.

ARMBRUSTER, ROBT.
Western Division, NBC, RCA Victor, Red Seal Records

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.

ARMSTRONG, ORMA
CHOK, Sarnia, Ont.

ARTHUR, DOUG
WIBG, Philadelphia, Pa.

ATTEBERRY, MONA
KCOL, Fort Collins, Colo.

AYRES, NORMAN V.
WCSH, Portland, Maine

BARADO, LYLE
KFRC, San Francisco, Calif.

BARLOW, HOWARD
The Voice of Firestone NBC, NBC-TV

BARRON, JOHN
CFGP, Grande Prairie, Alta.

BARTON, JOHN
WHOW, Clinton, Ill.

BARTY, BILLY
James Melton, NBC-TV; Milton Berle, NBC-TV; Your Hit Parade, ABC-TV; Ken Murray, CBS-TV; Frank Sinatra, CBS-TV

BASS, ED
WMJN, Cordele, Ga.

BASS, FRED
CWKX, Vancouver, B.C.

BAUGH, GENE
WBAP-TV, Ft. Worth, Texas

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY H.
KVOB, Great Bend, Kansas

BENNETT, GENE
WJIG, Tullahoma, Tenn.

BENNETT, WM.
TV Screen Test WNBC-TV, New Haven, Conn.

BERCOVITZ, ABE
KGW, Portland, Ore.

BERESFORD, CHARLES
WCCP, Savannah, Ga.

BERK, SAMMY
WSRS, Cleveland, Ohio

BERQUIST, WHITEY
Design For Listening National Farm & Home Hour NBC

BERVE, NANCY
KFEL, Denver, Colo.

BIISKE, ROBERT F.

BINGHAM, PETE
WJOI, Florence, Ala.

BIRD, CHARLES, JR.
WBKZ, Muskegon, Mich.

BISHOP, BETTY
WLBG, Laurens, S.C.

BLACK, FRANK
Ford Festival Time NBC-TV

BLANK, RALPH
WJJD, Chicago, Ill.

BLEDSOE, ALMA
KHBG, Okmulgee, Okla.

BLEYER, ARCHIE
Arthur Godfrey Morning Show Arthur Godfrey And His Friends CBS-TV

BOISVERT, LOUIS A.
WBRY, Waterbury, Conn.

BOLENDEY, RICHARD
WBRK, Pittsfield, Mass.

BOON, HARRY
CJCA, Edmonston, Alta.

BOONE, RUTH
KICA, Clovis, N.M.

BORTEL, CLAUDE
WSyr, WSY3-TV, Syracuse, N.Y.

BOVERO PHIL
KGO-TV, San Francisco, Calif.

BOVER, RICHARD W.
WWPA, Williamsport, Pa.

BOERS, FERN
WWPA, Pottsville, Pa.

BOYER, MARTHA
KOOW, Alliance, Neb.

BRADLEY, OSCAR
WEDC, Chicago, Ill.

BRAY, EDITH
KVMX, Monahans, Tex.

BRENNER, JOHN
WBMS, Boston, Mass.

BRESTOFF, PHIL
Starlit Stairway WXYZ, WXYZ-TV, Detroit, Mich.

BRIGHT, WELDON
KGNC, KGNC-TV, Amarillo, Texas

BRINKLEY, J. B.
WBAP-TV, Ft. Worth, Tex.

BRINKMAN, HELEN
WDLB, Marshfield, Wis.

BRISTOWE, BRUCE
CFAC, Calgary, Alta.

BRITAIN, HERBERT
CKRC, Winnipeg, Man.
ARCHIE BLEYER
CORRINGTON, JAY  
WATA, Boone, N. C.

COSTA, JOHN  
WDTV, Pittsburgh, Pa.

COURTNEY, DEL  
KPIX, San Francisco, Cal.

COVINGTON, BUDDY  
KNUZ, Houston, Tex.

CRAMER, DOUG  
KGL, San Fernando, Cal.

CROMWELL, VIRGINIA  
KFDA, Amarillo, Texas

CROOK, GEORGE  
Organ Recital  
NBC

CROSBY, BOB  
B. Aug. 23, 1913, Spokane, Washington; “Club 15,” CBS; Jack Benney Show, CBS-TV

CUSICK, PHIL  
WBAX, Wilkes-Barre, Pa.

CUTRIGHT, PEGGY  
WRAY, Princeton, Ind.

DAHLSTROM, EARL  
Tip Off On Sports  
KRJF, Miles City, Mont.

DAHLVIG, J. I.  
WLDY, Ladysmith, Wis.

DALTON, OWEN  
WLBJ, Bowling Green, Ky.

DANNA, VIC  
WEBR, Buffalo, N. Y.

DAUGHERTY, STAN  
KMOX, St. Louis, Mo.

DAVIS, EARL  
WBOK, New Orleans, La.

DAVIS, GEORGE  
WRBL, Columbus, Ga.

DAVIS, GLENN  
KULF, Alpine, Tex.

DeBENEDETTO, EDITH  
WBBW, Youngstown, O.

DEEGAN, MICHAEL  
WJMJ, Phila., Pa.

DELAND, FREDDIE  
Dinner Date  
WAGA-TV, Atlanta, Ga.

DeLUGG, MILTON  
Breakfast with Music  
WNBT, New York

DEMAREST, MARY ANN  
WABY, Albany, N. Y.

DENNIS, GENE  
WVOM, Boston, Mass.

DeREMER, LIONEL H.  
WBCM, Bay City, Mich.

DeSTEFANO, HELEN  
WPIR, Albany, N. Y.

DEUEL, LES  
WOKO, Albany, N. Y.

De VOL, FRANK  
Jack Smith, Dinah Shore—Ginny Simms Show, CBS-Radio; Frank De Vol Show

DIA, DICK  
WVO, New York, N. Y.

DICKEY, GENE  
WSPD, Toledo, O.

DOHERTY, ED  
WBIP, Booneville, Miss.

DONALDSON, EARL  
KALL, Salt Lake City, Utah

* ORCHESTRA LEADERS *

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WALTZ TIME

ESSEX HOUSE  
Jersey City, N. J.

JOURNAL SQUARE 5-9794
Orchestra Leaders—Conductors—Organists

- Radio-TV -

DOOP, BETTY JEAN
KTO, San Bernardino, Cal.

DRAKE, MILDRED
WMTC, Van Cleve, Ky.

DRESDEN, CHUCK
KPRL, Paso Robles, Cal.

d'BOIS, CHARLES
KBMY, Billings, Mont.

DUDLEY, ALLEN
WFIN, Findlay, Ohio

DUPREE, BOB
WGBR, Goldsboro, N. C.

DURAN, KEN
KXYZ, Houston, Tex.

DWELELY, DALE
KSUE, Susanville, Cal.

DOOP, BETTY JEAN
KTO, San Bernardino, Cal.

DRAKE, MILDRED
WMTC, Van Cleve, Ky.

DRESDEN, CHUCK
KPRL, Paso Robles, Cal.

d'BOIS, CHARLES
KBMY, Billings, Mont.

DUDLEY, ALLEN
WFIN, Findlay, Ohio

DUPREE, BOB
WGBR, Goldsboro, N. C.

DURAN, KEN
KXYZ, Houston, Tex.

DWELELY, DALE
KSUE, Susanville, Cal.

--- E ---

EARLY, GERTRUDE
WJMA, Orange, Va.

ECKFORD, RAY
CKGB, Timmins, Ont.

EDGES, CLARENCE
WBAY, Green Bay, Wis.

EDMONDSON, NEAL
KSBW, Salinas, Cal.

ELLIS, JANET
WALX, Albany, Ga.

ELLSWORTH, JACK
WALK, Patchogue, N. Y.

EMERSON, BYRON
WWGH, Hornell, N. Y.

EMMEL, JOHN
KEX, Portland, Ore.

ENGLISH, RANDOLPH S.
WTRY, Troy, N. Y.

EPPLE, R. V.
KORN, Mitchell, S. Dak.

ETERS, CLARENCE
WBT, Charlotte, N. C.

EVANS, SUE
KWNJ, West Memphis, Ark.

EYRSOLE, JACK
WKCT, Bowling Green, Ky.

EYUM, LORETTA
WDAK, Columbus, Ga.

--- F ---

FEAREY, JACK
KVOX, Bellingham, Wash.

FELTER, RUTH
WDLA, Walton, N. Y.

FESSLER, JEAN
WTAD, Quincy, Ill.

FIELDING, JERRY
Jerry Fielding Show
KNXT, Hollywood, Cal.

FINELLI, CARLENE
KTRN, Wichita Falls, Tex.

FINN, MICHAEL
WEOA, Evansville, Ind.

FITCH, MARCIE
KGIN, Glenwood Springs, Colo.

FITZSIMMONS, PAUL
CKOC, Hamilton, Ont.

FORMA, DICK
KBOX, Modesto, Cal.

FOWLER, BOB
KBOR, Brownsville, Tex.

FRANKLIN, HUGH
WLCR, Torrington, Conn.

FRIAR, CHARLES E.
WGIV, Charlotte, N. Carolina

FRIELING, JAMES J.
WXRA, Buffalo, N. Y.

FRIENDLY, LEONARD
KSL, Salt Lake City, Utah

FRITZ, HAROLD
WKEL, St. Mary's, Pa.

FRYE, J. ALLEN
KBKI, Alice, Texas

FUKUHARA, WM.
KULA, Honolulu, Hawaii

FULKS, MOZELLE
KVSM, San Mateo, Cal.

FULLER, LORENZO
Kidde Kollege
DuMont

FULTON, ROBERT
KREG, Eugene, Ore.

--- G ---

GAGNE, ALINE
CKGL, Matane, Que.

GALLICCHIO, JOSEPH
Big City Serenade
NBC

GANTTER, RAYMOND
WFBL, Syracuse, N. Y.

GARDINER, RUTH
WLEA, Hornell, N. Y.
Orchestra Leaders-Conductors-Organists—Radio-TV

GARRETT, MERLE
WGBA, Columbus, Ga.

GART, JOHN
Paul Winchell-Jerry Mahoney, WNBT, Chance of a Lifetime, ABC-TV; Balance Your Budget, WCBS-TV

GASQUE, KENNETH
WJAY, Mullins, S. C.

GEER, SANDY
WALT, Tampa, Fla.

GEISLER, BETTY
WCPO, Cincinnati, O.

GERNETZKE, HOWARD
WSAU, Wausau, Wis.

GEYER, BILLY
WFDF, Flint, Michigan

GIBBONS, FRED
KTRH, Houston, Texas

GIBSON, DOROTHY
KFWF, Fort Smith, Ark.

GIERSDORF, RIP
KSLD, Dallas, Tex.

GIRARD, RAE
Tee Vee Jamboree
WAAM, Baltimore, Md.

GITU, JEAN
KNOO, Colorado Springs, Colo.

GLYNN, JOHN
WIRA, Ft. Pierce, Fla.

GODFREY, BARBARA
WMAZ, Macon, Ga.

GODLING, G.
CJSO, Sorel, Que.

GOIDBERG, LOUIS
WCOP, Boston, Mass.

GOODMAN, AL
“Colgate Comedy Hour,” NBC-TV; “Al Goodman Musical Album,” NBC-Radio

GORDON, LLOYD P.
WESB, Bradford, Pa.

GOULD, DOROTHY
WNBC, Jacksonvile, N. Car.

GOW, ART
KLZ, Denver, Colo.

GRAHAM, ELLEN
KWTZ, Waco, Texas

GRANVILLE, BILL
KOIL, Omaha, Neb.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAY, MITCHELL

GREEN, BERNARD
Top Guy
Melody Highway
Valentino

GREEN, JANE
KLUP, Durango, Colo.

GREENE, SHERRIE
WS, Columbia, S. C.

GREGORY, WILLIAM
WTVH, Peoria, Ill.

GRIIBEN, ROBERT
KDTH, Dubuque, Iowa

GRIEB, HERBERT
WILD, Birmingham, Ala.

GROULX, AURELE
CKCH, Hull, Que.

GUDENDORF, KATHLEEN
WMRO, Aurora, Ill.

GUDENBERG, MARTIN
KIXL, Dallas, Texas

HAACKE, LAUREN
KDIX, Dickinson, N. D.

HACKETT, RAY
KCBS, San Francisco, Cal.

HALEY, PAT
WMCK, Mckeesport, Pa.

HANSEN, EARLE BARR
WIOD, Miami, Fla.

HARLING, HUGH
KVEC, San Luis Obispo, Cal.

HARMON, CLARICE
WMOW, Montgomery, W. Va.

HARPER, MARGE
KMUS, Muskogee, Okla.

HARRIMAN, PAUL J.
WLAB, Boston, Mass.

HARRIS, JACK
KGCU, Mandan, N. D.

HARRISON, GUY FRASER
Oklahoma Symphony
Mutual

HART, JOAN
WICA, Ashkelba, O.

HARTEL, PATRICIA
WBIZ, Eau Claire, Wis.

HARVEY, MARY
WGEM, Quincy, Ill.

HATCH, WILBUR
KNX, Los Angeles, Cal.

HATHAWAY, LEN
WENE, Binghamton-Endicott, N. Y.

HAYEN, BROOK
KRAL, Rawlins, Wyo.

HAVENS, WADE
KLMR, Lamar, Colo.

HAYNERSTICK, CHARLOTTE
WWIN, Baltimore, Md.

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BENJ. MOORE PAINT SHOW
PENTHOUSE SERENADE

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MUSICAL DIRECTOR — ORGANIST

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DREAM HARBOR

TOP GUY

CHARLES PAUL

Conductor - Composer
Orchestra Leaders—Conductors—Organists—Radio-TV

KATINS, MILTON
NBC Symphony
NBC

KAYE, JIMMY
KTHJ, Houston, Texas
KAYE, SAMMY
Sammy Kaye's Sunday Serenade
NBC

KEEFE, PAUL H.
WOTW, Nashville, N. H.

KELLOGG, JOHN
WMBG, Richmond, Va.

KELLY, JIM
WROY, Carmi, Ill.

KELTON, LEE
WIAS, Pittsburgh, Pa.

KENTON, STAN
Stan Kenton Concert
NBC

KERN, GENETA
WKBV, Richmond, Ind.

KIEL, ERWIN
KHUB, Watsonville, Cal.

KILEY, JOHN
WMEZ, Boston, Mass.

KING, JAMES C.
WKGN, Knoxville, Tenn.

KING, PEE WEE
King And Orchestra
NBC

KING, WALLACE
WATR, Waterbury, Conn.

KIPEN, MAURICE
Blue Room
WTMJ, WTMJ-TV, Milwaukee, Wis.

KISTLER, JACK
WPFB, Middletown, O.

KLECKNER, TOM A.
KDBA, Fort Bragg, Cal.

KLINGER, EDITH
WFVD, L. A., Cal.

KIGHT, FRANK
WARE, Ware, Mass.

KNICK, WALTER
WBAW-TV, Columbus, O.

KOENIG, MARJORIE
WMT, Cedar Rapids, Iowa

KOTTLE, MISCHA
WWJ-TV, Detroit, Mich.

LAWRENCE, ANN
WFBM-TV, Indianapolis, Ind.

LAWRENCE, ELLIOTT
Guide Right
DuMont

LAWRENCE, MILTON
WSGN, Birmingham, Ala.

LEA, ROB
WWOD, Lynchburg, Va.

LEAL, LEE
WTOL, Toledo, O.

LEE, MEL
KTRR, Rollo, Mo.

LEIBERT, RICHARD
Organist
NBC

LENHORN, HENRY
KWED, Seguin, Tex.

LEON, MAX M.
WDAS, Phil., Pa.

LEONARD, BOB
WMMN, Fairmont, W. Va.

LEVERETT, LULA MAE
WVOP, Vidalia, Ga.

LEVY, HAROLD
Theatre Guild On The Air
NBC

LEVIT, SYLVAN
WOR, New York City

LEVINE, HENRY
Chamber Music Society of Lower Basin Street
NBC

LEWIS, ROBERT
WHBO, Memphis, Tenn.

FRANK DeVOL
MUSICAL CONDUCTOR
COMEDIAN

MCA

ROBERT ARMBRUSTER
Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS
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Orchestra Leaders—Conductors—Organists—Radio—TV

LILICO, DOUGLAS O.
WEO, Elizna, O.
LOE, THOMAS J.
WTH, East Point, Ga.
LOESCH, BITA
WLR, New Albany, Ind.
LOESCHEN, RAY
KSOO, Sioux Falls, S. Dak.

LOMBARDO, GUY
Your Hit Parade, NBC
LONG, EDITH
WLCM, Lancaster, S. C.
LOU, JAEK
WOWO, Ft. Wayne, Ind.
LOOSE, CARL L.
WBLK, Clarksburg, W. Va.
LORD, EDWIN J.
WDBO, Orlando, Fla.
LOUGMAN, GERALD
WEB, Holyoke, Mass.
LOWERY, GENE
WWLN, Olney, Ill.
LOVEJOY, GORDON
WBEZ, Chicago, Ill.
LUDWICK, JEAN
WFOM, Macon, Ga.
LYN, BARREL
KUKI, Utica, Cal.
LYNN, JACK
WCAV, Norfolk, Va.

McCARL, ROBERT S.
KLO, Portland, Ore.
MCCLUNEY, BETTY
WBZ, Godsdien, Ala.
MCLEMENT, JOE
WSNF, Bridgeton, N. J.
MCCUTCHEON, KEN
WIKY, Evansville, Ind.
MCGREEHAN, MARY
WTUX, Wilmington, Dela.
MCGILL, MILDRED
WMXJ, Mt. Vernon, Ill.
MCGRATH, MARGARET E.
KOWH, Onoche, Neb.
MCALE, LARRY
KALB, Alexandria, La.
MCHUGH, PAT
KURL, Cornwallis, Ore.
MCKAY, ANNE
WGAF, Valdosta, Ga.
MCKLAWY, LYNN
KTVX, Salt Lake City, Utah
MCKINNEY, ALENE
KFAB, Omaha, Neb.
MCARTY, SARAH
KELD, El Dorado, Ark.
MCLEAN, DON
KFYR, Esmarck, N. D.
MCNEIL, IDA A.
KGFX, Pierre, S. Dak.

MACK, JOHNNY
KLE, Kellogg, Tenn., Mo.
MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.
MACKILL, RALPH E.
KGXG, Headland, Mont.
MAITHOUSE, PEGGY
CHAIR, Moosejaw, Sask.
MANNING, JUNE
WPLH, Huntington, W. Va.
MANSFIELD, ROGER
WHTC, Thomasville, Ga.
MANTOVANI
Music by Mantovani, Inc.

MAPES, MARIAN
WRB, Dallas, Texas
MARCOTTE, DON
WMAQ, Chicago, Ill.

MARTIN, DUDE
Dude Martin Show
KTTV, Los Angeles, Cal.
MARTIN, JOHN
WJZ, Newark, N. J.
MATEER, MARY
WJL, Hagerstown, Md.
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAYEUX, JULES
WIBO, Baton Rouge, La.
MAYFIELD, ALICE
WSFA, Montgomery, Ala.
MELANSON, PAUL
WYAM, Altoona, Pa.
MERCHANT, BILL
WMUS, Muskegon, Mich.
MERRIMAN, BERNARD V.
KVNI, Osceola of Alene, Idaho
MERRITT, EDWARD L., JR.
WARC, Rochester, N. Y.
MESERY, NORMAN
WOLF, Syracuse, N. Y.
METCALFE, ROBERT
WOHI, East Liverpool, Ohio
METCHEK, WILLIAM
WCCO-TV, Minneapolis, Minn.
MICHAELSON, EDWARD
WBNS, New York, N. Y.
MILLER, ARNOLD B.
WSBC, Chicago, Ill.
MILLER, CLIFF
KBUC, Cora, Col.
MILLER, HARRISON A.
KIT, Yakima, Wash.
MINER, CHAS.
WMIA, Coquas, P. R.
MOPFIELD, RAY
WPAD, Paducah, Ky.
MONROE, VAUGHN
The Camel Caravan
The Vaughn Monroe Show
NBC
MOORE, A. RAYMOND
WHUM, Reading, Pa.
MORGAN, JIM
WHAY, New Britain, Conn.
MORGAN, WAYNE
WFMR, High Point, N. C.
MOSENA, RICHARD
KTHU, Burlingame, Iowa
MOSER, CLYDE
WTAR, Norfolk, Va.
MULLEN, DAN
WLAV, Grand Rapids, Mich.
MULVANEY, DON
KRCX, Canton, Minn.
MUNRO, BILLY
CKVL, Verdun
MURFF, FRED
WLAC, Nashville, Tenn.
MURRAY, HUGH
KYS, Merced, Cal.
MUSIC, MARY
WGUE, Akron, O.

NAPIER, BILL
KCMG, Oklahoma City,
NASH, BARNES
WHIS, Bluefield, W. Va.
NATHANSON, MARTY
WMIS, Netacox, Miss.
NEAL, PAUL
WBN, Cleveland, Ohio
NEARNS, JOE
Top O'Morning
KNBY, Newport, Ark.
NELMS, BILL
WTAX, Springfield, Ill.
NELSON, GENE
KFAM, St. Cloud, Minn.
NELSON, STAN
KITE, San Antonio, Texas
NELSON, WILFRED
WHSC, Huntsville, S. C.

NIDES, HARRY
WROL, Knoxville, Tenn.
NIEMI, WALT
WMBL, Morehead City, N. C.
NISSNER, EVIE
WDBJ, Roanoke, Va.
NIXON, GENE
WMSC, Columbia, S. C.
NOBLE, LEIGHTON
Bandstand Revue
KTLA, Los Angeles, Cal.
NORMAN, RALPH
Heritage
Nancy Craig (TV)
Valentino
ABC
NORRIS, JULIE
WNWF, Evanston, Ill.
NORTALL
KSAN, San Francisco, Cal.

ODERMAN, ESTHER
WLIO, E. Liverpool, O.
O'HAGAN, VIRGINIA
WKRC, Cincinnati, O.
O'HARA, JANE
WQAN, Scranton, Pa.
O'NEILL, JOE
KVVO, Tulsa, Okla.
O'NEILL, MARTIN
WXXY, Sarasota, Fla.
OSBORNE, HAROLD
WMBD, Peoria, Ill.
OSBORNE, SHIRLEY
WWN, Louisville, Ky.
OSSEN, GLENN
American Music Hall
Dancing Party
Paul Whiteman Teen Club
ABC
OTTSENS, LOUISE
WJVA, South Bend, Ind.
OUELLETTE, GRATIEN
WCOU, Lewiston, Maine
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWEN, EMILY
KKKL, Waterloo, Iowa

P

PAGE, DOROTHY
WPAY, Portland, O.
Palm, BETTY LOU
WTOD, Toledo, O.
PALMER, GEORGE
WHGC-TV, New Haven, Conn.
PARADIS, GABRIEL
CHFA, Edmonton, Alta.
PARKER, LEONNE
KFTI, Twin Falls, Idaho
PARKER, ROBERT
KLRA, Littlerock, Ark.
PARKY, DAVE
WLAP, Lexington, Ky.
PATTERSON, LOUISE WARE
WFAU, Augusta, Maine

PARKER, CHARLES F.
& New York City; Martin Kane, NBC; Mr. & Mrs. North, CBS; The Shadow, WOR; The American Trail

PAUL, SYD
WHOL, Allentown, Pa.
PAULSON, AL
WIKY, Minneapolis, Minn.
PAVEY, R.
WIB, Detroit, Mich.
PAYTON, ERNIE
WSNJ, Bridgeton, N. J.
PEARCH, ERNIE
CKOA, Victoria, B. C.
PELLETIER, WILFRED
NBC Symphony

1116
RADIO-TV PRODUCERS

Network and Independent

and their work in 1952

— A —

ADAMS, BOB
Star Hostess Party
KNXT, Hollywood, Cal.

ALLEN, BUDDY
Barry Gray Show
DuMont

ALLEN, EDWARD
WTVR, Richmond, Va.

ANDERSON, STAN
KGBM, Honolulu, T. H.; KHBC, Hilo, T. H.

ANDORN, SIDNEY
Man About Town
WXEL, Cleveland, O.

ARNELL, PETER E.
8 October 11, 1921, Bridgeport, Conn.; The Name's the Same, ABC-TV; Wheel of Fortune, CBS-TV; Balance Your Budget, CBS-TV

ARNOUX, PAT
Relax
WTAR-TV, Norfolk, Va.

BACH, BOB
What's My Line
CBS-TV

— B —

BACHMAN, JOHN
Morning Chapel
DuMont

BACKLUND, RALPH
You and the World
CBS

BAER, NORMAN
Maggi McNelligs
WABC

BAILEY, JUDSON
Sports Spot
CBS-TV

BAIRD, JOHN
Morning Chapel, Protestant
DuMont

BAKER, GEORGE
Spotlight Theater
WNBW, Washington, D. C.

BALDOUR, CHARLES
Meet Your Neighbor
WDTV, Pittsburgh, Pa.

BANNER, ROBERT
Fred Waring Show
CBS-TV

BARNOW, ERIK
Horizons
Seminar
ABC-TV

BARRY, JACK
Life Begins At Eighty
Wisdom of the Ages
Oh Baby
DuMont

BAUGHN, TED
WRGB, Schenectady, N. Y.

BEASLEY, IRENE
Grand Slam
CBS

BECKER, VERNON
Kiddie Kollege
DuMont

BENNETT, DONN
The Big Idea
DuMont

BERGESON, CHARLES
Lady's Day
WIBK-TV, Detroit, Mich.

BERNARD, DON
Bob Hawk Show
CBS

BERNARD, PAUL
WLW-D. Dayton, O.

BERNS, LARRY
Our Miss Brooks
CBS-TV

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

ARThUR B. MODELL

PRODUCER

DIONE LUCAS HOUR
DOMESTICALLY YOURS

WABC-TV
CHARLES MARTIN
PRODUCER - DIRECTOR
PHILIP MORRIS PLAYHOUSE

AL SPAN
CBS - TV
producer of the
“Red Buttons Show”
BLAND, AL
Space Adventures of Super Noodle
CBS

BORDENKIRCHER, TOM
The News Picture
WSAZ-TV, Charleston, W. Va.

BORGE, PAUL
KMTV, Omaha, Neb.

BORIES, ROBERT A.
Food for Thought
DuMont

BRENNAN, BILL
Bachelor's Haven
KNXT, Hollywood, Cal.

BRIGGS, STEVE
Happy Valley Folks
WTTV, Bloomington, Ind.

BRILL, RICHARD
Wheel of Fortune
CBS-TV

BROOKIN, HERB
ABC Album
WABC-TV

BROOKE, NED
Sat. Nite Jamboree
WSAZ-TV, Charleston, W. Va.

BUNETTA, FRANK
Dark of Night
DuMont

BURCH, BILL
Gene Autry Show
CBS

BURKE, CAROLINE
Masterpiece Playhouse; Red Feather Revue; Heralds Of Good Will; Around The Town; Vacation Wonderland; Watch The World; Operation Frontal Lobes, NBC-TV

BURNETT, MURRAY
Time For Love
CBS

CADY, CHARLES S.
WBNS-TV, Columbus, O.

CAREY, BERNIE
Peoples Parade

CAREY, RALPH
WOW-TV, Omaha, Neb.

CARNEY, JACK
Give and Take
CBS

CARTOUN, ALAN
Chronoscope
KGNG-TV, Amarillo, Tex.

CHERTOK TELEVISION, INC.
Private Secretary
CBS-TV

CHRISTENSEN, JIM
Plain and Fancy Cookin'
WBEN-TV, Buffalo, N. Y.

CLAMPETT, BOB
Time for Beany
KTLA, Los Angeles, Cal.

CLARK, JOHN
Captain Video
DuMont

CLARK, JOHN L.
The Plainclothes Man
DuMont

COOK, DON
WGN-TV, Chicago, Ill.

COOLEY, LEE
B. Oakland, Calif.; Perry Como Show, CBS-TV; Eddy Arnold Show, CBS-TV

COOPER, HAL
Magic Cottage
DuMont

CORBIN, TIP
Smoky Rogers General Store
KMBF-TV, San Diego, Cal.

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

CORRIGAN, WM. T.
B. August 27,

COWAN, ABE
Amateur Boxing
WCPO-TV, Cincinnati, O.

CROTHERS, GEORGE
Invitation to Learning
CBS

CUMMINGS, IRVING
Lux Radio Theatre
CBS

CYR, GEORGE
Living Fashion
WNBK, Cleveland, O.

DANZIG, JERRY
Crime Syndicated
CBS-TV

DARGAN, TOM
Mercedes
KING-TV, Seattle, Wash.

DAVIS, WATSON
Adventures in Science
CBS

IRVING MANSFIELD
DEGEN, CARL
Little Playhouse
WNRW, Washington, D. C.

DEMPSEY, WM.
Educational Programs
KPIX, San Francisco, Cal.

DIGBY, NOEL
Home Folks
CBS

DIGGS, DICK
Louella Parsons Show
CBS

DODGE, BRUCE
Fun for All
CBS

DONAHUE, JACK
Meet Millie
CBS-TV

DRUCE, OLGA
Captain Video
DuMont

DUNLOP, JAKE
Your Home Hour
WOI-TV, Ames, Iowa

DUTTON, MARALEITA
Mr. Wizard, NBC-TV

DUTEN, MIKE
Bill Cullen Show
CBS-TV

EASTMAN, CARL
Perry Mason
CBS

ESTABROOK, TED
Ted Steel Program
WPIX, New York

EVANS, RICHARD L.
Salt Lake Tabernacle Choir
CBS

EWING, ED
Shoot the Works
WLW-C, Columbus, O.

FASSERT, JAMES
N. Y. Philharmonic-Symphony
CBS

FERRIN, FRANK
Smilin’ Ed
CBS-TV

FLENNIKEN, BRENT
KING-TV, Seattle, Wash.

FLORENCE, LOU
WPX, New York

FOREST, ROBERT
What in the World
CBS-TV

FRAMER, WALT
B. April 7, 1908, Pittsburgh, Pa.; Strike It Rich, CBS-TV, NBC; The Big Payoff, NBC-TV; Double or Nothing, CBS-TV, NBC; The Greatest Man on Earth, ABC-TV

FREEMAN, ESTED D.
Shopping Guide
WFBM-TV, Indianapolis, Ind.

FRIENDLY, FRED
See It Now
CBS-TV

FROILAND, LOUISE
Vaughn Monroe Show
CBS

FROMMERT, PETER J.
WFJM-TV, Youngstown, O.

FULLER, SAM
Colgate Comedy Hour, All Star Revue, NBC-TV

GALEN, FRANK
Meet Millie
CBS

GARRIGUS, FRED
You and the World
CBS

GAY, BILL
Hallmark Playhouse
CBS

GERRY, ROGER
Guide Right
Stage a Number
DuMont

GIERLACH, CHET
Kis and Company
DuMont

GILL, FRANK, JR.
Edgar Bergen-Charlie McCarthy Show
CBS

GLUCKSMAN, ERNEST D.
Colgate Comedy Hour, All Star Revue, NBC-TV

GOODSON, FREEMAN
Amos ’n Andy
CBS-TV

GOODMAN, MARTIN
It Happens Every Day
CBS

GOODSON & TODMAN
I’ve Got A Secret
CBS-TV

GOORIAN, LENNIE
Paul Dixon Show
WCPO-TV, Cincinnati, O.

ERNEST D. GLUCKSMAN
NBC — Producer-Director

"COLGATE COMEDY HOUR"
"ALL-STAR REVUE"

NBC-Hollywood

Martin and Lewis
Donald O'Connor
Ben Blue
George Jessel
Judy Canova
Ritz Brothers

LEE PAINTON
Producer-Director

"MRS. U S A"
NBC-TV

PROLOGUE TO THE FUTURE
NBC-TV

OUTDOORS WITH ED DODD
RADIO
HAUFFMAN, HAL
WOOD-TV, Grand Rapids, Mich.

HEIDER, FREDERICK
MCA Films
WABC-TV

HELLER, FRANKLIN
Eddie Albert Show
CBS TV

HEPNER, CHARLES
Frontier Theater
DuMont

HIRCHMAN, HERBERT
The Web
CBS-TV

HODAPP, BILL
American Inventory
NBC-TV

HOLLANDER, JEAN
Beat the Clock
CBS-TV

HORRELL, MARTIN
Grand Central Station
CBS

HOWELL, CLIFF
Amos 'n' Andy
CBS

HUGHES, T. GORDON
My Little Margie
CBS

HUMMERT, FRANK AND ANNE
Romance of Helen Trent
CBS

HURDLE, JACK

IRVING, CHARLES
Search for Tomorrow, CBS-TV

IRWIN, CAROL
I Remember Mama, CBS-TV

JERKINS, JOE
Oklahoma Farmer
WKY-TV, Oklahoma City, Okla.

JONES, CHARLES
Music Is Fun
WDAP-TV, Kansas City, Mo.

JOHNSON, GLEN
Stag Session
WBTV, Charlotte, N. C.

JOHNSON, ROY
WLTV, Atlanta, Ga.

KALMUS, JANE
Herb Sheldon Show, WNB: Ask the Camera, WNB?

KAUFMAN, MURRAY
Eva Gabor
WABC

KEECH, BRUNCH
Brunch Time
Kelvin Keech Visits
WABC

KELLING, ROY
Schlitz Playhouse
CBS-TV

KETCHAM, JAMES
Keystone Breakfast Club
WHUM-TV, Reading, Pa.
PRODUCERS—NETWORK-INDEPENDENT

KING, LYN
Jet Pilot
WBQO, Chicago, Ill.

KOSTE, WALTER
Playschool
WWJ-TV, Detroit, Mich.

KOVACS, ERNIE
Ernie Kovacs Show
CBS-TV

KRANTZ, STEVE
Herb Sheldon Show
WNBT, New York

KRAUSE, PHILIP N.
Big Town
CBS-TV

KUHL, CALVIN
Lux Video Theatre
CBS-TV

LADEN, BILL
Sundown Uptown
WDAF-TV, Kansas City, Mo.

LAIR, JOHN
Renfro Valley Sunday Gathering
CBS

LANDSBERG, KLAUS
Frosty Frolics
KTLA, Los Angeles, Calif.

LANE, ALAN
This is for You
WHUM-TV, Reading, Pa.

LANG, TONY
WNAC-TV, Boston, Mass.

LAWRENCE, BILL
Bob Hope Show—NBC Radio

LESAN, DAVID
Guiding Light
CBS

LEVITAN, PAUL
U-N. In Action
CBS-TV

LEVY, JACK
Jack Benny
CBS-TV

LEVY, PARKE
December Bride
CBS

LEWIS, ELLIOTT
Suspense
CBS

LEWIS, ERNEST
Cathy & Elliott Lewis Onstage
CBS

LESTER LEWIS ASSOCIATES
Meet Betty Furness
CBS-TV

LEWIS, MARLO
Toast of the Town
CBS-TV

LIEBMAN, MAX
Your Show of Shows, NBC-TV

LINKROUN, RICHARD
Freedom Rings
CBS-TV

LOCKE, NORTON
Teen Time
WTZN, Columbus, O.

LOEWI, BOB
Kitchen Fare
DubMont

LOVETON, JOHN W.
Mr. and Mrs. North
CBS-TV

LUCI, JOHN
KSL-TV, Salt Lake City, Utah

LUND, BILL
KMTV, Omaha, Neb.

LUPPINO, NICHOLAS
WLW-C, Columbus, O.

— Me —

MacDONALD, DUNCAN
The Power of Women
DuMont

MacDONNELL, NORMAN
Bakers’ Theatre of Stars
CBS

MCCANN, DOROTHY
Dr. Christian
CBS

McCORMICK, TOM
Chorade Parade
WSYR-TV, Syracuse, N. Y.

McDERMOTT, TOM
Wendy Warren and the News
CBS

McKINLEY, BARRY
WGN-TV, Chicago, Ill.

McNIGHT, TOM
Beulah
CBS

— M —

MACKENZIE, MURDO
Bing Crosby Show
CBS

MACKENZIE, W. H.
Musical Penny
WTQV, Columbus O.

MACKIN, JOHN
WTIV, Richmond Va.

MADDUX, KELLY
KGGY-TV, Amarillo Texas

MANDEILLE BETTY
FBI in Peace and War
CBS

MANN, CLAIRE
Glamour, WJZ-TV; It’s A Woman’s World, WJZ-TV

CAROLINE BURKE
NBC-TV
Producer
Director

CHARLES POLACHECK
NBC-TV
PRODUCER
“VOICE OF FIRESTONE”
“RECITAL HALL”
ASSOCIATE PRODUCER
“NBC OPERA THEATER”
LEE COOLEY

**CREATES AND PRODUCES**

**THE PERRY COMO SHOW**

for

**CHESTERFIELD CIGARETTES**

Management, General Artists Corporation
William Corrigan

Producer-Director

NBC-TV
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**RADIO ANNUAL — TELEVISION YEAR BOOK**

*for 16 years*

*"There must be a reason"*

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DICK SCHNEIDER
DIRECTOR
OF
"THE BIG STORY"
NBC-TV

DON HILLMAN
NBC-TV
DIRECTOR
RADIO-TV DIRECTORS
—and their work during 1952

— A —
ABEL, RAY
Rootie Kazootie, Home Gardener
Good Looks and Good Living
WABC-TV

ANDREWS, CLARK
Top Guy
ABC

ANDREWS, MARTIN
My True Story
ABC

ASHER, WILLIAM
I Love Lucy
CBS-TV

ASHLEY, IRA
Fun For All
CBS

ATKINS, IRV
People Are Funny
CBS

AUERBACH, LARRY
Love of Light
CBS-TV

AYERS, KIRBY
Grand Slam
CBS

— B —
BAILEY, JUDSON
Sports Spot
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARBOUR, OLIVER
Weather Girl
DuMont

BARTON, CHARLES
Amos 'n' Andy
CBS-TV

BEAL, WILLIAM
Kitchen Kapers, Dione Lucas,
John Reed King, Fitzgeralds,
Dog Show of Champions
WABC-TV

BERNARD, DON
Bob Hawk Show
CBS

BERNARD, GLEN
Meet Me At The Zoo
CBS-TV

BRENNAN, BILL
Jo Stafford Show
CBS

BROWN, MENDE
Inside Israel
DuMont

BRYAN, WILLIAM
The Adventurer
Paul Whiteman Teen Club
ABC

BUNETTA, FRANK
Life Is Worth Living
DuMont

BURCH, BILL
Gene Autry Show
CBS

BURGGRAF, PAUL
Rootie Kazootie, Papa Cellini,
Away You Go,
Home Maker's Jamboree,
Nancy Craig
WABC-TV

— C —
CAHAN, GEORGE
My Friend Irma
CBS-TV

CARNEY, JACK
Give and Take
CBS

JOSEPH SANTLEY
PRODUCER-DIRECTOR

JIMMY DURANTE SHOW
GEORGE JESSEL SHOW
PERRY COMO SHOW

"ALL STAR REVUE"

NBC-HOLLYWOOD
**RADIO-TELEVISION DIRECTORS**

**CHIRKINIAN, FRANK**  
M & M Candy Carnival  
CBS-TV

**COOK, FIELDER**  
AND GOODE, R.  
Lux Video Theatre  
CBS-TV

**COOLEY, LEE**  
B. Oakland, Cal.; Perry Como Show, CBS-TV; Eddy Arnold Show, CBS-TV

**CORDAY, TED**  
Guiding Light  
CBS-TV

**Cramer, Ned**  
Ernie Lovacs  
CBS-TV

**Crotty, Berke**  
Eastern Parkway Boxing  
Dumont

**Currie, Robert**  
In the Dark  
CBS-TV

**D—**

**DARLEY, DICK**  
B. Dec. 12, 1923, Hollywood, Cal.; Space Patrol, Personal Appearance Theatre, All American Jubilee, Jerry Colonna Show, ABC-TV

**Demarest, Bill**  
Heritage  
ABC

**DICK, HENRY**  
Maggi McNellis  
ABC

**DIGBY, NOEL**  
Home Folks  
CBS

**DIGGS, DICK**  
Louella Parsons Show  
CBS

**DISKIN, MARSHAL**  
What's Your Bid Seminar, Walter Winchell WABC-TV

**DODSON, WILLIAM**  
Joe Franklin's Memory Lane, Yachting Show, Spotlight On Harlem, Homemaker's Jambo-ree, Nancy Craig, First Edition WABC-TV

**DONAHUE, JACK**  
Meet Millie  
CBS-TV

**DOYLE, ROBERT**  
Perspective  
WABC-TV

**Duerk, Fred**  
Mary Margaret McBride Col. Tinney  
ABC

**Dutton, Mike**  
Bill Cullen Show  
CBS-TV

**— E —**

**Eastman, Carl**  
"Perry Mason"  
CBS

**EBI, EARL**  
Lux Radio Theatre  
CBS

**Eubanks, Gene**  
Space Adventures of Super Noodle  
CBS

**— F —**

**Farnsworth, Scott**  
When a Girl Marries  
ABC

**Finkel, Robert S.**  
B. March 25, 1918, Pittsburgh, Pa.; The Ruggles, Hollywood Theater Time, ABC-TV; Biff Baker, U.S.A., NBC-TV; Chevron Theatre, all networks

**Florey, Robert**  
Four Star Playhouse  
CBS-TV

**Forest, Robert**  
What in the World  
CBS-TV

**Frankes, Jerome**  
City of Hope Telethon, Cerebral Palsey Telethon, John Reed King's "Tootsie Hippodrome,"

---

**CLAY YURDIN**

**DIRECTOR**

**ABC — TV**

---

**BARRY SHEAR**

**Dumont - TV**

DIRECTOR OF
"BARRY GRAY SHOW"
"GUIDE RIGHT"
"STAGE A NUMBER"

1130
### RADIO-TELEVISION DIRECTORS

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**FRANK SATENSTEIN**

CBS-TV

**DIRECTOR**

of

The Jackie Gleason Show
## Radio-Television Directors

**LEFTWICH, ALEX**  

**LEFTWICH, ED**  
Bridge And Groom  
CBS-TV

**LEVIN, MIKE**  
Life Is Worth Living  
Dumont

**LEY, PARKE**  
December Bride  
CBS

**LEY, RALPH**  
Jack Benny  
CBS-TV

**LEWIS, A.**  
Our Miss Brooks  
CBS-TV

**LEWIS, ELLIOTT**  
Cathy and Elliott Lewis On Stage  
CBS

**LINKROUN, RICHARD**  
Freedom Rings  
CBS-TV

**LOVETON, JOHN W.**  
Mr. and Mrs. North  
CBS

**LOWE, DAVID**  
Life Begins At Eighty  
What's The Story  
Dumont

**LUMET, SIDNEY**  
Danger  
CBS-TV

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**M**

**MCCALLUM, BILL**  
Live Like a Millionaire  
Mystery Theatre  
Editing on Time Capsule  
ABC

**MacDONNELL, NORMAN**  
Bakers' Theatre of Stars  
CBS

**McCULLOUGH, ANDREW**  
Omnibus  
CBS-TV

**McKee, WES**  
Brighter Day  
CBS

**MacDONNELL, NORMAN**  
Escape  
CBS

**MAGNER, MARTIN**  
Where Was I  
Dumont

**MANDEVILLE, BETTY**  
FBI In Peace And War  
CBS

**MANHOF, BILL**  
Meet Millie  
CBS

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**MARKS, SHERMAN**  
Balance Your Budget  
CBS-TV

**MARRSHALL, BILL**  
Whispering Streets  
Metropolitan Auditions of the Air  
Metropolitan Opera  
ABC

**MARTIN, CHARLES**  
Philip Morris Playhouse, CBS

**MEDFORD, DON**  
Tales of Tomorrow  
Eddie Nagengast Talent Patrol  
Quick As A Flash  
All-Star News  
WABCS-TV

**MELCHIOR, IB**  
Perry Como  
CBS-TV

**MONTAGNE, EDWARD J.**  
Man Against Crime  
CBS-TV

**MORRIS, JOHNNY**  
The American Way  
CBS

**MULLIGAN, ROBERT**  
Suspense  
CBS-TV

**MURPHY, RALPH**  
Mr. and Mrs. North  
CBS-TV

---

### ARTHUR PENN

**Associate TV Director:**

"Colgate Comedy Hour"

**Staged:**

"Ezio Pinza Show"

**Writing Credits:**

"Ezio Pinza Show" (2)

"Hollywood Opening Night" (3)

**NBC—TV**

---

### ROBERT FINKEL

**DIRECTOR**

**LIVE**

The Ruggles — ABC  
Chevron Theater  
Dennis Day Show — NBC  
Biff Baker, U.S.A.

**FILM**

In Preparation

"Pride of the Family"  
with Paul Hartman

---

1132
NELSON, RALPH  
I Remember Mama  
CBS-TV

NEUMAN, ALAN J.  
The Kate Smith Hour-NBC  
Lights Out-NBC  
Here's To Your Health-NBC

NICKELL, PAUL AND SCHAFFNER, FRANKLIN  
(Alternate Directors)  
Studio One  
CBS-TV

NOBLE, ROBERT  
Drew Pearson  
Life Begins at 80  
Vacationland USA  
ABC

NYBY, CHRISTIAN  
Private Secretary  
CBS-TV

PAINTER, DON  
Jack Berch Recordings  
Champagne Fashions  
Musical Previews  
ABC

POUL, BYRON  
This Is Show Business  
CBS-TV

PAINTER, DON  
This Is Show Business  
CBS-TV

PEYSEK, JOHN  
Crime Syndicated  
CBS-TV

PIANO, TONY  
American Music Hall  
Dancing Party  
ABC

REAGON, NEIL  
Dr. Christian  
CBS

REISNER, ALAN  
City Hospital  
CBS-TV

RICCA, ERNIE  
Romance of Helen Trent  
CBS

RICHARDS, ARTHUR  
Rosemary  
CBS

RITTS, PAUL  
Big Top  
CBS-TV

RUBIN, JACK  
Hilltop House  
CBS

RUSKIN, COBY  
Arthur Murray Party  
Dumont

SANTLEY, JOSEPH  
All Star Revue, NBC-TV

SATENSTEIN, FRANK  
B. Oct. 7, 1924, New York City;  
Ken Murray, CBS-TV; Frank Sinatra Show, CBS-TV; The Show Goes On, CBS-TV; Jackie Gleason Show, CBS-TV

SCANLON, WALTER  
Headline Edition  
News of Tomorrow  
Una Mae Carlisle  
George Sokolsky  
Walter Winchell  
ABC

SCHIMMEL, CLARENCE  
Garry Moore Show  
CBS-TV

—— N ——

—— P ——

—— R ——

ABC TV

SDG  
RTDG  
ATAS

SID SMITH  
TV DIRECTOR

“ALL STAR REVUE”  
NBC, HOLLYWOOD

JIMMY DURANTE SHOW

GEORGE JESSEL SHOW

RITZ BROTHERS SHOW
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<td>Tales of Tomorrow ABC</td>
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<td>Kathie Norris Show, WABD; Barry Gray, WABD; Stage A Number, DABD; Inside Israel, WABD; Midway, WABD</td>
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<td>TORMEY, BOB</td>
<td>YURDIN, CLAY</td>
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<td>WOLFE, ED</td>
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**GREG GARRISON**

**DIRECTOR**

**TEXACO STAR THEATRE**

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1134
RADIO-TV WRITERS
Advertising Agency—Network—Free Lance
and their work during 1952

— A —

ABRAMS, CARL
Rocky King
DuMont

ADAMS, CEDRIC
Cedric Adams
CBS

ALSBERG, ARTHUR
Our Miss Brooks
CBS

— B —

BARNETT, S. H.
Lux Radio Theater
CBS

BARNOW, ERIK
Theater Guild On The Air
NBC

BALZER, GEORGE
Jack Benny Program
CBS

BEECHER, BILL
Vauhn Monroe Show
CBS

BENNER, BILL
Captain Video
DuMont

BIXBY, CARL
B. May 4, 1895, Worcester, Mass.; Life Can Be Beautiful, NBC

BLUME, RUDD
Space Adventures Of Super Noodle
CBS

BRAUN, GIL
The Plainclothes Man
DuMont

BROOKS, MEL
Your Show of Shows, NBC-TV

BUNCH, BILL
Gene Autry Show
CBS

— C —

CARRINGTON, ELAINE
Rosemary
CBS

CHEVIGNY, HECTOR
Second Mrs. Burton
CBS

CLORK, HENRY
Life of Riley
NBC-TV

CROKORAN, BOB
Rocky King
DuMont

CRUTCHFIELD, LES
Bakers' Theater of Stars
CBS

— D —

DAILEY, GENE
Space Adventures of Super Noodle

DALZELL, BILL
Stage A Number
DuMont

DOUGALL, BERNARD
Mr. President, The Adventurer, Tales of Tomorrow, American Music Hall, WABC

DRAKE, GALEN
Mr. Wizard
CBS

DUTTON, MARALEITA
Mr. Wizard
NBC-TV

— E —

EALTON, BRYCE
Captain Video
DuMont

ELKIN, SAM
Rocky King
DuMont

ETTINGER, ED
Dream Harbor, Paul White-man Teen Club, Gloria Parker, Saturday Night Dancing Party, WABC

— F —

FINE, MORTON
Suspense
CBS

FINKE, JACK AND PELLETIER, LOUIS
FBI In Peace And War
CBS

FRANKEL, DORIS
Brighter Day
CBS

FREE LANCE WRITERS
Aunt Jenny
Mr. & Mrs. North
CBS

FRIEDKIN, DAVID
Suspense
CBS

FUNT, JULIAN
Young Dr. Malone
CBS

— G —

GREENE, JOHN
People Are Funny
CBS

GUEDEL, WALTER
People Are Funny
CBS

GUSSMAN, CHARLES
Road of Life
CBS

— H —

HAWK, BOB
Bob Hawk Show
CBS

HITZ, KATHLEEN
Bakers' Theater Of Stars
CBS

HOLLOWAY, JEAN
Hallmark Playhouse
CBS

HUMMERT, FRANK AND ANNE
Our Gal Sunday
CBS

— I —

IRVING, CHARLES
This Is Nora Drake
CBS

— J —

JONES, J. FRANKLIN
Fun For All
CBS

JOSEFSBERG, MILT
Jack Benny Program
CBS

— K —

KALLEN, LUCILLE
Your Show of Shows, NBC-TV

KANE, JOEL
Meet Millie
CBS

KAUFMAN, MILLARD
Baker's Theater Of Stars
CBS

KLINKER, ZENKO
Edgar Bergen-Charlie McCarthy Show
CBS
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-TV WRITERS *

— L —
LACHMAN, MORT
Bob Hope Show
NBC-Radio
Martin & Lewis Show
NBC-Radio

LAIR, JOHN
Renfro Valley Sunday Gathering
CBS

LEWIS, AL
Our Miss Brooks
CBS

LOWTHER, GEORGE
Dark of Night
DuMont

— M —
MANHOFF, BILL
Meet Millie
CBS

MARION, IRA
Mr. President, Milton Cross
Opera Album, Metropolitan
Auditions Of The Air, Vacationland U. S. A., WABC

MORRISON, WILLIAM
Captain Video
DuMont

CARL BIXBY

Life Can Be Beautiful

Television

Sturges Highway
Southport, Conn.
Fairfield 9-3275
| MORROW, BILL | Bing Crosby Show | CBS |
| MORSE, CARLTON E. | One Man's Family, NBC, NBC-TV; I Love A Mystery, MBS; The Woman in My House, NBC. |
| NEWMAN, WALTER | Bakers’ Theater Of Stars | CBS |
| PAUL, NORMAN | Edgar Bergen-Charlie McCarthy Show | CBS |
| PERRIN, SAM | Jack Benny Program | CBS |
| PHILLIPS, ARTIE | Edgar Bergen-Charlie McCarthy Show | CBS |
| PHILLIPS, IRNA | Guiding Light | CBS |
| PICKARD, JOHN AND PROVO, FRANK | CBS radio news for news portion; Wendy Warren And The News |
| QUILLAN, JOE | Our Miss Brooks | CBS |
| RADCLIFFE, VIRGINIA | One Woman's Experience | DuMont |
| RAUGHT, KENNY | It Happens Every Day | CBS |
| RICHTON, ADDY AND STONE, LYNN | Hilltop House | CBS |
| SANGSTER, MARGARET | My True Story | Whispering Streets |
| SHARP, PHIL | December Bride | CBS |
| SHIP, REUBEN | December Bride | CBS |
| SKLAR, MIKE | Time Capsule, The Adventurer, Tales of Tomorrow, Morning Song, WABC |
| STANLEY, JACKSON | People Are Funny | CBS |
| TACKABERRY, JOHN | Jack Benny Program | CBS |
| TOLKIN, MEL | Your Show of Shows, NBC-TV |
| TOVROV, ORIN | Ma Perkins | CBS |
| VENDIS, IRVING | Erle Stanley Gardner Stories |
| WEBSTER, TONEY | Your Show of Shows, NBC-TV |
| WHEATON, GLENN | Jo Stafford Show | CBS |
| WITTY, DON | Una Mae Carlisle, The Adventurer, Tales Of Tomorrow, WABC |
| WOOD, ARLENE | Valentino AM & TV |

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**Join CIVIL DEFENSE NOW**

1137
ART GREEN

MIAMI'S TOP DISC JOCKEY-SALESMAN
1138
ABBOTT, BOB
1480 Club
KAUS, Austin, Minn.

ABBOTT, WALT
Morning Varieties
KCBS, San Bernardino, Cal.

ABELL, FRAN
G. A. Bargain Show
KLKX, Modesto, Cal.

ADAMS, ARCHIE
Platter Chatter
WTRA, Thomson, Ga.

ADAMS, CHARLES
Sunrise Salute
WTAN, Clearwater, Fla.

ADAMS, EDDIE
Clock King
WDAR, Savannah, Ga.

ADAMS, JIM
Jim Adams Show
WOGP, Newport, Ky.

ADAMS, JIM
Nite Club of the Air
WSTV, Steubenville, O.

ADAMS, JOE
Mayor of Melody
KOWL, Santa Monica, Cal.

ADAMS, WARREN
Hillbilly Hits
WHIL, Hammond, La.

AGEE, LESTER
Melody Market
KRHD, Duncan, Okla.

ALBERT, FREDDIE
Ranch House Roundup
WNJL, Swainsboro, Ga.

ALBRECHT, PAUL
Music with Paul
WMIZ, Eau Claire, Wis.

ALBRIGHTON, DAVE
Dave Albrighton Show
WING, Dayton, O.

ALEXANDER, KURT
You Name It
KOLS, Pryor, Okla.

ALEXANDER, DICK
Dick’s Den
WICC, Bridgeport, Conn.

ALFORD, DICK
Stick with Alford
KXL, Little Rock, Ark.

ALLEN, AL
Al’s Jive Til Five
KROG, Clinton, Iowa

ALLEN, BILL
KFWC, Hot Springs, Ark.

ALLEN, DON
Band Box
WATH, Athens, Ohio

ALLEN, FRED
It Pays To Listen

KCLE, Cleburne, Texas
ALLEN, GED
Listen While You Work
WBVP, Beaver Falls, Pa.

ALLEN, JIM
Back of the Hit Parade
KVER, Albuquerque, N. M.

ALLEN, LEE
Music Hall
WSCR, Scranton, Pa.

ALLEN, PAUL
Musical Clock
NITD, Montreal

ALLIGER, DICK
Alliger’s Almanac
WBUX, Doylestown, Pa.

ALLEN, RALPH
Musical Clock
WIBX, Utica, N. Y.

ALLISON, DANNY
Shop and Save
KCLE, Cleburne, Texas

AMAN, LLOYD
Nite Owl
KALE, Richland, Wash.

AMORY, JOE
Off the Record
KWL, Albany, Ore.

ANDERSON, GORDON
UP N Atom
WAUG, Augusta, Ga.

ANDERSON, MILTON
Platter Party
WJAS, Pittsburgh, Pa.

ANDREWS, DAVID
Night Beat
KOLN, Lincoln, Neb.

ANDREWS, JIM
Cousin Andy
WINX, Rockville, Md.

ANDREWS, JOHNNY
Morning Bandwagon
WBTM, Cleveland, Ohio

ANDERSON, ANDY
Dance Date
KEXI, Anchorage, Alaska

ANDERSON, BILL
Request Show
CFBC, St. John, N. B.

ANDERSON, EDDIE
Night Hawk
KKI, Honolulu, T. H.

ANSON, BILL
Hollywood Bandstand
KFWB, Los Angeles, Cal.

ANTHONY, BOB
Sleepwalker’s Serenade
KVVO, Tulsa, Okla.

ANTHONY, MARV
Mary Anthony Show
WEPT, Stevens Point, Wis.

APP, JAMES
Second Breakfast
WWOD, Lynchburg, Va.

ARBUCKLE, BRYANT
Tunes From Texas
KURV, Edinburg, Texas

ARMS, WALLY
Dinnerbell Show
CFCC, Calgary, Alberta

ARKELL, BILL
Ribs & Hot Sauce
WSIR, Winter Haven, Fla.

ARMAND, RAY
Hillbilly Stars
WLR, Arlington, Va.

ARMSTRONG, BOB
WCNT, Bandwagon
WCNT, Centrevilla, Ill.

ARO, BOB
Finnish Folk Song
WILB, Virginia, Minn.

ARTER, MEL
You Name It
WRPK, Sunbury, Pa.

ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.

ASHBURN, RON
WNXO, Matinville, Tenn.

ASHBY, DICK
940 Special
WMAZ, Macon, Ga.

ATKINSON, GORDON
Word & Music
CHUM, Toronto, Ont.

ATKINSON, J. C.
Waking with WARN
WAKN, Aiken, S. C.

AUGELLO, JOSEPH
Hub Cap Caravan
WJLJ, Detroit, Mich.

AUSTIN, BOB
WSDG, San Diego, Cal.

AVILA, MANUEL
Mexican Canta
KWBC, Ft. Worth, Texas

AYCOCK, BOB
Commuters Special
WMP, Memphis, Tenn.

BABCOCK, WILLIAM
Bing Crosby Time
WJAS, Pittsburgh, Pa.

BAER, MAX
KFBR, Sacramento, Cal.

BAERG, ROYCE
Musical Varieties
KKNX, McPherson, Kansas

BAILEY, BILL
Welcome Inn
KIZ, Phoenix, Ariz.

BAILEY, BILL
Smlin’ Time
WMIX, Mt. Vernon, Ill.

BAILEY, GENE
Trading Post
KGBC, Galveston, Texas

BAILEY, RAY
Melody Matinee
MATY, San Luis Obispo, Cal.

BAINTER, BILL
Record Room
WKT, Yantic, Wash.

BAKER, BABE
In the Groove
WSAI, Cincinnati, O.

BAKER, BOB
Sunnyside Serenade
KORK, Las Vegas, Nev.

BAKER, GEOFF
Polka Party
WESA, Charloier, Pa.

BAKER, MERRILL
WOAP, Owosso, Mich.
Thousands of Folks Attend "MID-DAY MATINEE"
with
DICK GRANVILLE

MONDAY THRU SATURDAY
12:15 to 2:00 P.M.

★ POPULAR
★ NOVELTY
★ HILLBILLY
★ RACE
IN ¼ HOUR SEGMENTS!

Get on Stage
with
Dick Granville

that Sunny
Funny Fellow
with A PEACH
OF A PITCH!

FOR RATES AND AVAILABILITIES
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"WAKE UP & SMILE!"

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ATLANTA'S MOST POWERFUL FULL TIME Independent STATIONS

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BARLOW, JAY
Mantelpip
WHIN, Harlan, Ky.
BARLOW, PAUL
270 Club
WNEA, Jonesboro, Ark.
BARR, FRED
Spiritual Time
WWRL, New York, N. Y.
BARRY, GENE
Swing with WING, Dayton, O.
BARTELL, ED
Mr. Music
EQV, Pittsburgh, Pa.
BARTELL, PAUL
Fox Club
WFOX, Milwaukee, Wis.
BARTON, HALE
Syncopation Time
WTAD, Quincy, Ill.
BATEMAN, RAY
Ray Bateman Show
WPDQ, Jacksonville, Fla.
BATTISTI, PAUL
Musical Clock
KRSN, Los Alamos, N. M.
BAUMAN, BILL
1140 Club
K500, Sioux Falls, S. Dak.
BAXTER, GORDON
Jambalaya
KTRM, Beaumont, Texas
BAULU, MARCEL
On prend le cafe
CKYL, Verdun, Canada
BEARD, LANCE
Club 900
WCOR, Lebanon, Tenn.
BEARD, PAT
Strictly from Dixie
WSLP, Salisbury, N. C.
BEASLEY, BOB
Yawn Patrol
WPKY, Frankfort, Ky.
BEAULIEU, HENRI
Club Ic l'On Danse
CJPP, Riviere du Loup
BEAULIEU, ROBERT
CJEM, Edmundston, N. B.
BEAUMONT, PERRY
Music Shop
WLOK, Lima, O.
BECKWITH, SAM
$1,000,000 Ballroom
KEEN, San Jose, Cal.
BEECHER, DON
Start with a Whistle
WEOA, Evansville, Ind.
BEERS, BOBBY
Bobby's Bandstand
KOA, Denver, Colo.
BEGIN, JEAN-PAUL
A vos Disques et perils
CKCH, Hull, Que.
BEINERT, TED
WDZ, Decatur, Ill.
BENDER, TED
Open Mike
KTSM, El Paso, Texas
BENEDICT, NITA
Wishing Well
KPOA, Honolulu, T. H.
DISC JOCKEYS—RADIO-TELEVISION

BENNETT, ZANE
Alarm Clock Club
WHJC, Matewan, W. Va.
BENOIT, LEO
CHLN, Trois-Rivieres, Que.
BENSON, BOB
Bob Benson Show
WBVZ, Eau Claire, Wis.
BERG, HAL
Clubtime
WILK, Wilkes-Barre, Pa.
BENOIT, LEON
CHLN, Trois-Rivieres, Que.
BENSON, BOB
Bob Benson Show
WBVZ, Eau Claire, Wis.
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BENSON, BOB
Bob Benson Show
WBVZ, Eau Claire, Wis.
BERG, HAL
Clubtime
WILK, Wilkes-Barre, Pa.
DISC JOCKEYS—RADIO-TELEVISION

BOGESS, JOHN
Request Hour
WLAG, LaGrange, Ga.

BOGGS, KAN
Music of the Masters
WMTC, Vancleve, Ky.

BOKER, BILL
Western Caravan
WMIK, Middleboro, Ky.

BOLDT, VIC
Polka Times
KYIC, Victoria, Texas

BOLES, JERRY J.
Battle of Baritones
WMOK, Moundsville, W. Va.

BONNER, EI)
St. Louis Ballroom
KXOK, St. Louis, Mo.

BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.

BOOTH, TED
Call the Spin
The Music Booth
WJVB, Jacksonville, Fla.

BORDEN, JACK
910 Club
WHAY, New Britain, Conn.

BOSTIC, JOE
Gospel Train
WL1B, New York, N. Y.

BOUCHER, WALTER
KARR, San Jose, Calif.

BOURQUE, WARREN
Club 1230
WERI, Westerly, R. I.

BOVICK, BILL
Coffee with Bill
WALB, Albany, Ga.

BOZARTH, DICK
Requestfully Yours
WEBQ, Harrisburg, Ill.

BRADLEY, CURTIS P.
Requestfully Yours
WBCR, Effingham, Ill.

BRADLEY, LEM
KENA, Mena, Ark.

BRADLEY, WESLEY
Yawn Patrol
KRDO, Colorado Springs, Colo.

BRAGG, DEAN
Club 1230
WAYX, Waycross, Ga.

BRANCH, GEORGE
Yours for the Asking
WELC, Welch, W. Va.

BRAND, FRANK
Hot and Sweet
CKPR, Ft. Williams, Ont.

BRASCA, VINCE
Top Five
KORT, Trinidad, Colo.

BREN, SHELDON
Night Mayor of Honolulu
KULA, Honolulu, T. H.

BRENNAN, DAN
Breakfast Jamboree
WVOK, Birmingham, Ala.

BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.

BRIENEN, DONALD
Record Party
WHSC, Hartsville, S. C.

BRIGHT, HOWARD
Bright & Early
WSAL, Logansport, Ind.

BRINGIER, ERNIE
Ernie the Whip
WMRY, New Orleans, La.

BRITTO, PHIL
Phil Brito Show
WKAT, Miami Beach, Fla.

BRITTON, BASHFUL RED
Red Britton Show
KCSB, San Bernardino, Cal.

BRITTON, BILL
WNDI, Daytona Beach, Fla.

BROCK, RAY
The Fox Club
WIEB, Appleton, Wis.

BRODE, BUDDY
Jukebox Jamboree
WNAR, Norristown, Pa.

BROOK, NAT
K'Mon Along and Listen
KMON, Great Falls, Mont.

BROOKE, KIRBY
Kirby Brooke Show
WQAM, Miami, Fla.

BROOKS, LOU
1150 Club
WCOX, Middletown, Conn.

BROOKS, TOM
Babbling Brooks Show
WSAZ, Huntington, W. Va.

BROWN, BERNARD
Sitting In
WAPO, Chattanooga, Tenn.

BROWN, BILL
AM 1230 Club

BROWN, CHUCK
Morning Melodies
WJMA, Orange, Va.

BROWN, DAVE G.
Songs of our Times
KLO, Ogden, Utah

"Joe Franklin's Memory Lane"

on TV and radio

also

Joe Franklin Productions, Inc.

"specializing in nostalgia"

Plaza 8-2664
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<th>Name</th>
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<td>KYCA, Prescott, Ariz.</td>
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**DISC JOCKEYS—Radio-Television**
Cochran, Tom
Musical Meeting Place
KYWO, Sheridan, Wyo.

Cocker, Clem
Rehearsin' Ritu' Rhythm
WKCT, Bowling Green, Ky.

Coddington, Bob
Put 'em in Parade
WXON, Lakeland, Fla.

Coggins, Jimmie
Wake Up and Sina
WKJY, Newberry, S. C.

Coker, Will
Pony Express
KNOX, Quentin, Texas

Cole, Cliff
Cliff's Corner
KQRG, Enzene, Ore.

Cole, Max
Wake Up New York
WQAM, New York, N. Y.

Coleman, Bob
Midnite Merry-Go-Round

Colgan, Les
Curt's Clockwatchers
WFAI, Fayetteville, N. C.

Colgan, Paul
Timekeeper
WKBQ, Binghamton, N. Y.

Coleman, Ralph
Saturday Showcase
KDB, Corpus Christi, Texas

Collie, Biff
Collie's Corral
KXIZ, Houston, Tex.

Collins, Tom
Western Jamboree
KPBR, Carlisbad, N. M.

Colone, Ann
Ann Colone Show
WGL, Fort Wayne, Ind.

Columbus, John A.
Requestful Your's
WPPV, Pulaski, Va.

Comer, Frank
800 Radio Row
WLAD, Danbury, Conn.

Compton, Al
Mail Bag
WXON, Dunn, N. C.

Conley, Bob
WAGR, Morgantown, W. Va.

Coney, Frank
Nightwatch
WHUN, Huntington, Pa.

Connell, Pat
Requestfully Your's
KGVO, Missoula, Montana

Connor, Hugh
Off the Record
WQAN-Scranton, Pa.

Connor, Ted
Ted Conner Show
WBIM, Youngstown, O.

Connors, Myles
Journey Into Melody
WTWN, St. Johnsbury, Vt.

Constanion, Joe
KIST, Musiclock
KIST, Santa Barbara, Cal.

Cook, Ed
Red, Hot and Blue
WMBM, Miami Beach, Fla.

Cook, Jack
Melody Playhouse
WXNO, Columbus, S. C.

Cook, Russ
Records with Russ
WHBY, Appleton, Wis.

Crick, Eddie
930 Melody Lane
WTRY, Troy, N. Y.

Cooper, Bill
Hillbilly Spectacle
WOBS, Jacksonville, Fla.

Cooper, Bob
Tops in Pops
WPBC, Minneapolis, Minn.

Cooper, Lee
Club Matinee
WFNS, Burlington, N. C.

Cooper, Tom
Red Reooser
WABC, Kuttanning, Pa.

Copeland, Jassy
Club 1400
WSLB, Ogdenburg, N. Y.

Core, Houston
Morning in Carolina's
WAYS, Charlotte, N. C.

Corder, Bob
Cuzin
WXII, Atlanta, Ga.

Cormier, Floyd J.
Floyd's Record Shop
WLKO, Opcopusas, La.

Cosman, Bob
Western Airs
WINX, Rockville, Md.

Coston, Monroe
shopin Guide
KCLE, Cleburne, Texas

Cottongim, Earl
Madness for Monday
WSPC, Somerset, Ky.

Courtney, Ernie
Wax Wagon
CKX, Brandon, Manitoba

Coughlin, Louis
Music For You
WCLI, Corning, N. Y.

Covert, Dale
Melody Go-Round
KHJJ, Oklahoma, Okla.

Cowell, Ed
Breakfast Club
WJHL, Johnson City, Tenn.

Cowell, Eddie
The Corner
WCTB, Briston, Vt.

Cox, Herbert
Ebany House
KXEL, Waterloo, Iowa

Craddock, Myron
Melody Roundup
WMLS, Sylacauga, Ala.

Crager, Bob
Melody Matinee
WWCO, Waterbury, Conn.

Craig, Bill
Coffee Time
WATA, Boone, N. C.

Craig, George
Coffee with Craig
KFDX, Wichita Falls, Tex.

Craig, Reg
Sunrise Jamboree
WEJB, Brewton, Ala.

Crandall, Ray
First Class Call
WAFF, Chicago, Ill.

Crane, Bob
The Town Crier
WICC, Bridgeport, Conn.

Craver, J. C.
Morning in Montgomery
WMON, Montgomery, W. Va.

Craven, Ted
Dusty Discs
KBWG, Boone, Iowa

Crawford, George
WOL, Washington, D. C.

Crawford, Jim
J. C. Show
WREC, Memphis, N. C.

Crist, Jim
Morning in Maryland
WBFH, Baltimore, Md.

Crocker, Sid
Sad Sack
KFLY, Lafayette, La.

Crombie, Dick
Dance Time
KCJJ, Seattle, Wash.

Crone, Bill
Jay & Ginger
KROY, Olathe, Kans.

Crooke, Wayne
Wayne Crooker, D. J.
WFOL, Augusta, Maine

Cropp, Gordon
Yours for the Asking
WREL, Lexington, Va.

Crook, Dike
KSCO, Enid, Okla.

Cross, George
Afternoon Varieties
WRLS, Port Huron, Mich.

Crouter, Walt
Top O' the Morning
WMPR, Toronto, Ont.

Crowell, George
Club 330

Crump, Guy
Gospel Train
WOB, Jacksonville, Fla.

Crutchley, Bill
WNB, Daytona Beach, Fla.

Cummins, Ray
Carolina Hayride
WMBL, Morehead City, N. C.

Cummins, Tony
Tony's Twilight Tune Time
WKIK, Erie, Pa.

Cunningham, Chuck
Turntable Time
KTTR, Rolla, Mo.

Currit, Gene
Just for Fun
KGLN, Glenwood Springs, Col.

Currit, Mark
Mark Time
KOLO, Reno, Nev.

Currit, Ronald
Musical Matinee
WFBT, Syracuse, N. Y.

Dahl, Don
Open House
KDAL, Duluth, Minn.

Dagley, Jean
Grenier do la Chanson
CKBL, Matane, Que.

Dale, Rex
Makebelieve Ballroom
WCKY, Cincinnati, O.

Daily, Bud
930 Melody Lane
WSAZ, Huntington, W. Va.

Dameron, Charlie
Charlie's Top Ten
WPTL, Ft. Lauderdale, Fla.

D'Anello, Arnir
Music Time
WAGE, Syracuse, N. Y.

D'Anello, Mike
1490 Club
WMGW, Medford, Calif.

Darien, Frank, Jr.
Frank's Juke Box
KJJQ, San Jose, Cal.

Darland, Bill
KLED, El Dorado, Ark.

Dary, Alan
Dary-Go-Round
WORL, Boston, Mass.
DAUGHTERY, DICK
Coffee Time
WFIX, Findlay, Ohio

DAUGHTERY, "DOC"
1250 Luncheon Club
WNON, York, Pa.

DAVIS, ART
Western Roundup
KEPO, El Paso, Texas

DAVIS, BILL
Hillbilly Jamboree
WOCO, Newman, Ga.

DAVIS, BOBBIE LEE
Refresh Room
KTMS, Santa Barbara, Calif.

DAVIS, DON
Open House
KFRC, San Francisco, Calif.

DAVIS, ERMIE
Ernie Davis Show
WABY, Albany, N. Y.

DAVIS,GENE
Requests Review
WAKR, Akron, Ohio

DAVIS, HALL
Musical Merry-Go-Round
WPAR, Parkersburg, W. Va.

DAVIS, JOHN E.
The Easyside
KLYN, Amarillo, Texas

DAVIS, TEX
All Star Record Roundup
WELS, Kinston, N. C.

DAVIDSON, BRYAN
Platter Magic
WTRAY, Princeton, Ind.

DAWS, HOBSON
860 Club
KROE, Oœoela, Ark.

DAWES, BILL
Bill Dawes Show
WCPO, Cincinnati, O.

DAWSON, CHUCK
Reclaxin' Time
KMVI, Wailuku, Maui, T. H.

DAY, DON
Coffee Hour
WSWN, Belle Grade, Fla.

DAY, GEORGE
Bar tines
KERO, Bakersfield, Calif.

DEAL, ARCHIE
Wake Up Club
WUNN, Hickory, N. C.

DEAL, BILL
Clock O' the Morn
WAXI, Hammond, N. J.

DEAL, JACK
Jack Deal Show
WBCU, Ithaca, N. Y.

DEAN, BOB
Tops in Pops
WFPN, Huntsville, Ala.

DEAN, WESLEY
Farm folks Jambo ree
KGRI, Henderson, Texas

DEANE, BUDDY
Wake Up Baltimore
WITH, Baltimore, Md.

DEANE, JOE
Open House
WTHE, Rochester, N. Y.

DEAY, JIM
Early Bird Show
KTSW, Emporia, Kansas

DeBEAU, LARRY
Timekeeper Show
WTAC, Flint, Mich.

DEBENPORT, CHARLES
Memos and Melodies
WNAV, San Antonio, Texas

DEBRAM, BOB
Pastel Room
WCOG, Greensboro, N. C.

DEE2, MARY
Mary Dee Show
WTOE, Erie, Pa.

DEE, TOMMY
Rise and Shine
WSBT, South Bend, Indiana

DEER, JIMMY
Jimmy Deer Show
WDAK, Columbus, Ga.

DEEZW, LARRY
Midnight Frolics
WVWW, Fairmont, W. Va.

DELMONT, JIMMY
Piano 2 o'clock Club
WTCN, Minneapolis, Minn.

DEMING, CHARLIE
Gloom Chaser
WKPJ, Kingsport, Tenn.

DERRY, DUKE
Swingtime
WJAG, Norfolk, Neb.

DERRICK, JIM
Swing Out Sweet Music
WPLA, Plant City, Fla.

DEVILLE, BOB
Saturday Session
WJER, Dover, O.

DILL, GLEN
The Sundial
WTSF, St. Petersburg, Fla.

DINSMORE, ED
Luncheon Club
WBEN, Buffalo, N. Y.

DIXON, DICK
Ebeny Hall Of Fame
WDAS, Phil., Pa.

DIXON, RANDY
Top of the Trail
WMTM, Beaumont, Texas

DIXON, PAUL
Paul Dixon Show
WCPO, Cincinnati, O.

DICK, JIM
Music Man
KURV, Edinburg, Texas

DIEHL, JACK
Requestfully Yours
WRUP, Durango, Colo.

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WRUP, Durango, Colo.

DILL, GLEN
The Sundial
WTSF, St. Petersburg, Fla.
ELLIS, PETE
Man About Midnight
WENE, Binghamton-Endicott, N. Y.

ELLWANGER, DAVID
1400 Club Musical Clock
WEBR, Selma, Ala.

ELSNER, ROY
920 Special
KECK, Odessa, Tex.

ELLSWORTH, JACK
Memories in Melody
WALK, Patchogue, N. Y.

EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kansas

EMM, LOU
Raffee Klatsh
WHO, Dayton, Ohio

ENO, JACK
Musical Market Basket
WEBR, Buffalo, N. Y.

EPPELSON, BOB
You Name It, I'll Spin It
KSYD, Mt. Airy, N. C.

ERWIN, JIM
Jim's Place
KECK, Vernon, Ill.

ERWIN, SKIP
Skipper's Showboat
WMOR, Metropolis, Ill.

ESHELMAN, JIM
Music for You
WKLV, Sparta, Wis.

ESTES, DAVE
The Bestes' With Estes
KWTO, Springfield, Mo.

EVANS, AL
Words and Music
KGNC, Amarillo, Texas

EVANS, ALAN
Heavens, It's Erans
WHOK, Lancaster, O.

EVANS, BILL
WGAU, Athens, Ga.

EVANS, BILL
Bill Evans Show
WGN, Chicago, Ill.

EVANS, GREG
Music & Stuff
WFAU, Augusta, Maine

EVANS, JOHN
Johnny Calling
WIS, Columbia, S. C.

EVANS, LOU
Shopping Newscale
KSUN, Bismarck, N. Dak.

EVANS, MARK
Housewive's Protective League
WTOP, Washington, D. C.

EVANS, MILTON
Question Man
KLPX, Lousiville, Texas

EVANS, RONNIE
Yawn Patrol
WRLB, Columbus, Ga.

EVERSON, CHRIS
Red, Hot and Blue
WCBU, Columbus, Miss.

EWING, CLIFF
ROOK, Billings, Mont.

EYRICH, DICK
Matinee Frolic
WSIR, Winter Haven, Fla.

FABIEN, LOU
Dawn Patrol
WARC, Rochester, N. Y.

FAUGUE, RICHARD
Nite Watch
WHAT, New Britain, Conn.

FAHRENBRUCK, JERRY
Musical Clock
KBLR, Clovis, Neb.

FALCON, BOB
Bay Window
WGO, Bay City, Mich.

FAREY, ED
Spinner Sanction
CRDA, Victoria, B. C.

FARKAS, CHUCK
Platter Party
KBKL, Alice, Texas

FARMER, JON
The Early Worm
WAGA, Atlanta, Ga.

FARRAR, WAYNE
Morning Madness
KMAE, McKinney, Tex.

FARR, MAURY
WAPI, Birmingham, Ala.

FAULK, JOHN HENRY
John Henry Faulk Show
WCBS, New York, N. Y.

FAULKNER, HARRY
Nite Watch
WDRY, Waterbury, Conn.

FELLER, SHERM
WLAW, Boston, Mass.

FELTHAM, LYALL
Stretch and Yawn
CJAY, Port Alberni, B. C.

FENNER, LYLE
Nite Watch
KRRK, Roseburg, Ore.

FERGUSON, BILL
Wake Up with WONN
WONN, Lakeland, Fla.

FIELD, CHUCK
Flying Discs
KMED, Medford, Ore.

FIELD, TOM
11th Hour News
WTAM, Cleveland, Ohio

FIELDS, CUYLER P.
Coffee Club
WROI, Rock Hills, S. C.

FILE, AUGIE
Records for Rising Stars
WLOX, Biloxi, Miss.

FILKINS, LARRY
Ladies Choice
KACB, Liberal, Kansas

FILAPIAK, JIM
Matinee at Sun-up
WHRV, Ann Arbor, Mich.

FINEGAN, JOE
Reville Rendezvous
WBUX, Doylestown, Pa.

FINLEY, LARRY
The Larry Finley Show
KFWB, L. A., Cal.

FINN, LEO
Spin with Finn
WYAW, Meriden, Conn.

FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.

FISCHER, LARRY
Record Shop
WLOL, Minneapolis, Minn.

FITZGERALD, COLIN
Morning Informalities
CJOR, Vancouver, B. C.

FITZGERALD, ED
Discs and Dollars
WOOD, Grand Rapids, Mich.

FITZGERALD, PAT
Fitz Parade
WNOK, Columbus, S. C.

FLAHERTY, BOB
Night Dawg
WCKY, Cincinnati, O.

FLANAGAN, PAUL
Record Man
WTRY, Troy, N. Y.
FRANKLIN, Joe
B. Mar. 9, 1926, Bronx, N. Y.; Joe Franklin's Memory Lane, WABC-TV

FRANKLIN, John
Disc Jockey Recue KUKI, Ukiah, Cal.

FRASER, Ray
Country Store WHOA, Homestead, Va.

FRAY, Jacques
Listening with Jacques Fray WQXR, New York, N. Y.

FRAZIER, Hal
Breakfast Club WSTP, Salisbury, N. C.

FREDERICKS, Hal
Song and Dance Parade KXOK, St. Louis, Mo.

FREDERICKS, Pat
Coffee Time WMAJ, Springfield, Ill.

FREED, Alan
Moon Dog House WJW, Cleveland, Ohio

FREEMAN, Ole
Jazzland KXLO, San Rafael, Cal.

FREGOSO, TEDDY
KALI, Pasadena, Cal.

FREIHHOFER, Bob
Yops In Pops KV1C, Victoria, Texas

FRENCH, Bob
Sing A Tunes WVSC, Somerset, Pa.

FRENCH, Jim
Club 1090

FRITZ, John
Of Man Fritz WFMJ, Youngstown, O.

FROEMKE, Rich
Million Dollar Ballroom KITL, Denver, Colo.

FROEHMANN, Bob
Happy Days WAWF, Eau Claire, Wis.

FULLEN, Gene
Club 33 WBNS, Columbus, Ohio

FULLER, Carry
Carry Fuller Show WLIB, New York, N. Y.

FULLER, Phyllis
Telegram Request WSLB, Ogdensburg, N. Y.

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Disc and Data KBKI, Alcoa, Texas

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Morning-Go-Round WRAI, Allentown, Pa.

Gallagher, Eddie
Sundial WTOP, Washington, D. C.

Gally, Bill
Date with a Disc WKOX, Framingham, Mass.

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Gary, Andy
Juke Box Review WNK, Columbia, S. C.

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Bumpus Room KSRV, Ontario, Ore.

Gaston, Lyle
Jamboree KSWO, Lawton, Okla.

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Musical Moments KSWI, Woodward, Okla.

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Goldmar, Eric
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GOODWIN, ART
Music Man
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GOUNDER, JACK
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WCEU, Akron, O.

JOHNSON, IRWIN
WBNS, Columbus, Ohio

JOHNSON, JAY JAY
Harlem Express
WWPE, Miami, Fla.

JOHNSON, JERRY
House Party
KHUB, Watsonville, Calif.

JOHNSON, KEN
Record Room
WGAP, Maryville, Tenn.

JOHNSON, KIMBERLEY
Top of the Morning
WCSH, Portland, Maine

JOHNSON, TOM
WAPX, Montgomery, Ala.

JOHNSTON, EDDIE
Record Show
WRFR, Bellaire, Ohio

JOHNSTONE, FRANK
Open House
KFRC, San Francisco, Calif.

JOINTER, JERRY
Good Yawn
WLOK, Natchitoches, Miss.

JULLS, TOM
Rise N' Shine
WUSJ, Lockport, N. Y.

JONES, BOB
Jones Junction
KFAB, Omaha, Neb.

JONES, DANA
Sunny Side of Street
WBEC, Pittsfield, Mass.

JONES, DON
You Ask For It
WLEA, Hornell, N. Y.

JONES, HASKELL
Request Club
KWTX, Waco, Texas

JONES, J. D.
Alarm Clock Club
WMMS, Macon, Ala.

JONES, JIMMY
Dr. Pepper Time
KGVL, Greenville, Texas

JONES, KEN
Melody Hill
WIZT, Huntington, W. Va.

JOSEPH, AL
Blues, Bop & Boogie
WOBT, Roanoke Rapids, N. C.

JOSEPH, ED
Eddy Joseph Show
WHLD, Niagara Falls, N. Y.

JOURDAN, LEE
Make Mine Music
CJBJ, Bellevue, Ont.

JOYNE'S, JERRY
Tune Shop
WWWV, Hampton, Va.

JUDSON, BOB
Music Off the Record
WGNY, Newburgh, N. Y.

JUE, FRANK
Teen Club
WTRC, Carson, Ariz.

KAMMAN, LEIGH
1280 Club
WOW, New York, N. Y.

KANE, DAVE
Rhythm Matinee
WLAL, Laurel, Miss.

KARAN, TOM
Side of Serenatas Mexicanas
KRR, McAllen, Texas

KARANT, MARTIN
Five O'Clock Shadow
WKPT, Kingsport, Tenn.

KARNOW, DICK
Life Begins at 740
WGSW, Huntington, N. Y.

KASSEL, CY
WERT, Westerly, R. I.

KAY, ARTHY
550 Club
WVLK, Lexington, Ky.

KAY, FRANKIE
Western, Hit Parade
KIMO, Independence, Mo.

KAY, LARRY
ECMJ, Palm Springs, Cal.

KAYE, BARRY
The Barry Kaye Show
WMEJ, Miami, Fla.

KEENE, ED
Kits and Headlines
KGBS, Harlingen, Texas

KEITH, KRALE
Smile Awhile
WLIO, E. Liverpool, O.

KELLER, NORM
Record Shop
WMOH, Hamilton, O.

KELLUM, SHELTON
Spinning Session
WJNC, Jacksonville, N. C.

KENNEDY, BILL
Dinner Date
WMSM, Columbia, S. C.

KENNEDY, BOB
Kennedy Kalling
KWPB, L. L., Calif.

KENNEDY, DON
After Hours Stuff
WBVP, Beaver Falls, Pa.

KENNEDY, MICHAEL
Musical Matinee
KTOW, Oklahoma City, Okla.

KENT, HAL
The Brighter Side
WGBS, Miami, Fla.

KENYON, WAYNE
Platter Palace
KONC, Amarillo, Texas

KEUCE, CECEL
Trade Winds
WRGA, Rome, Ga.
KERR, ROBT. A.  
Afternoon Concert  
CFCN, Calgary, Alberta  

KEY, BARBARA  
Coffee Time  
KWSH, Wewoka, Okla.  

KEY, JIM  
Sunrise Up  
WCLA, Little Rock, Ark.  

KEYES, FRANK  
Record Request  
WLPO, Salle, Ill.  

KEYS, RICHARD  
Sunrise Serenade  
WOH, East Liverpool, Ohio  

KING, RALPH  
1570 Club  
KFGR, Forest Grove, Ore.  

KINZEL, GEO.  
1370 Club  
WLBK, Lebanon, Pa.  

KIHL, NORM  
Make Room Ballroom  
CJAD, Montreal  

KILMAN, EARL  
Music Time  
WBGQ, Harrisburg, Ill.  

KINCAD, FRED  
Coffee Time  
WBBW, Wichita, Kansas  

KING, BOB  
Night Editor  
WNAK, Yankton, S. D.  

KING, CHARLEY  
Ballroom  
WPAT, Pottstown, Pa.  

KING, CYRUS  
Popular Music Time  
WHBO, Tampa, Fla.  

KING, DON  
Wheel Club  
Springfield, O.  

KING, FULTON  
Coffee Pot  
WTON, Stauton, Va.  

KING, JEAN PAUL  
King's Truth  
KORO, Las Vegas, Nev.  

KING, NELSON  
Daily Hit Parade  
WCKY, Cincinnati, O.  

KING, G. PAUL  
1280 Club  
WONX, DeFrancis, O.  

KING, ROBERT  
Night Watch  
WMBD, Peoria, Ill.  

KING, STUBBY  
Rise & Sun  
WKBL, St. Marys, Pa.  

KINER, DON  
Variety Hall  
WHTG, Athens, Ohio  

KINOSY, JOE  
Breakfast at Covina  
WOAP, Owosso, Mich.  

KINSEY, CURLY  
Cornbread Jamboree  
WGTA, Summerville, Ga.  

KIRK, CUPPY  
Tuff Jive  
KEVT, Kerrville, Texas  

KIRK, RED  
Saturday Night Jamboree  
WQPL, Bristol, Va.  

KLAUSS, CARL  
Wake Up Burlington  
KBUR, Burlington, Iowa  

KNEISEL, BOB  
KWTC, Barstow, Cal.  

KNIEVAL, JOHN  
Rocket Rhythms  
KIMA, Yakima, Wash.  

KNIGHT, AL  
All Night with Al Knight  
KUTO, San Bernardino, Cal.  

KNIGHT, FRANK  
Parade of Bands  
WARE, Ware, Mass.  

KNIGHT, JOE  
Tulsa Ballroom  
KRMG, Tulsa, Okla.  

KOBAK, ED  
Kobak's Korn  
WWJR, Worthington, Va.  

ROESER, VERNE  
Western Serenade  
WHLO, Decotah, Iowa  

KOLZ, BOB  
WNBK, Daytona Beach, Fla.  

KORTE, ODELL  
Ranch House  
WMOK, Metropolis, Ill.  

KOSAK, JOE  
Record Varieties  
WVLV, Oney, Ill.  

KOSTER, HERBERT  
Request Time  
WKRT, Cortland, N. Y.  

KNUTSON, HAL  
Early Bird Show  
KENI, Anchorage, Alaska  

KNUTSON, DANY  
West End Hour  
WDSD, Superior, Wis.  

KEILL, FRED  
Krewe Show  
WSGW, Sarinow, Mich.  

KRIEGEL, GIL  
With Baltimore, Md.  

KRIEHOFF, BOB  
Personality Time  
WTOI, Toledo, O.  

KLUK, KEN  
Stars at Night  
WISL, Shamokin, Pa.  

KUL, Irv  
Irv's Morning Parade  
WDBB, Marshall, Wis.  

KUTAN, DICK  
1580 Club  
WBUT, Butler, Pa.  

L  

LABARR, FRANK  
Music After Midnight  
WERE, Wilkes Barre, Pa.  

LACKEY, OWEN N.  
Lost Wax  
WJVA, South Bend, Ind.  

LACY, JACK  
WINS, New York  

LADD, HARRY  
Record Shop Time  
WLSI, Peikville, Ky.  

LAFLEUR, ALAN  
Strictly Off the Record  
WXAV, Annapolis, Md.  

LAFLIN, NICHOLAS  
Your Number  
WESB, Bradford, Pa.  

LAMAR, JACK  
Housewives Serenade  
WCAK, Camden, N. J.  

LAMBERT, EDDIE  
E. L. Show  
WEAT, Lake Worth, Fla.  

LAMBERT, ROGER  
Innsmouth Club  
WZAG, Flint, Mich.  

LAMONT, RAY  
Manhattan Melodies  
KHIO, Burley, Idaho  

LAMPIN, EMMETT  
In the Garden  
WPAL, Charleston, S. C.  

LANDERS, PAUL  
Campus Capers  
WGFT, Gettysburg, Pa.  

LANE, JIM  
Wax Museum  
KMVL, Wailuku, Maui, T. H.  

LANE, LARRY  
Melody Roundup  
KFGO, Fargo, N. D.  

LANE, VAN  
Sleepy Serenade  
WWR, Warton, W. Va.  

LANG, FRED  
Record Revue  
WNAC, Boston, Mass.  

LARKIN, DON  
Home Town Frolic  
WAAAT, Newark, N. J.  

LARSON, PAUL  
Timekeepers  

LAUGHER, ROY  
Man on Street  
KTRH, Phoenvix, Ariz.  

LAURENSON, GARY  
1240 Club  
KSUE, Susanville, Cal.  

LAUZAU, FRAN  
Rise & Shine  
WWMN, Farmington, W. Va.  

LAVENDER, MIKE  
Western Hour  
CJDC, Dawson Creek, B. C.  

LAWRENCE, BOB  
Bob Lawrence Show  
KVIC, Little Rock, Ark.  

LAWRENCE, DICK  
620 Club  
WWNR, Beckley, W. Va.  

LAWRENCE, JERRY  
Musical Matinee  
WCMA, Corinith, Miss.  

LAWRENCE, LARRY  
Midnight Musicman  
WCPM, Boston, Mass.  

LAWRENCE, MILTON  
In the Groove  
WSGN, Birmingham, Ala.  

LAYNE, MARK  
1410 Club  
WIMP, Northampton, Mass.  

LEAHY, ED  
Ed Leahy  
KWJ, Portland, Ore.  

LEAVITT, ROBERT  
Disc Digest  
WWSR, St. Albans, Vt.  

LEDEN, DON  
1450 Club  
WRCO, Richland Center, Wis.  

LEE, BOBBIE  
Record Shop  
KGGF, Coffeyville, Kansas  

LEE, CARROLL  
Folk Tune Frolics  
WANS, Anderson, S. C.  

LEE, JACK  
R. F. D. 1090  
WCRA, Effingham, Ill.  

LEEDS, JERRY  
Bunkhouse Jamboree  
KYSM, San Mateo, Cal.  

LEGG, JACK  
LeGall's Kitchen  
WFMJ, Youngstown, O.  

LEHMAN, DAVE  
Café Club  
WCBS, Greenwood, S. C.  

LEIGHTON, GEORGE  
White Tower Show  
WROW, Albany, N. Y.  

LEMON, BOB  
Ol Doc Lemon Show  
WLQ, Lima, O.  

LENAWAY, ED  
1340 Club  
KOWB, Laramie, Wyo.  

LENAY, WILL  
Will Lenay Show  
WCPO, Cincinnati, O.  

LENAY, WILL  
Will Lenay Show  
WCPO, Cincinnati, O.  

1153
LOCKHARDT, JOHN
Off the Record
KRRS, Los Alamos, N. M.

LODGEN, ED
Platter Party
WBUT, Butler, Pa.

LOE, TOM

LOUPES, JOE
Memory, Song Man
WIOD, Miami, Fla.

LORD, CHAS.
Platter Call
WJTH, East Point, Ga.

LODEN, JOHN
Juke Box Johnny
KFOP, Grand Coula, Wash.

LUDEN, ROD
Magic in Music
KFOJ, Portland, Ore.

LOVE, DAN

MAGAZINE, GEORGE
Juke Box Review
KCOY, Santa Maria, Calif.

LOVETT, FOREST
1310 Club
KNPT, Newport, Ore.

LOWE, HOLLAND
Show Time
WWNH, Rochester, N. H.

LUCAS, BEN
Talk of Town
WRGA, Rome, Ga.

LUCIA, FRANK
Hayloft Harmonies
WWJL, Georgetown, Del.

LUCK, "LUCKY"
Wake Up Hawaii
KPOA, Honolulu, T. H.

LUKENS, NED
Jack the Bellboy
WEAS, Decatur, Atlanta, Ga.

LUND, DICK

LUND, JACK
Sweet and Sentimental
KKRX, San Jose, Calif.

LUPTON, JOHN
Lupton's Matinee
WLAN, Lancaster, Pa.

LYNN, ANDY
Open House
KAYL, Storm Lake, Iowa

LYONS, JIMMY

LYONS, TOM
Dancing in the Dark
WJHL, Johnson City, Tenn.

McALONY, BOB
Roberts Roost
KWWJ, Portland, Ore.

McBRIDE, JIM
Kaffy's Korner
KFAY, Bakersfield, Calif.

McCALL, GEORGE
Spins 'N Needles
WEU, Reading, Pa.

McCARTHY, RED

McCAULAY, JOE

McCLAIN, DEAN
Blues at Sunrise
KWCW, Ft. Worth, Texas

McALOON, RAY
Platter Paradise
WGSV, Guntersville, Ala.

McCOMB, BOB
Mac's Wax Works
WIRK, West Palm Beach, Fla.

McDANIELS, EARL

McDEVITT, LEO
1230 Club
WBSM, New Bedford, Mass.

McDONALD, BILL
Music Hall Varieties
WKTU, Mayfield, Ky.

McDONALD, BILL
No Name Jive
KLVK, Pasadena, Texas

McDOUGAL, ED
Music RPDR
WWOL, Florence, Ala.

McENANEY, JOHN
Announcer, Jockey
WIZE, Springfield, O.

McFARLAND, HARRY
Disc Booking
KSW, Woodward, Okla.

McFARLAND, WAYNE
Night Watch
KNEB, Scottsbluff, Neb.

McGEE, ART
Let's Get Together with Records
CWAL, Albany, Ga.

McGEE, DAVE
Musical Clock
WMRX, Aurora, Ill.

McGOUGAN, BERGALD
WJCM, Sebring, Fla.

McGRATH, NED
Hurdy Gurdy
WJOC, Jamestown, N. Y.

McGraw, MAC
Western Roundup
KFTM, Port Morgan, Colo.

McGUIRE, MARC
Start the Day Right
WIBP, Phila., Pa.

McHALE, LARRY
Big Top Ten
KALB, Alexandria, La.

McHENRY, BOB
Crazy Corners
KLKQ, Lamar, Colo.

McKay, JIM
Records at Random
WLBB, Carrollton, Ga.

McKee, BOB
Sunshine Up
WXQI, Atlanta, Ga.

McKELVIE, ART
Saturday Matinee
KHQ, Spokane, Wash.

McKINLEY, LARRY
Fun at Two
WXMY, New Orleans, La.

MacLAREN, ROBERT
Juke Box Serenade
CWBR, Dracut, N. S.

McLEAN, R. BRUCE
West End Hour
WDSM, Superior, Wis.

McLEAN, DONALD F.
Morning Serenade
WHDL, Olean, N. Y.

McLEOD, ED
Poor Man's Program
WCBT, Roanoke Rapids, N. C.

McLEOD, REID
Platter Express
CHUR, Nashua, B. C.

McLEISH, JOE
Music for Dancing
WSPC, Anniston, Ala.

McLure, TINY
Jamboree
KSAN, San Francisco, Cal.
McMaster, Jay
WMEX, Boston, Mass.

McMichael, Dick
Bandstand
WDML, Macon, Ga.

McMullen, Jack
Let’s Get It Away
WMBS, Uniontown, Pa.

McMurry, Bryan
Matinee Time
WMEV, Marion, Va.

Menamara, Robert
Roll-Out with Robert
WAPA, Raymond, Wash.

McNut, Lona
The Lona McNutt Show
KTSW, Emporia, Kans.

Mearak, John
Platter Pantry
KPTM, Fort Morgan, Colo.

Mee, June
Wake Up Miami
WFEC, Miami, Fla.

Macfarland, Doug
Parade of Hits
CJAY, Port Alberni, B. C.

Macay, Bob
WMTR, Morristown, N. J.

Mack, Johnny
All Request Jamboree
WJZ, Canton, Mo.

Mack, Wally
Dawndusters
WFNS, Burlington, N. C.

McCachren, Bill
Time Teller
WALT, Tampa, Fla.

Magee, George
1700 Musical Journal
WJAY, Mullins, S. C.

Magill, Maury
Maury Magill Show
WWBB, Youngstown, O.

Mahan, Johnny
Tops In Tunes
WDAS, Phil., Pa.

Mahoney, John
 Everybody’s Bandstand
KDKA, Pittsburgh, N. Y.

Maillet, Chas. R.
Tik Tok Club
WFLO, Farmville, Va.

Man, Ralph
Requestfully Yours
KKGN, Glendive, Mont.

Mains, Mel
Sunday Variety Time
KIMO, Independence, Mo.

Mandel, Lee
Morning Roundup
KOY, Santa Maria, Cal.

Mann, Earl
Radio Rhythm Ranch
WDIX, Dickson, N. D.

Mann, Gus
Record Rendezvous
WCOH, Newman, Ga.

Mann, Ralph
1340 Club
WKUL, Cullman, Ala.

Manning, Art
Breakfast Call
WBG&R, Jesup, Ga.

Manning, Day
Dawn Patrol
WIL, St. Louis, Mo.

Marggraf, Norm
Fritz the Plumber
WMIL, Milwaukee, Wis.

Margurite, Leon
Make Mine Music
WARC, Rochester, N. Y.

Marlowe, Paul
WNDB, Daytona Beach, Fla.

Marriott, Jack
Best on Wax
WKXY, Kingston, N. Y.

Marquis, Andrew
Two Out with Music
CKFI, Ft. Frances, Ont.

Marshall, Bob
Record Round Up
WALT, Tampa, Fla.

Martin, Charles
Skyline Patrol
WMPR, High Point, N. C.

Martin, Delia
Teen-Tattle Time
KPHO, Phoenix, Ariz.

Martin, George
Tennessee Playhouse
WKSR, Pulaski, Tenn.

Martin, Frank
Top of the Morning
WJJK, Erie, Pa.

Martin, John
Sleppy Time Show
KLIZ, Brainerd, Minn.

Marten, Ronald
Southern Hospitality
KTRN, Wichita Falls, Tex.

Martine, Al
Music Unlimited
WKIP, Poughkeepsie, N. Y.

Marvin, Ed
Best on Wax
WOCB, Blytheville, Ark.

Mashburn, Wayne
Night Watchman
WGOD, Chattanooga, Tenn.

Mason, Charles
After Hours
WJXN, Florence, S. C.

Mason, Don
Music For Sunday
KDAL, Daluth, Minn.

Mason, Gene
4:00 O’clock Special
WLBJ, Bowling Green, Ky.

Massey, Jon
600 Massey
WWDC, Washington, D. C.

Mast, Benny
1450 Club
XINT, Jamestown, N. C.

Masters, Jack
Southern Hospitality
KTRN, Wichita Falls, Tex.

Matheny, O. R.
Music Merry-Go-Round
KRKO, Prineville, Oreg.

Matisson, Hank
Hillbilly Hi Parade
KRRH, Duncan, Okla.

Matthew, Bill
Red River Roundup
KALB, Alexandria, La.

Maukada, Fred
Concert of Matinee
WDAR, Savannah, Ga.

 Maxwell, Bob
Man About Town
WJZ, Detroit, Mich.

Maxwell, Charles
Waxell with Maxwell
WDAP, Kansas City, Mo.

Maxwell, Rudy
Moonlight Nocturne
WRNO, Orangeburg, S. C.

May, Fred
Mood Indigo
WPTF, Albany, N. Y.

May, Mike
Western Jamboree
KBLI, Blackfoot, Idaho

May, Mike
Platters for Your Pleasure
WCSI, Columbus, Ind.

Mayer, Bill
Mayer of Monday
WGAR, Cleveland, O.

Mayer, Jack
Sweet & Swing
WALB, Albany, Ga.

Mayhew, Bill
Breakfast Time
WPIK, Alexandria, Va.

Mayes, John
Mays Music Mart
KROA, Kennett, Mo.

Meary, Mike
Club 1080
WXRA, Buffalo, N. Y.

Meath, Eddie
Musical Clock
WHEC, Rochester, N. Y.

Meazell, Eugene
Anything Goes
KCLE, Cleburne, Texas

Meehan, Bob
Just Name It
WEAN, Providence, R. I.

Mehan, Tom
Turntable, Turntable
KRUQ, Brigham City, Utah

Mellon, Franklin
Musical Clock
KGLV, Greenville, Texas

Menard, Ralph
Midnight till Dawn
KRCQ, San Diego, Cal.

Merkel, Gary
Gary’s Song Shop
WWHO, Hornell, N. Y.

Merry, Dean
Dream Dust
WESB, Bradford, Pa.

Mertz, Bill
Music Maestro
WWKO, Columbus, O.

Metzger, Don
Music After Hours
WMAM, Maritime, Wis.

Meier, Allen
Polka Party
WJAG, Norfolk, Neb.

Meier, Bill
The Party Line
WRAY, Princeton, Ind.

Meier, Ted
Classical Concert
WRHC, Jacksonville, Fla.

Meiers, Don
Matters Musical
WFPN, Findlay, Ohio

Michael, Jack
WCAE, Pittsburgh, Pa.

Michael, John
Music Box
WWKO, Columbus, O.

Middleton, Bob
Best on Wax
WWSC, Glen Falls, N. Y.

Middleton, David Ed.
Saturday Specials
KBKH, Pullman, Wash.

Mikesch, Mike
Sunny Side of the Street
KRKO, Prineville, Oreg.

Milam, Chas.
Strictly for Ladies
KYJC, Medford, Oreg.
NEWMAN, BOB  
Musical Echoes  
WEEU, Reading, Pa.

NEWMAN, JIM  
Musical Clock  
WVSC, Somerset, Pa.

NEWSMORE, GIL  
Bandstand Revue  
KWK, St. Louis, Mo.

NICHOLS, BOB  
My Favorite Records  
KQMO, Seattle, Wash.

NICHOLS, BOB  
Blues ‘n’ Boogie  
WPAL, Charleston, S. C.

NICHOLS, JACK  
Harlem Hive  
KSAM, Huntsville, Tex.

NICKEL, PHIL  
Melody By Moonlight  
KSEL, Lubbock, Texas

NIESBACH, BILL  
Breakfast with Bill  
WKBY, Richmond, Ind.

NIGGIOCA, HARRY  
Midday Serenade  
WJWB, New Orleans, La.

NIX, ED  
Disc & Chat  
Campus Review  
KVOE, Santa Ana, Cal.

NIXON, NICK  
Just Jingles  
WARC, Rochester, N. Y.

NOBLES, GENE  
Dance Hour  
WLAC, Nashville, Tenn.

NOLAN, TIM  
Sun Dial  
WXYZ, Houston, Tex.

NOLAN, TOM  
Crossroad Store  
WGLS, Decatur, Ga.

NORMAN, AL  
Minute Man  
WDFD, Flint, Mich.

NORREY, ROBERT C.  
Mailbag Matinee  
WHDL, Oleon, N. Y.

NORRIS, RANDY  
Random Ranch  
KEYD, Minneapolis, Minn.

NORTH, PETER  
Club 1240  
CJCS, Stratford, Ont.

NORTON, PAUL  
Tuneshire Trolley  
KAMAX, Camden, Ark.

NORVELL, GEORGE  
Percolator Club  
KGLN, Glenwood, Colo.

NUSBAUM, MORT  
WHAM, WHAM-TV, Rochester, N. Y.

NYQUIST, CARROLL  
Tuntable Time  
WNMP, Evanston, Ill.

OAKS, DALLIN H.  
Platter Party  
KCSU, Provo, Utah

O’BRIEN, TEX  
Western Jamboree  
KGCH, Chillicothe, Mo.

O’BRIEN, DAVE  
Dixieland Matinee  
WDXI, Jackson, Tenn.

O’BRIEN, JIM  
Cat’s Meow  
WMRO, Aurora, Ill.

O’CONNELL, EILEEN  
For Children Only  
WMGM, New York, N. Y.

O’CONNELL, TERRY  
Barn Dance  
WSWN, Belle Glade, Fla.

O’DONNELL, BOB  
Insomnia Inn  
WSYR, Syracuse, N. Y.

O’FELLA, MARY  
Polka Nite Spot  
WJAY, Pulaski, Va.

OLIVE, GRAY  
Toast & Coffee  
WOOD, Lynchburg, Va.

OLSEN, MAX  
Tippin’s Inn  
KULF, Alpine, Tex.

OLSON, OLE  
House of Music  
WILS, Lansing, Mich.

O’NEILL, TOM  
Tippy’s Scrapbook  
KCDK, Victoria, B. C.

O’FELLA, DUANE  
Record Rack  
KFAM, St. Cloud, Minn.

O’RANCH, JAK  
Musicale Showcase  
WKRT, Cortland, N. Y.

ORNELAS, MANUEL  
Fiesta Time  
KTCK, Tucson, Ariz.

OSBORNE, LEN  
Len Osborne Show  
WJCB, Cumberland, Md.

OSBORNE, TIM  
Tim Time  
KTHI, Houston, Texas

OSBREPT, BOB  
Music Parade  
WMUU, Greenbelle, S. C.

OSTERBERG, BOB  
Jonny Tops in Pops  
WJCD, Seymour, Indiana

OWEN, AL  
Music Room  
WMID, Atlantic City, N. J.

OWEN, DON  
Postcard Parade  
KWSH, Wewoka, Okla.

OWENS, JACK  
Alarm Clock Club  
WWEX, Macon, Ga.

OWNBY, BILL  
WOO, Greensboro, N. C.

O’VROLL, BOB  
Matinee Frolic  
WPOR, Portland, Maine

OXINGER, KENNETH  
Midday Times  
WHOC, Philadelphia, Miss.

PAGE, DAVE  
KIRO, Pajng  
KIRO, Seattle, Wash.

PAINTER, DICK  
KVB, Great Bend, Kans.

PALMER, CLARK  
Your Song  
WEBF, Worthington, O.

PALMER, JIM  
Record Shop  
KSAM, Sikeston, Mo.

PARKER, BOB  
Ara Ave  
KLRA, Little Rock, Ark.

PARKER, FREY  
Intermix  
WJWL, Georgetown, Del.

PARKS, ERY  
Coffee Spot Capers  
WISU, Athens, Miss.

PARKER, GENE  
Platter’s Platters  
WPRC, Lincoln, Ill.

PARNELL, REX  
KWFU, Holt Springs, Ark.

PARSONS, BOYD  
Alarm Clock Club  
WGAD, Gadsden, Ala.

PARSONS, BRUCE  
Ehmy Boogie  
WWIM, Vicksburg, Miss.

PATTERSON, JIMMY  
By Jimmny  
WBT, Charlotte, N. C.

PAUL, SYD  
Coffee Pot  
WHOL, Allentown, Pa.

PAXTON, TOM  
Variety Package  
WKY, Oklahoma City, Okla.

PEARS, TOM  
Crossroads Jamboree  
KVOL, Lafayette, La.

PEARSON, AL  
Melody Ranch  
WRRO, S. Santa Rosa, Cal.

PEARSON, CHARLIE  
WCJU, Columbia, Miss.

PEARSON, JOHNNY  
Johnny Pearson Show  
KOWH, Omaha, Neb.

PEBBLES, ED  
Sunside  
WMUL, Macon, Ga.

PHEL, FRED  
Requestlist Yours  
WCRK, Morristown, Tenn.

PENNEY, ED  
Penny Serenade  
WTFO, Cambridge, Mass.

PERAZZO, DON  
Sunrise Serenade  
KBON, Omapa, Neb.

PERRINS, RAY  
KFEL, Denver, Colo.

PERRIN, KENNETH  
WROW, Ballroom  
WROW, Albany, N. Y.

PERKY, BOB  
980 Club  
WCAP, Lowell, Mass.

PERRY, JOE  
Te Music Shop  
GFG, Kalamazoo, Mich.

PERRY, "TUT"  
T. P.'s Wigwam  
WCDL, Carbondale, Pa.

PERRYMAN, TOM  
Hillbilly Hit Parade  
KSLJ, Gladwater, Texas

PERISCO, JOHN  
Musicross  
WISL, Shomokin, Pa.

PETERS, BILL  
Hi Neighbor  
WOLS, Florence, S. C.

PETTERS, JOHN  
Dawntusters  
WPDX, Clarksburg, W. Va.

PETTSON, ARNOLD  
Musical Revelle  
WATW, Ashland, Wis.

PETTSON, GEORGE  
Dancing Party  
WBSC, Bennettsville, S. C.

PETTSON, HAL  
Personality Time  
WSAR, Fall River, Mass.

PETTSON, ROLFE  
Rolfe Peterson Show  
KSL, Salt Lake City, Utah

PETTSEON, LEON  
Big Eight  
WISC, Madison, Wis.

PETTIT, DICK  
Music for Birds  
WICK, Batavia, Mich.

PHEIFFER, BILL  
Polka Parade  
WVNR, Beckley, W. Va.
PHILLIP, DICK
Paul Beard Show
WBOB, Providence, Ill.

PHILLIPS, BILL
Bill Phillips Show
KDJS, Wilkes-Barre, Pa.

PHILLIPS, DEWEY
Red Hot and Blue
WHBQ, Memphis, Tenn.

PHILLIPS, GEORGE
Top o' the Morning
WNOI, West Palm Beach, Fla.

PHILLIPS, JOE
Carolina in the Morning
WRNO, Orangeburg, S. C.

PHILLIPS, PHIL
1320 Bandstand
WXNT, Portsmouth, Ohio

PHILLIPS, RALPH
Encore Matinee
WBGR, Baltimore, Md.

PHILLIPS, WALTER
Mission Midnight
WILL, Cincinnati, O.

PICCOLO, DOM
Dom Piccolo Show
WKAS, St. Marys, Pa.

PICKETT, BILL
Requestfully Yours
KGPH, Flagstaff, Ariz.

PICKET, ROY
Roy Pickett Show
KTUL, Tulsa, Okla.

PIERCE, ART
Turntable Ballroom
WABM, Houlton, Maine

PITCOCK, BOB
Summer Club
KFSA, Ft. Smith, Ark.

PLATT, CHUCK
Variety Club
KDSH, Boise, Idaho

POLAND, SAM
Sam's Show
WCHS, Charleston, W. Va.

POLK, BILL
Good Morning Man
WJAT, Swainsboro, Ga.

POLLARD, JACK
After Hours
WKCB, Rezina, Sask.

POLLMAN, HANK
Western Request
KLDI, Durango, Colo.

POLLAM, RAY
Music with Ray
WATW, Ashland, Wis.

POPE, BILL
You Name It—We Play It
WABY, Albany, N. Y.

PORTER, TED
Musical Roundup
KDJS, Parazould, Ark.

PORWANIECKI, LEO
Music for Today
WLIP, Kenosha, Wis.

POWELL, ED
Lauching the Danceland
WWCA, Gary, Ind.

POWELL, BILL
Bouncing with Billy
WORL, Nashville, Tenn.

POWELL, STEVE
KRCR, Enid, Okla.

POWER, TOM
Sunrise Serenade
WMUR, Manchester, N. H.

POWERS, TED
Powerhouse
WTDY, Watertown, Vi.

PRODER, GEORGE
Harlem Express
KGBE, Galveston, Texas

PRATT, JIM
Hits and Headlines
KGBS, Harlingen, Texas

PRENDACAST, ED
Man from Mars
WNOI, New Orleans, La.

PRENEVOST, BILL
Juke Box Review
KSDN, Warren, S. Dak.

PRESLEY, R. N.
Radio Relay Quiz
KCVN, San Marcos, Texas

PRICE, CHARLIE
Charlie's Night Train
WGAO, Oak Hill, W. Va.

PRICE, COLE
Popular Music
WFMH, Cullman, Ala.

PRICE, VICTOR
Linger Alwhile with Music
CFKJ, Ft. Frances, Ont.

PROCTOR, GENE
Pro's Pops
WSGN, Birmingham, Ala.

PUCKETT, TRUMAN
Truman Puckett Show
WILD, Homewood, Ala.

PUDNEY, EARLE
Earle Pudney Show
WGY, Schenectady, N. Y.

PYOR, CACTUS
Music Maker
KTBC, Austin, Texas

QUINN, SERIES
Charlie's Parade
WILM, Wilmington, Del.

PYNE, JOE
WILM, Wilmington, Del.

QUAYE, MACKIE
In the Groove
WTIS, Columbia, S. C.

QUICK, JERRY
Dawn in Dixie
WHSC, Hartsville, S. C.

QUIGLEY, DON
Disc in Don
KCID, Caldwell, Idaho

QUILHAH, TOM
Requestfully Yours
KBGW, Boone, Iowa

QUINN, DOMINIC
Polka Hour
WFDP, Flint, Mich.

RADCLIFFE, BILL
Echoes of the Spheres
CKX, Brandon, Manitoba

RAINES, JIM
Platter Parade
WBIC, Anderson, Indiana

RAMFY, C. W.
1600 Club
KMJE, McKinney, Tex.

RAMSEY, BILL
Songs in Flight
WYOT, Wilson, N. C.

RAMSEY, RAY
Spin a Platter
WHII, McRae, Ky.

RAND, HARRY
KOIR Musical Clock
KOIR, Galatia, Ill.

RANDEL, SCOTT
Anything Goes
KGB, Timmins, Ont.

RANDEL, TED
Lucky Lazer Dance Time
KGEM, Boise, Idaho

RATHE, BOB
Coffee Time
WGEL, Beloit, Wis.

RAULERSON, SPENCE
Raulerson's Rambles
WMGA, Moultrie, Ga.

RAY, GEORGE
By Request
KSYC, Yankton, Cal.

RAY, BOB
Bob Ray Show
WIBK, West Palm Beach, Fla.

RAY, GENE
Cornfield Frolics
WPAL, Charleston, S. C.

RAYNER, RAY
WOOD, Grand Rapids, Mich.

READING, GEORGE
Moonlight Showers
WFNS, Burlington, N. C.

RECTOR, BOB
Best By Request
WTWO, Springfield, Mo.

REDABAUGH, HAROLD
KRKO, Colorado Springs, Col.

REDFERN, TED
1490 Club
WSTP, Salisbury, N. C.

REED, GLEN
Town & Country Club
WMNE, Menomonee, Wis.

REGAN, MATT
Early Riser Club
WBTA, Batavia, N. Y.

REEVES, GENE
Rendezvous with Reeves
WLOK, Marion, Miss.

REEVES, GLEN
Reeves Record Room
KTXT, Childress, Tex.

REICH, EDDIE
Record Review
WOSC, Fulton, N. Y.

REID, BILY
WEOL, Elyria, O.

REILLY, ED
It's Melody Time
WBRY, Waterbury, Conn.

REINDL, JACK
Clockwatcher
KCBG, Cedar Rapids, Iowa

REISING, KEITH
1570 Club
WLRP, New Albany, Ind.

REITMAN, WILLIAM
WGIL, Galesburg, Ill.

REMINSTID, JACK
Jack Reminister Show
WKRC, Cincinnati, O.

REYNOLDS, FRED
Reynolds on Records
WGN, Chicago, Ill.

REYNOLDS, JIMMY
Jimmy Reynolds Show
WGC, Augusta, Ga.

REYNOLDS, RUSSELL
Sundial-Romney Hour
WCUM, Cumberland, Md.

REZNOR, JOHNNY
Johnny's Matinee
WFPB, Middletown, O.

RHEUBOTTOM, HARRY
Harry's Swing Session
KCSB, San Bernardino, Cal.

RHODES, BOB
Rhodes Record Room
WHOO, Orlando, Fla.

RICE, CRAWFORD
WAPX, Montgomery, Ala.

RICHARDS, BILL
Richards Rendezvous
WGBK, Charleston, W. Va.

RICHARDS, WM.
Melody Mill
WESA, Charleston, Pa.

RICHARDSON, C. B.
Hillbilly Show
KBP, Pleasanton, Tex.

RICHARDSON, TED
1450 Club
WMCH, Hamilton, O.
A page from a document containing information about disc jockeys and radio stations. The content includes various names, stations, and locations, with some references to times, events, and programming details. The text appears to be a list or directory of radio personalities and their associated stations.
SNOW, BOB
Record Review
WSIV, Pekin, Ill.

SOLES, PAUL
Route 78
CPPU, London, Ont.

SOMMER, BILL
We Congratulate
CJOC, New Castle, Pa.

SOMONANO, HECTOR
WCXM, Arecibo, P. R.

SOKIB, TED
Ted Soklin Show
CXXL, Calgary, Alta.

SPANGLER, BOB
Iowa State Houseparty
KASI, Ames, Iowa.

SPAUDLING, RALPH
Howe Down
KRLU, Corvallis, Ore.

SPIRO, WALTER
Koffee Time
WKIN, Montgomery, Ala.

SPOL, ED
Time & Tempo
WHWH, Hornell, N. Y.

SPRATT, JIM
Jim's Place
WBZ, Lock Haven, Pa.

SPOTTOS, RALPH
Bar None Ranch
WTRR, Sanford, Fla.

SPRY, GENE
Gene Spry Show
KPHO, Phoenix, Ariz.

STAMBUCK, WALLY
Music Till One
CJOC, Lethbridge, Alta.

STAMPER, BILL
Tune Factory
WKIN, Camden, N. J.

STAMPS, WILLIAM
Whistling in the Dark
WLBJ, Bowling Green, Ky.

STANFORD, RAY
Morning Melodies
WWVW, Fairmont, W. Va.

STANLEY, BILL
Happiness Exchange
WNQE, New Orleans, La.

STANT, JACK
Pajama Parade
WAMS, Wilmington, Del.

STARK, CHARLIE
WNYC, New York, N. Y.

STARK, CHARLES
Folk Tune Frolics
KDRS, Paragould, Ark.

STARR, JOE
Starr Time
WATL, Atlanta, Ga.

ST. CLAIR, ED
Polk County Express
WSIR, Winter Haven, Fla.

STEIDBENS, ROGER
1200 Club
WERC, Erie, Pa.

STELL, BILL
Mailbar Programs
WSVS, Crewe, Va.

STEPHENS, DICK
Coffee Club

STEPHENS, MIKE
Musical Clock
CKCW, Moncton, N. B.

STERLING, KEVIN
Make Believe Ballroom
CKIO, Ottawa, Ont.

STERLING, VIC
Nitewatchman
KUKI, Ukiah, Cal.

STEVENS, AL
Al Stevens Show
WWIN, Baltimore, Md.

STEVENS, BOB
Pushin' Sand
Coral Gables, Fla.

STEVENS, CHUCK
Yarn Patrol
CPW, Pawtucket, R. I.

STEVENS, MATT
Off the Record
WJCD, Dubois, Pa.

STEVENS, CHAS., JOHN
The Chanticleer
WGY, Schenectady, N. Y.

STEWART, CAL
Tellotest
WWO, Ft. Wayne, Ind.

STEWART, JACK
Jack Stewart Show
CXXL, Calgary, Alta.

STEWART, TOM
Tunestown
KTAT, Frederick, Okla.

STEWART, TOM
Musical Clock
WPAQ, Mt. Airy, N. C.

STIERMAN, VERN
Play Radio Show
WDFX, Dubuque, Iowa

STINGLEY, ROY
Fairfield Jamboree
WOKR, Lancaster, O.

STOVER, DICK
KLTI, Longview, Texas

STONE, AL
Wax Works
WSCC, Charleston, S. C.

STONE, DAVE
Corral Club
KKDL, Lubbock, Texas

STONE, JIM
KHTM, Jonesboro, Ark.

STOREY, BOB
Storey Time
WFL, Fort Wayne, Ind.

STOREY, JAMES
Megg border
WJZ, Cape Girardeau, Ga.

STOREY, JOHN
Matinee
KXIC, Quincy, Ill.

STRADDLE, TED
Smoke Dreams
WJBP, Jacksonville, Fla.

STRICKLAND, BILL
Juke Box
WIRA, Ft. Pierce, Fla.

STRONG, JACK
Cornbread Matinee
WAGC, Augusta, Ga.

STUART, ALLEN
Calavade of Music
WJZ, New York, N. Y.

STUART, HALL
1450 Club
WHIT, New Bern, N. C.

STUTTMAN, FRED
Relaxin' Time
KG0, San Francisco, Cal.

STURZ, HOWIE
Nightclub Hour
WDDB, Marshall, Wis.

SUDDUTH, GENE
Record Revue
WEAR, Pensacola, Fla.

SUGAR, DICK
Latin American Hour
WEVD, New York, N. Y.

SULLIVAN, DENNIS
Mystery Clock
WFBF, Syracuse, N. Y.

SULLIVAN, MORRIS
Tops and Taps
WMMU, Muskegon, Mich.

SULLIVAN, PERRY
Perry Sullivan Show
WRDW, Augusta, Ga.

SUMMERFIELD, JOHN
Morning Music Club
WAKE, Greenville, S. C.

SUMMERISE, BOB
Bob Summerise Show
KEMO, Tacoma, Wash.

SUNDHOLM, DALE C.
Club 6100
KRCQ, Prinville, Oreg.

SUTPHEN, CLARK
Wax Works
RBMY, Billings, Mont.

SUTTON, SCOTT
Tops in Pops
WWGG, Greenville, Fla.

SWENSON, JACK
KREL, Jackson, Colo.

SWENY, ROBERT M.
Showtime
KDDD, Dumas, Texas

TABLER, W. D.
Saturday Serenade

TALBOTT, JOHN
Sweet and Solid
KBIZ, Oskaloosa, Iowa

TALFORD, BRUCE
Melody Merchant
WTSV, Claremont, N. H.

TALOY, JOHN
Hayloft Jamboree
WYYE, Wytheville, Va.

TAMBLYN, BOB
Party Line
WSCS, Charleston, S. C.

TAPLER, VINCE
Rhythm Machine
WTJS, Jackson, Tenn.

TAPLIN, TAP
T. N. T. Show
WWEB, Buffalo, N. Y.

TARASI, FRED
Sunset Serenade
WACB, Kittanning, Pa.

TATE, H.
Who's Talking
WGRE, Youngstown, O.

TAYLOR, AL
KJMJ
Fresno, Calif.

TAYLOR, BEN
Cousin John
WLEE, Richmond, Va.

TAYLOR, BILL
A Date with Bill
WNNC, Newton, N. C.

TAYLOR, SAMMY
Sammy Taylor Show
KGON, Portland, Ore.

TEETER, LEWIS
RDAS, Malvern, Ark.

TERMINE, JIM
Platter Party
WCP, Tarboro, N. C.

TERRY, LILLIAN
Tea Time with the Terrys
WAPA, San Juan, P. R.

THAYER, JACK
Star Gazing
WTIN, Minneapolis, Minn.

THIBBIEN, LARRY
930 Club
WREB, Holyoke, Mass.

THIELE, WOODY
Duke Till Dawn
WNQO, New Orleans, La.

THOMAS, BILL
Sunrise Serenade
KRTH, Dubuque, Iowa

THOMAS, GILBERT
Sunny Side of the Street
WHTC, Holland, Mich.

THOMAS, GORDON
Informally Yours
WWPA, Williamsport, Pa.

T —

TABLER, W. D.
Tuesday Night
KOUM, Tempe, Ariz.

TABNER, BILL
Tune Revue
KNIS, North Platte, Nebr.

TALBOTT, JOHN
WJTH, Spartanburg, S. C.

TALFORD, BRUCE
Kentucky Echoes
WTK, Fort Thomas, Ky.

TALOY, JOHN
KXAT, Dallas, Tex.

TAMBLYN, BOB
KDLT, Detroit, Mich.

TAPNEY, VINCE
Bullwinkle's Juke Box
KODM, Denver, Colo.

TAPLIN, TAP
WNYA, New York, N. Y.

TARASI, FRED
WJBG, Athens, Ga.

TATE, H.
WJYD, Winston-Salem, N. C.

TAYLOR, AL
WEMI, Detroit, Mich.

TAYLOR, BEN
WIAA, Abilene, Texas

TAYLOR, BILL
WJZD,Huntsville, Ala.

TAYLOR, SAMMY
WJZQ, New York, N. Y.

TERMENE, JIM
WJHL, Indianola, Iowa

TERRY, LILLIAN
WJSL, Lima, Ohio

THAYER, JACK
WJDD, Detroit, Mich.

THIBBIEN, LARRY
WJTB, Madison, Ala.

THIELE, WOODY
WJNC, Monroe, Mich.

THOMAS, BILL
WJUB, Columbus, Ohio

THOMAS, GILBERT
WJBB, Jacksonville, Fla.

THOMAS, GORDON
KXIT, San Antonio, Tex.

T —

TABLE, A.
Downtown Revue
WJFA, Minot, N. Dak.

TABLE, B.
Midnight Revue
WJHL, Madison, Wisc.

TABLE, C.
Skyline Revue
WJTX, Corpus Christi, Tex.
THOMAS, JOHN  
To-day's Top Tunes  
THOMAS, MITCH  
WIL, Wilmington, Delaware  
THOMPSON, RON  
Records and Rhythm  
WWSO, Springfield, Ohio  
THOMAS, STEVE  
Tune Tavern  
THOMAS, VAL  
Melody Circus  
WGAY, Silver Springs, Md.  
THOMAS, BILL  
Studio Party  
THOMPSON, JIMMY  
Jimmy Thompson Show  
KAFY, Bakersfield, Calif.  
THOMPSON, CHUCK  
Chuck and Elmer  
WFOR, Hattiesburg, Pa.  
THOMPSON, CHUCK  
The Chuck Thompson Show  
WTHH, Baltimore, Md.  
THOMPSON, GOLDIE  
Gaddlin with Goldie  
WHBO, Tampa, Fla.  
THOMPSON, JERRY  
Musical Clock  
WVML, Bloxii, Miss.  
THOMPSON, JIM  
Mr. Music  
KQV, Pittsburgh, Pa.  
THOMPSON, RUSSELL  
Dreamtime  
CJQ, Belleville, Ont.  
THOMPSON, VERLON  
Studio Party  
KASH, Eustace, Ore.  
TIBBETTS, DON  
Don Tibbetts Show  
WFEO, Manchester, N. H.  
TINNEY, CAL  
Cal Tinney Show  
ABC  
TOMPKINS, MARK  
This Is Toby  
WEVD, New York, N. Y.  
TOLBERT, ROBERT  
Wake Up Time  
WTBF, Troy, Ala.  
TOTTEN, VERN  
Music of the West  
KKLF, Butte, Mont.  
TOWNE, GORDON  
WHO0 Wake Up  
WFQG, Orlando, Fla.  
TRACY, BILL  
Jive Till Five  
WSKI, McComb, Miss.  
TRAP, BOB  
Koffee Koncert  
WURX, Grand Rapids, Mich.  
TRAP, WILLIAM  
Breakfast with Trap  
WKBZ, Muskegon, Mich.  
TRAVILLA, GENE  
Night Train  
WFKY, Frankfurt, Ky.  
TRAVILLA, JACK  
Enchanted Hour  
CJVI, Victoria, B. C.  
TRINE, PHIL  
Advance Release  
KUKI, Ukiah, Cal.  
TRUSS, CHARLIE  
Top of the Morning  
WNOY, York, Pa.  
TUCK, GEORGE C.  
Top of the Mornin'  
WGTZ, Bangor, Maine  
TUCKER, DICK  
Dick Tucker Show  
WDIZ, Boston, Mass.  
TUCKER, DON  
Country Music Time  
WARL, Arlington, Va.  
TUCKER, FRANK  
Tunes for Teens  
WCOV, Montgomery, Ala.  
TUNIS, HARRY  
Tunis Show  
WMGM, New York, N. Y.  
TYSON, DAVE  
Wake up with Davey  
WCAE, Pittsburgh, Pa.  

— U —  
UMBACK, BOB  
Atomic Boogie Hour  
WJLD, Homewood, Ala.  
UNCLE, Irv  
Happiness Exchange  
KNOE, Monroe, La.  
UNDERHILL, LEO  
Breakfast Time  
WCKY, Cincinnati, O.  

— V —  
VALLEY, NORM  
Rise 'n' Shine  
VANCE, TONY  
Our Saturday Date  
WHIS, Bluefield, W. Va.  
VANCE, VAN  
Easy Listening  
WKAY, Glasgow, Ky.  
VANDERHOOF, BRUCE  
Vanderhoof's Yawuniversity  
KNAK, Silt Lake City, Utah  
VAN SLYCE, HARRY  
950 Club  
KSEL, Lubbock, Texas  
VAUGHN, WALTER  
Hillbilly Breakfast Club  
KTAN, Sherman, Tex.  
VERDON, BOB  
Top 30  
KGO, Torrington, Wyo.  
VERDON, MARIO  
CKAC, Montreal  
VICKROY, DON  
Mixing Bowl  
KGO, Coos Bay, Ore.  
VIZINA, BOB  
B's Wax  
NELK, Elko, Nev.  
VOGEL, ART  
Top Tunes  
WMIL, Milwaukee, Wisc.  
VOGT, KEN  
8-6-0- Show  
WFOX, Milwaukee, Wis.  
VON TRESSE, LAFE  
Sleepy Time Gal  
WJLD, Homewood, Ala.  

— W —  
WADD, JOHN  
1240 Club  
WOB'T, Rhinelander, Wis.  
WADSWORTH, RALPH  
Date with the Stars  
KPXK, Rexburg, Idaho  
WAGNER, JACK  
Rise and Shine  
KHJ, La., Calif.  
WAGNER, PAUL  
KCOL, Karavan  
KCOL, Fort Collins, Colo.  
WAGNON, BUCK  
Ranch House Rhythms  
KTAT, Frederick, Okla.  
WAITS, ERNIE  
Ernie Waits Show  
WNOP, Newport, Ky.  
WALKER, ED C.  
Hits and Bits  
WDAE, Tampa, Fla.  
WALKER, HARRY  
Dealer's Choice  
KMOR, Oroville, Cal.  
WALKER, JIMMY  
Jimmy Walker Show  
KGGU, Honolulu, Hawaii  
WALKER, LEE  
Record Time  
WCHV, Charlottesville, Va.  
WALLACE, BOB  
390 Club  
WROW, Albion, N. Y.  
WALLACE, CAL  
Man at the Door  
WZIF, Covington, Ky.  
WALSCHAK, DAVID  
1450 Club  
KCTI, Gonzales, Texas  
WALTERS, BILL  
Easy Listening  
WDDU, Green Bay, Wis.  
WALTERS, BUCKY  
WNXT, Portsmouth, Ohio  
WALTERS, FRANK  
Club 1230  
KYJC, Medford, Ore.  
WALTON, DICK  
No. Main St. Hour  
WICE, Providence, R. I.  
WAMBACH, PETE  
Pete Wambach Show  
WCMB, Harrisburg, Pa.  
Wanke, Hugh  
"Morning Musical Clock"  
WXAO, Baltimore, Md.  
WANZER, HAL  
Request Club  
KCOG, Centerville, Iowa  
WARD, BILL  
Bill Ward's Doghouse  
CWWX, Vancouver, B. C.  
WARD, JIM  
River Rhapsody  
CFJR, Brockville, Ont.  
WARD, JIM  
The Wake-Up Ward  
KAPA, Raymond, Wash.  
WARD, JIM  
Morning Mayor's Show  
WILK, Wilkes Barre, Pa.  
WARD, RUSSELL  
Records at Random  
WDYK, Cumberland, Md.  
WARREN, DOC  
Crackerjack Show  
WPDQ, Jacksonville, Fla.  
WARREN, DOUG  
Talk of the Town  
WKDN, Camden, N. J.  
WARREN, JACK  
Club Matinee  
KWRN, Reno, Nev.  
WARREN, JAMES  
Dance Time  
KJIR, Seattle, Wash.  

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<th>Water</th>
<th>Location</th>
<th>Show Type</th>
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<td>WATERS, VIC</td>
<td>Victoria</td>
<td>radio</td>
<td>Victoria</td>
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<tr>
<td>WATKIN, CHARLEY</td>
<td>Los Angeles</td>
<td>Record</td>
<td>Los Angeles</td>
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<td>WATKIN, DUKE</td>
<td>Los Angeles</td>
<td>Dance</td>
<td>Los Angeles</td>
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<tr>
<td>WATKIN, FRED</td>
<td>Los Angeles</td>
<td>Comedy</td>
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<tr>
<td>WATKIN, GEORGE</td>
<td>Los Angeles</td>
<td>News</td>
<td>Los Angeles</td>
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</tbody>
</table>

**Radio DJ's**

- **WATERS, VIC**: Vic Watters Show in Toronto, ON.
- **WATKIN, CHARLEY**: Charley Watkins Show in Los Angeles, CA.
- **WATKIN, DUKE**: Duke Watkins Show in Los Angeles, CA.
- **WATKIN, FRED**: Fred Watkins Show in Los Angeles, CA.
- **WATKIN, GEORGE**: George Watkins Show in Los Angeles, CA.
- **Willow, JIM**: Jim Willow Show in Los Angeles, CA.
- **WILLIAMS, JAY**: Jay Williams Show in Los Angeles, CA.
- **WILLIAMS, ROB**: Rob Williams Show in Los Angeles, CA.
- **WILLIAMS, STAN**: Stan Williams Show in Los Angeles, CA.
- **WILLIAMS, VINCE**: Vince Williams Show in Los Angeles, CA.
- **WILSON, WALLY**: Wally Wilson Show in Los Angeles, CA.
- **WILSON, WALTER**: Walter Wilson Show in Los Angeles, CA.
- **WILSON, WARREN**: Warren Wilson Show in Los Angeles, CA.
- **WILLIAMS, JIM**: Jim Williams Show in Los Angeles, CA.
- **WILLIAMS, ROB**: Rob Williams Show in Los Angeles, CA.
- **WILLIAMS, STAN**: Stan Williams Show in Los Angeles, CA.
- **WILLIAMS, VINCE**: Vince Williams Show in Los Angeles, CA.
- **WILSON, WALLY**: Wally Wilson Show in Los Angeles, CA.
- **WILSON, WALTER**: Walter Wilson Show in Los Angeles, CA.
- **WILSON, WARREN**: Warren Wilson Show in Los Angeles, CA.
WOUD, DEL
Juke Box Review
KTLN, Denver, Colo.

WOOD, FRED
Woodehopper's Ball
WWBZ, Vineland, N. J.

WOOD, MIKE
Michael Wood Show
CKCW, Mondon, N. B.

WOOD, PAUL
Paul's Platter Party
WEBJ, Brewton, Ala.

WOODBINE, DALE
Matinee in Music
KAYS, Hays, Kans.

WOODS, JEAN
Lobo Frolics
KVKM, Monahans, Tex.

WOODS, JOHN

WOOLRIDGE, FRED
Fantasy Bandstand
VOGM, St. John's Newf.

WOOTEN, BILL
Club 1300
WIRC, Hickory, N. C.

WORLEY, JACK
Let's Dance
WGAD, Gadsden, Ala.

WORTMAN, ART
Let's Dance
WABM, Houlton, Maine

WRAY, JOHN
Club 590
KUGN, Eugene, Ore.

WRIGHT, BOB
Session on 570
KVI, Seattle, Wash.

WRIGHT, GUS
Star Tune Request Time
WMOD, Moundsville, W. Va.

WRIGHT, KEN
Time and Tune Parade
WRY, Oklahoma City, Okla.

WRIGHT, LLOYD
Yawn Patrol
CFPL, London, Ont.

WRISLEY, JOHN
Ramblin' with Wrisley
WSAV, Savannah, Ga.

YAGER, DOYLE
Washington Chronicle
WPEO, Peoria, Ill.

YANDLE, JIMMIE
1250 Club
WTMC, Ocala, Fla.

YEAGER, RAY
Ray's Record Revue
KROW, Oakland, Cal.

YELLAND, STEVE
Food Derby
KOA, Denver, Colo.

YOCAN, JOE
The Joe Yocam Show
KFWB, L. A., Cal.

YOCUM, CARL
Starlight Ballroom
KXOC, Chico, Cal.

YORKE, WALLY
Swing Inn
CHWK, Chilliwack, B. C.

YOUNG, DUKE
Duke's Dilemma
KUGN, Eugene, Ore.

YOUNG, JOE
Club 1310
KFKA, Greeley, Colo.

YOUNG, O. C.
Bits of Hits
WHIS, Bluefield, W. Va.

YOUNGBLOOD, CHARLIE
Melody Range
KPOJ, Portland, Ore.

YOUNGBLOOD, JIM
Farm & Home Hour
WPAD, Paducah, Ky.

ZACHARY, HIGH
Sunny Side of Seven
WFAI, Fayetteville, N. C.

ZAPUTIL, BILL
Eleven-O-Five Club
KRMY, Billings, Mont.

ZIEGLER, DICK
Record Reville
WEIM, Fitchburg, Mass.

ZIMMERMAN, HARRY
Record Rodeo
KEYD, Minneapolis, Minn.

ZOOK, DICK
Zaggin with Zookie
KVVC, Ventura, Cal.

For "BEHIND THE MIKE AND BEFORE THE CAMERA"

LISTINGS FOR ALL TALENT

SEE PAGE 1005

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WOMEN COMMENTATORS
HOME ECONOMISTS
of U. S. TV and Radio Stations

— A —

Abbasat, Dottie ... WDEE, Battle Creek, Mich.
Abdou, Gloria ... WCAE, Pittsburgh, Pa.
Adams, Carol ... WHBC, Canton, Ohio
Adams, Jane ... KYUM, Yuma, Ariz.
Adams, Louise ... WCMB, Harrisburg, Pa.
Adams, Mary ... WPFA, Fort Payne, Ala.
Adams, Opal ... WPMP, Pascagoula, Miss.
Adams, Sally ... KVOU, Uvalde, Texas
Adams, Susan ... WABD, New York
Aders, Edna ... WLSI, Pikeville, Ky.
Adkins, Denise ... KMAE, McKinney, Tex.
Ae, Naner K ... KULA, Honolulu, T. H.
Aiitken, Kate ... DFRB, Toronto, Ont.
Alberson, Jo ... KSIM, Sikeston, Mo.
Albrecht, Anita E ... WSHB, Stillwater, Minn.
Alden, Ann ... WBAP-TV, Fort Worth, Texas
Alex, Susan ... KSAN, San Francisco, Cal.
Alexander, Jeanne ... WBT, Charlotte, N. C.
Alexander, Mildred ... WGN, Chicago, Ill.
Allen, Anne ... KARK, Little Rock, Ark.
Allen, Ardie ... WDLB, Marshfield, Wis.
Allen, Barbara ... KVSM, San Mateo, Cal.
Allen, Barbara ... WCOG, Columbia, S. C.
Allen, Bettye ... WCMI, Ashland, Ky.
Allen, Carla ... KIUP, Durango, Colo.
Allen, Judie ... KLAS, Las Vegas, Nev.
Allen, Mona ... CFAR, Flin Flan, Man.
Allen, Roz ... WHEC, Rochester, N. Y.
Allison, Mayme ... KBOA, Omaha, Neb.
Anderson, Alice M ... WUTF, Port Huron, Mich.
Anderson, Frances ... KXRE, Alexandria, Minn.
Anderson, Nancy L ... WROX, Framingham, Mass.
Anderson, Ruby ... WGN, Chicago, Ill.
Anne, Dorothy ... WNJC, Jacksonvile, N. C.
Anno, Mary Jean ... WATW, Ashland, Wis.
Antenucci, Norma ... WCPG-TV, Cincinnati, Ohio
Anthony, Jo ... WGHJ, Newsport, Wash.
Anthony, Nina ... CKWX, Vancouver, B. C.
Antoinette, Clara C ... WTSB, Bartlettboro, Vt.
Apple, Marie ... WCBT, Sandy, Oreg.
Archbold, Martha ... WHLD, Niagara Falls, N. Y.
Arden, Georgie ... WDAY, Fargo, N. D.
Arledge, Mabel ... RIVY, Crockett, Texas
Arledge, Margaret ... WDEE, Beloit, Wis.
Armard, Dorothy ... WCOV, Montgomery, Ala.
Arrington, Lucille L ... KUOA, Siloam Springs, Ark.
Arsencault, Odette ... CKBL, Matane, Que.
Ashinton, Ruth ... KKNX, Los Angeles, Calif.
Ashwell, Mary ... CFPL, London, Ont.
Atkins, Carol ... WSOO-TV, Bridgeport, Conn.
Atter, Virginia ... WMBR-TV, Jacksonville, Fla.
Ayer, Esther ... WMUR, Manchester, N. H.

— B —

Bacher, Jeanne ... KGST, Fresno, Calif.
Baehr, Alice ... WIZE, Springfield, W.
Baier, Grace ... WRAK, Williamson, Pa.
Bailey, Eliz ... KRBZ, Jamestown, N. D.
Balden, Mildred ... WBYE, New York, N. Y.
Baker, Blanche ... WQYX, Boston, Mass.
Baker, Betty ... WMPX, New York
Baker, Betty ... WPIX, New York
Baker, Evangeline ... KGO-TV, San Francisco, Calif.
Baker, Mary V ... WSBC, Chicago, Ill.
Baldidi, Diana ... WOJ, New York
Baldwin, Betty ... KMOM, Marshall, Mo.
Baldwin, Helen ... WNBF-TV, Binghamton, N. Y.
Ball, Jane Ellen ... WJAS, Pittsburgh, Pa.
Ballinger, Marilee ... KGRI, Henderson, Texas
Bammel, Jo ... WMMB, Melbourne, Fla.
Bancroft, Barbara ... WAMU, Washington, D. C.
Barnes, Dorothy ... WIOU, Kokomo, Indiana
Barnett, Marilyn ... KEVT, Kerrville, Tex.
Barth, Karen ... WHLN, Harlan, Ky.
Bartholomew, Grace ... WGY, Schenectady, N. Y.
Bartlett, Edna ... WELM, Elmiria, N. Y.
Bartlett, Hughes ... WXXA, Buffalo, N. Y.
Barton, Betty ... WHBN, New Bedford, Mass.
Barton, Evelyn ... WPIK, Alexandria, Va.
Barnight, Kay ... WCAV, Norfolk, Va.
Bates, Mercedes ... KNXT, Hollywood, Calif.
Bausian, Evelyn ... WXXA, New Bedford, Mass.
Bayne, Alice ... WIBC, Indianapolis, Ind.
Bayne, Barbara ... WLOL, Minneapolis, Minn.
Beacham, Donna ... WFAL, Fayetteville, N. Y.
Beal, Joy ... WJER, Dover, Ohio
Beatty, Arline ... WJJD, Chicago, Ill.
Beck, Margaret ... WQYF, Lewiston, Pa.
Beeler, Helen ... WOBK, Columbus, Ga.
Berich, Cecilia ... WEVE, Eyelet, Minn.
Behan, Claire ... KLZM, Lamar, Colo.
Beitz, Blanche ... KIBE, Palo Alto, Calif.
Bejano, Piera ... WGGG, Gainsville, Fla.
Belden, Virginia ... KCKY, Coolidee, Arizona
Bell, Alice ... WAGA, Atlanta, Ga.
Bell, Muriel ... WBOB, Galax, Va.
Bell, Peggy ... KYBO, Lubbock, Texas
Bennel, Julie ... WFAA-TV, Dallas, Texas
Bennett, Margaret Anne ... WESC, Greencastle, Ind.
Bennol, Virginia ... KOPO, Tucson, Ariz.
Bentley, June ... WMAY, Springfield, Ill.
Betz, Sylvia ... WVMJ, Bl. M. Miss.
Berry, Deanna ... WLAD, Danbury, Conn.
Best, Laverne ... WTAX, Springfield, Ill.
Biddle, LaFawn ... KRCB, Abilene, Tex.
Biddle, Dorothy ... KUNA, Anchorage, Alaska
Biddle, Ruth ... WOWL, Florence, Ala.
Biehl, Josephine ... KGU, Honolulu, Hawaii
Bieser, Shirley ... WAXB, West, Cent., Calif.
Bills, Barbara ... WCVG, Coral Gables, Fla.
Bishop, Diana ... CKEN, Kentville, N. S.
Bishop, Doris ... WCBS, New York, N. Y.
Blake, Julie ... WCMC, Manhattan, N. H.
Blalock, Muriel E ... WSL, Annapolis, Md.
Bland, Mildred ... KFLY, Lafayette, La.
Black, Ruth ... WMBS, Michigan City, Ind.
Bliss, Alice ... WPOQ, Marietta, Ga.
Bohlen, Martha ... WOW-TV, Omaha, Neb.
Booth, Betty ... KLYN, Lawrence, Kansas
Bose, Carolyn ... WEOA, Evansville, Ind.
Bose, Cecile ... WNCC, Newton, N. C.
Bowes, Floye ... WISE, Asheville, N. C.
Bowman, Faye ... WTMJ, Milwaukee, Wis.
Boyer, Martha ... KCOW, Alliance, Neb.
Bradford, Ann ... WLLH, Lowell-Lawrence, Mass.
Bradford, Corinne E ... WKEXE, Providence, R. I.
Bradley, Ina ... WJAF, Bridgeport, Conn.
Bradley, Shirley ... KFMB-TV, San Diego, Calif.
Brady, Toni ... WADY, Altoona, Pa.
Braeun, Henrietta ... WAW, Pawtucket, R. I.
Breeze, Ruth ... KNOE, Monroe, La.
Brennan, Libby ... WILK, Wilkes-Barre, Pa.
Brennan, Nora ... WJZ, Baltimore, Md.
Briggs, Ruth ... KENI, Anchorage, Alaska
Brooks, Dorothy ... WTN, Clearwater, Fla.
Brooks, Helen ... WFFR, Baltimore, Md.
Brooks, Jane Masters ... WRGB, Binghamton, Iowa
Brooks, Mary ... KMOV, Des Moines, Iowa
Brophy, Margaret ... CKNX, Ontario

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Bresheer, Dean...W sheets, Campbellsville, Ky.
Brown, Barbara...WCHY, Charlottsville, Va.
Brown, Betty Jan...WHHH, Warren, O.
Brown, Clara...WNBK, Cleveland, O.
Brown, Gloria...WNBK, Cleveland, O.
Brown, Litz...KDAL, Duluth, Minn.
Brown, Mae...WFXQ, New York, N. Y.
Brown, Owen...WMC, Memphis, Tenn.
Browning, Lillian...WESB, Bradford, Pa.
Buchholz, Carl...WKCR, North Platte, Nebr.
Burchett, Lillian...WNA-T, Boston, Mass.
Burg, Margaret...WMNE, Mendonomie, Wis.
Burg, Rosalee...KSUE, Susiaville, Can.
Burt, Ellen T...WIBX, Utica, N. Y.
Bush, Janet...KGVH, Greenfield, Texas
Bussewicz, Dorothy...KTRK, Ketchikan, Alaska
Buttsard, Adeline...KTEL, Walla Walla, Wash.
Butler, AN...WJMA, Orange, Va.
Butler, Gwenyth...KBUN, Benidj, Minn.
Butler, Jane...WGBS, Miami, Fla.
Butler, Jane...WJAT, Swainsboro, Ga.
Byron, Eva...WALT, Tampa, Fla.
Byrne, Elizabeth...WMT, Montpelier, Vt.
Byrne, Maggi...WNBK, Cleveland, O.

Cal, Gloria...WKBO, Albany, N. Y.
Caldwell, Josephine...WLDS, Jacksonvillle, Ill.
Calkins, Vernon...WWNC, Asheville, N. C.
Callaway, Carol...KCSB, San Bernardino, Cal.
Cameron, Barbara...WKRC, Cincinnati, Ohio.
Camerion, Dianene...WTW, Washington, D. C.
Campbell, Lanthe...WHKY, Hickory, N. C.
Campbell, Marcelline...WJEH, Gallipolis, Ohio.
Candler, Barbara...WQXI, Atlanta, Ga.
Cantrell, Jane...WIAL, Mantice, Idaho
Capellini, James...KAAR, Saratoga, N. Y.
Carlisle, Joyce...KLVT, Leaveland, Texas
Carlson, Mildred...WBZ-T, Boston, Mass.
Carr, Paula...WMOA, Marietta, Ohio.
Carroll, Elaine...WGBK, Youngstown, Ohio.
Carson, Mead...KGMB, Honolulu, T. H.
Carson, Mead...KHBC, Hilo, T. H.
Carter, Carol...KBUN, Bevildj, Minn.
Carter, Francis...WAZL, Hazelton, Pa.
Carter, Helen...WFFB, Sylacauga, Ala.
Carter, Lyda...WNYC, New York, N. Y.
Carter, Sato Jo...WGAF, Valdosta, Ga.
Carwright, Christian...WCCM, Lawrence, Mass.
Case, Wayne...WJOY, Burlington, Vt.
Casey, Betty...WHTN, New York, N. Y.
Cattell, Margaret...WEIR, Weirton, W. Va.
Chamberlain, Alice...KHON, Honolulu, T. H.
Chapman, Fred...WQBD, Jericho, Vt.
Chancelor, Betty...KGB, Tyler, Texas.
Chandler, Mimi...WFLK, Lexington, Ky.
Chantry, Ruth...CHVC, Niagara Falls, Ont.
Chapman, Doris J...KRXK, Rexburg, Idaho
Chase, Julie...WTAG, Worcester, Mass.
Chase, Penny...WAAM, Baltimore, Md.
Chaitan, Mrs. Paul...CHFA, Edmonton, Alta.
Cheatham, Mary R...WFLO, Farmville, Va.
Cherry, Nada...WRCX Bowline Green, Ky.
Cherry, Opal...WKVI, Charleston, S. C.
Cheser, Fay...KWEI, Coeur d'Alene, Idaho
Childs, Elain...KJRL, Pocatello, Idaho
Chilton, Ruth...WJMJ, Philadelphia, Pa.
Chorlton, Dewitt...KMRK, Milwaukee, Wis.
Clader, Louis...Wול, Allentown, Pa.
Clark, Beryl...WSGW, Saginaw, Mich.
Clark, Edith...KEX, San Francisco, Calif.
Clark, Faith...WAVZ, New Haven, Conn.
Clark, Hilde...KTCU, Tucson, Ariz.
Clark, John...KBO, Burley, Idaho.
Clark, Lucile...WFAI-1, Norfolk, Va.
Clark, Pat...KJMA, Yuma, Ariz.
Clarkson, Ida...CJVI, Victoria, B. C.
Cleaves, Ethel...KEV, San Francisco, Cal.
Coats, Vivian...WATH, Athens, Ohio.
Corgina, Marcia...WRDR, Newberry, S. C.
Colbert, Jean...WJTC, Hartford, Conn.
Coleman, Bottie...WCXO, Middletown, Conn.

Collins, Kay...WIS, Columbus, S. C.
Condon, Nancy...KFAB, Omaha, Neb.
Connelly, Jeanne...WNEB, Worcester, Mass.
Conner, Mary...WGBD, Paterson, N. J.
Conroy, Elizabeth...KRAI, Craig, Colo.
Cook, Irene...KGER, Long Beach, Cal.
Cook, Margaret...WJRC, Saginaw, Mich.
Cooke, Catherine...WFTC, Kinston, N. C.
Cooke, Joyce...KRIC, Beaumont, Tex.
Coon, Dorothy...WSBS, Toledo, Ohio.
Coonin, Madeline...WFBG, Buffalo, N. Y.
Cooper, Mildred...KCTI, Trinidad, Colo.
Copenhaver, Carley...KWAL, Albany, Ore.
Corbin, Mildred...KOLC, Okaloosoa, Idaho
Corliss, Reuel...KWLK, Longview, Wash.
Costello, Beverly C...WGAY, Silver Springs, Md.
Cottle, Betty Jean...KSL-TV, Salt Lake City, Utah
Couch, Margie...WCMP, Cumberland, Ky.
Coury, Roselle...WCOU, Lewiston, Maine
Cox, Fan...WMGB, Richmond, Va.
Craig, Helen...CKFH, Toronto
Cra Z., Louise...WSPC, Somerset, Ky.
Cra Z., Nancy...KABF, New York
Cra Z., Walter...KWWJ, Spartanburg, S. C.
Darden, Jane...WPAD, Paducah, Ky.
Dashiell, Evelyn...WIVG, Charlotte, N. C.
Davies, Helen...WJRC, Saginaw, Mich.
Davis, Gary...WMFR, High Point, N. C.
Davis, Helen...KSLM, Salem, Ore.
Davis, Lilian...WCHO, Newton, Ga.
Daye, Sunny...WLOS, Ashevillle, N. C.
Dayton, Patricia...KTMS, Santa Barbara, Cal.
Dean, Doris...WBTM, Danville, Va.
Deane, Martha...WOR, New York, N. Y.
De Garay, Lydia...KCOR, San Antonio, Tex.
Delaney, Ursula...KNTJ, Quebec.
Delp, Evelyn...KPBD, Pittsburgh, Pa.
Deloye, Delores...CJBL, Kirkland Lake, Ont.
Dennis, Mimi...WAPI, Birmingham, Ala.
Dent, Virginia...KVVR, Kewanee, Ill.
DeShazo, Catherine P...WNNT, Warsaw, Wash.
DeTaymio, Bertha...WAL, Mayaguez, P. R.
Dettinger, Alma...WQXZ, New York.
DeVivo, Maxine...WMTV, Richmond, Va.
De Vivier, Jeanne...KBFK, Sacramento, Cal.
Devlin, Marion...KVON, Napa, Calif.
Dibble, Judith...WREB, Hollyoke, Mass.
Debney, Dora...CFCN, Calgary, Alta.
Dickens, Betty...WIOD, Miami, Fla.
Dickman, Jane Ann...WPYR, Albany, N. Y.
DiFazio, Mary...KMOD, Mead, Cal.
Dikeman, Elizabeth...KKTU, Tulsas, Okla.
Dillon, Alberta...WFOY, St. Augustine, Fla.
Dixon, Dorothy...WTV, Rockford, Ill.
Dixon, Nancy...KTV, Los Angeles, Cal.
Donahue, Ruth C...WLOP, Orlando, Fla.
Donahue, Walter...WVBI, Bemidji, Minn.
Donohue, Beulah...WJML-TV, Milwaukee, Wis.
Donovan, Bea...KING-T, Seattle, Wash.
Donovan, Joyce...WTRY, Troy, N. Y.
Dooly, Dorothy...KFDX, Waco, Tex.
Doran, Jeanne...WRMB, Aurora, Ill
Dow, Marjorie...WTW, St. Johnsbury, Vt.
Dow, Robert...WTOR, Norfolk, Va.
Drewsen, Dorothy...WHMF, Northampton, Mass.
Droz, Elaine...WROW, Albany, N. Y.
Dubois, Doris...WTCH, Peoria, Ill.
Dugas, Trudy...W5LE, Yuma, Ariz.
Duhamel, Madeleine...CKCH, Hull, Que.
Duke, Ann...WDBL, Springfield, Tenn.
Dun Mound, Irene...KXEL, Waterloo, Iowa
F

Fakah, Marilyn... WBPZ, Lock Haven, Pa.
Falk, Florence... WMAZ, Macon, Ga.
Farr, Helen... WMOK, Metropolis, Ill.
Faulk, Polly... WCGB, Dunning, N. C.
Faye, Dorothy... WDAF, Kansas City, Mo.
Fentress, Nancy... WLOW, Norfolk, Va.
Fields, Mary... WAXY, Greer, S. C.
Fillingham, Joan... WHK, Wichita, Kans.
Fincher, Shorty... WCBM, Harrisburg, Pa.
Fine, Esther... WEVD, New York
Finks, Francis... WXTM, Mayfield, Ky.
Fiora, Catherine... WCMU, Cumberland, Md.
Fisher, Alice E... KBZI, Ottumwa, Iowa
Fitch, Marie... KGHL, Colorado Springs, Colo.
Fitzgerald, Peggeen... WABC-TV, New York
Flanders, Dorothy... KIMO, Independence, Mo.
Fletcher, Louise... WSOH, Nashville, Tenn.
Floy, Margaret... WMAL, Washington, D. C.
Foley, Barbara... WKYO, Columbus, Ohio
Foley, Bernice... WCPQ-TV, Cincinnati, Ohio
Forester, Bobbie... KXLA, Little Rock, Ark.
Forester, Dot... WURL, West Point, Ga.
Foret, Betty... KVOL, Lafayette, La.
Foygue, Sonia... WLAM, Lewiston, Maine
Foster, Fran... WZHK, Akron, O.
Fountain, Jean... WMFD, Wilmington, N. C.
Fouts, Neil V... WTNC, Thomasville, N. C.
Frank, Norida... WOC-TV, Davenport, Iowa
Frazer, Darleen... WTXN, Pasco.
Frederick, Joy... WTRW, Two Rivers, Wis.
Frederick, Pauline... WABC, New York
Freeland, Mildred... WHPE, High Point, N. C.
French, Maxine... WYBR, Bristol, Va.
Friend, Dorothy... KOTV, Tulsa, Okla.
Frowe, Marion... CKPC, Brandon, Ont.
Furnell, Mildred... WTAM, Cleveland, Ohio
Fyder, Jan... WJLO, E. Liverpool, Ohio

G

Gabriel, Nel... WBMS, Boston, Mass.
Gaffney, Pauline... WREX, Rochester, N. Y.
Gaines, Mitzi... WGRF, Atlanta, Ga.
Gale, Marion... WCCO-TV, Minneapolis, Minn.
Galvin, Grace... WBRY, Waterbury, Conn.
Gammon, Ray... KPHO, Phoenix, Ariz.
Gannaway, Jean... WWOD, Lynchburg, Va.
Gantner, Evelyn... KICA, Clovis, N. M.
Gardiner, Dorothy... KTAL, Los Angeles, Calif.
Gardiner, Ethel... WBZ, Boston, Mass., N. Y.
Gathe, Louise... KFQD, Anchorage, Alaska.
Geis, Joanne... WCNB, Connemara, Ind.
George, L. F... WHTN, Dayton, Ohio
Gerken, Frances Jean... KBNZ, La Junta, Colo.
Ghodes, Louise... WSAU, Wausau, Wis.
Gibbs, Mavis... WTIR, Richmond, Va.
Gibson, Jeff... WLIM, Jacksonville, Fla.
Gibson, Martha... WJOI, Florence, Ala.
Gilchrist, Norma... KJBN, Hollywood, Calif.
Godofsky, M... KLHL, Hempstead, N. Y.
Goodman, Ruth... WTOR, Savannah, Ga.
Gordon, Marion A... WPRC, Lincoln, Ill.
Gosar, Donna... KOVO, Provo, Utah
Gotfried, Delores... KCOE, Salem, Ore.
Gottlieb, Ruth... WSMC, Columbia, S. C.
Gould, Joan... KYOS, Merele, Calif.
Gowan Larlyne F... WDWX, Jackson, Tenn.
Graham, Lucille... WXNT, Portsmouth, Ohio
Graham, Peg... KDKX, Dickson, N. D.
Grange, Alice... KGOS, Torrington, Wyo.
Gray, Jane... CHML, Hamilton, Ont.
Gray, Kitty... WBOC, Salisbury, Md.
Green, Halene... WMIR, Middleboro, Ky.
Greene, J... WHK, Greeniville, S. C.
Greer, Lois... KVMA, Magnolia, Ark.
Greely, Mary... KAPY, Bakersfield, Calif.
Griem, Breta... WTJ, Waukesha, Wis.
Griffin, Catherine... WJCA, South Bend, Ind.
Griffin, Helen... WBLJ, Bowling Green, Ky.
Griffith, Marjorie... WRTA, Altoona, Pa.
Grimes, Lee... WOCN, Ft. Worth, Tex.
Grover, Gertrude... WJCU, Ithaca, N. Y.
Gunning, Elizabeth... WJAR, Providence, R. I.
Guy, Corris... KTAL, Los Angeles, Calif.

H

Haas, Rose Marie... KAGH, Crockett, Tex.
Haden, Evelyn... WKWR, Wheeling, W. Va.
Hadley, Cis... KCB, Minot, N. D.
Haebischer, Arle... WCCO-TV, Minneapolis, Minn.
Hazen, Frances... KIND, Independence, Kansas
Haines, Joan... KYGO, Missoula, Mont.
Haines, Mary... WCCY, Camden, N. J.
Hall, Connie... WPWM, Fort Valley, Ga.
Hall, Dorothy... WFFA, Dallas, Tex.
Hall, Harriett... WATF, State College, Mass.
Hali, Jean... WRES, Las Vegas, Nev.
Halpin, Josephine... WIN, New York
Hambrick, Jo... WFGN, Gaffney, S. C.
Hammersley, Constance... WJW, Cleveland, Ohio
Hamilton, Berta... WTVS, Marianna, Fla.
Hamilton, Jean... KTOV, Oklahoma City, Okla.
Hammill, Doll... WEBX, Lexington, Tenn.
Hamsome, Emma... WFLA, Tampa, Fla.
Hanlon, Pat... CKOK, Penticton, B. C.
Hansed, Edith... KMA, Shenandoah, Iowa
Hanson, Eleanor... WKW, Cleveland, Ohio
Hanson, Flo... KFRE, Fresno, Calif.
Hanzel, Betty... WBBW, Youngstown, O.
Hardway, June... WGBA, Columbus, Ga.
Harmon, Marion, S... WTRR, Sanford, Fla.
Harper, Mary E... WBQ, Harrisburg, III.
Harris, Charmin... KALG, Alamosa, Colo.
Harris, Donald... WCUDA, Columbus, Mass.
Harris, Dottie... WSAY, Savannah, Ga.
Harris, Fran... WWJ, Detroit, Mich.
Harris, Frances Ray... WCAK, Detroit, Mich.
Harris, Jack... KSTA, Cologne, Texas
Hart, Elizabeth... WMAQ, Chicago, III.
Hart, Helen... WPJK, Fort Kent, Me.
Hart, Jean... WSTR, Sturisich, Mich.
Hart, Joan... WICA, Ashtabula, O.
Hartman, Harry A... KMBQ, Waco City, N. J.
Harvey, Helen... WCOL, Columbus, O.
Harvey, Mary... WEM, Quincy, Ill.
Hatchett, Betty... WJMR, Burbank, Calif.
Hauder, Burt A... KCTI, Gonzales, Tex.
Hayes, Ann... KCNO, Joplin, Mo.
Hayes, Bette... WDAF-TV, Kansas City, Mo.
Hayes, Peru... KVAN, Vancouver, Wash.

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<table>
<thead>
<tr>
<th>WOMAN COMMENTATORS</th>
<th>RADIO-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lightfoot, Pat.</td>
<td>KDAS, Malvern, Ark.</td>
</tr>
<tr>
<td>Lindaman, Jeanne M.</td>
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| North, Nora        | CFR, Orillia, Ont. |
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| O'Boyle, Betty     | WLPO, La Salle, Ill. |
| O'Connor, Ruth E.  | WCFB, Dunkirk, N.Y. |
| O'Day, Billie      | WIOD, Miami, Fla. |
| O'Neil, Kevin      | IIW, Akron, Ohio |
| O'Neill, Kay       | CBW, Whinnpere |
| Oppenheimer, Kitty  | KTSM, San Rafael, Calif. |
| Orr, Ethel         | WSN, Washington, D.C. |
| Oswood, Delia Q.   | WAW, Corning, N.Y. |
| Overton, Helen     | WHBI, Memphis, Tenn. |
| Owens, LaNora      | WFBG, Rockville, Tenn. |
| Owern, R. A.       | WBLT, Bedford, Va. |
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PROGRAMS
1952
AM-TV

Titles
Sponsors
Products
Networks
TV Stations
Advertising Agencies
# COMMERCIAL AM PROGRAMS OF 1952

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

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<td>Armour &amp; Company (Dial Soap)</td>
<td>NBC</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Dr. Christian With Jean Hersholt</td>
<td>Chesebrough Mfg. Co. (Vaseline Hair Tonic, Petroleum Jelly, Lip Ice)</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
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<tr>
<td>Dr. Paul</td>
<td>Wesson Oil &amp; Snowdrift Sales Co. (Wesson Oil &amp; Snowdrift)</td>
<td>NBC</td>
<td>Fitzgerald Ad. Agency, Inc.</td>
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<td>Double or Nothing</td>
<td>Campbell Soup Co. (Campbell Soups, Pork &amp; Beans, Franco-American Spaghetti &amp; Macaroni)</td>
<td>NBC</td>
<td>Ward-Wheelock Co.</td>
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<tr>
<td>Doris Day Show</td>
<td>CBS Columbia, Inc. (TV Sets, Radios)</td>
<td>CBS</td>
<td>Ted Bates &amp; Co.</td>
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<tr>
<td>Dragnet</td>
<td>Liggett &amp; Myers Tobacco Co., Inc. (Fatima Cigarettes)</td>
<td>NBC</td>
<td>Cunningham &amp; Walsh, Inc.</td>
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<td>Drew Pearson</td>
<td>Carter’s Products, Inc. (Carter’s Pills, Arrid, Rise Shave Cream)</td>
<td>ABC</td>
<td>Ted Bates &amp; Co.</td>
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<tr>
<td>Duke of Paducah &amp; Opry Gang</td>
<td>Locke Stove Company (Warm Morning Stoves)</td>
<td>NBC</td>
<td>Potts, Calkins &amp; Holden, Inc.</td>
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<td>Eddie Cantor Show</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>NBC</td>
<td>The Biow Co.</td>
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<tr>
<td>Edgar Bergen &amp; Charlie McCarthy Show</td>
<td>Hudnut Sales Co., Inc. Division of Warner-Hudnut, Inc. (Creme Shampoo, Home Permanent, Rinse)</td>
<td>CBS</td>
<td>Kenyon &amp; Eckhardt</td>
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<td>Election Night Coverage</td>
<td>Admiral Corp. (Radios, TV Sets, Etc.)</td>
<td>ABC</td>
<td>Russel M. Seeds Co.</td>
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<td>NETWORK</td>
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<td>F. B. I. in Peace &amp; War</td>
<td>Wildroot Co., Inc. (Cream Oil, Liquid Shampoo)</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
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<td>Faultless Starch Time</td>
<td>Faultless Starch Co. (Starch)</td>
<td>NBC</td>
<td>Bruce B. Brewer Co.</td>
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<td>Fibber McGee &amp; Molly</td>
<td>Reynolds Metal (Reynolds-Wrap &amp; Aluminum Prod.)</td>
<td>NBC</td>
<td>Buchanan &amp; Co., Inc.</td>
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<td>First Nighter</td>
<td>Miller Brewing Co. (Beer)</td>
<td>NBC</td>
<td>Mathisson &amp; Associates, Inc.</td>
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<tr>
<td>Frank Goss—News</td>
<td>Peter Paul, Inc. (Candy Bars)</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
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<tr>
<td>Frank &amp; Ernest</td>
<td>Dawn Bible Students Association (Religious)</td>
<td>Mutual B.S.</td>
<td>Wm. Gleeson Co.</td>
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<td>Gabriel Heatter</td>
<td>Credit Union National Association (Institutional)</td>
<td>Mutual B.S.</td>
<td>J. Walter Thompson Co.</td>
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<td>Game of the Day</td>
<td>Falstaff Brewing Corp. (Falstaff Beer)</td>
<td>Mutual B.S.</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Gangbusters</td>
<td>General Foods Corp. (Grape Nuts)</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Galen Drake</td>
<td>Protam Corp. (Triplex Tablets)</td>
<td>CBS</td>
<td>Dowd, Redfield &amp; Johnstone, Inc.</td>
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<td>Garden Gate</td>
<td>Ferry-Morse Seed Co. (Seeds)</td>
<td>CBS</td>
<td>MacManus, John &amp; Adams, Inc.</td>
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<td>George Fisher, Hollywood Reporter</td>
<td>La Maur, Inc. (Modart Creme Shampoo)</td>
<td>CBS</td>
<td>Hilton &amp; Riggio, Inc.</td>
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<td>Gillette Fights</td>
<td>Gillette Safety Razor Co. (Safety Razors, Blades, Shaving Cream)</td>
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<td>Maxon, Inc.</td>
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<td>Gillette Warm-Up Time</td>
<td>Gillette Safety Razor Co. (Razors, Razor Blades &amp; Shaving Cream)</td>
<td>Mutual B.S.</td>
<td>Maxon, Inc.</td>
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<td>Gene Autry Show</td>
<td>Wm. Wrigley, Jr. &amp; Co. (Doublemint Chewing Gum)</td>
<td>CBS</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>Give and Take</td>
<td>Cannon Mills, Inc. (Cannon Hosiery, Sheets, Towels)</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>Grand Central Station—Fun For All</td>
<td>Gillette Safety Razor Co. (Prom Home Permanent, White Rain)</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding, 8/16 Weiss &amp; Geller, Inc.</td>
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<td>Grade Cole Show</td>
<td>General Foods Corp.</td>
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<td></td>
<td>(Calumet, Satina)</td>
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<td>Grand Ole Opry</td>
<td>R. J. Reynolds Tobacco Co.</td>
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<td>William Esty Co., Inc.</td>
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<td></td>
<td>(Prince Albert Tobacco)</td>
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<td></td>
<td>(Wonder, Hostess Cake)</td>
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<td>Great Gildersleeve</td>
<td>Kraft Foods Co.</td>
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<td>Needham, Louis &amp; Brorby, Inc.</td>
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<td>Kraft Deluxe Cream</td>
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<td>Greatest Story Ever Told</td>
<td>Goodyear Tire &amp; Rubber Co.</td>
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<td>Kudner Agency, Inc.</td>
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<td>Green Hornet</td>
<td>Orange-Crush Co.</td>
<td>Mutual B.S.</td>
<td>Fitzmorris &amp; Miller Adv., Eff. 9/30 H. W. Kastor &amp; Sons</td>
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<td>Procter &amp; Gamble, Inc.</td>
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<td>Chrysler Corp.</td>
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<td>N. W. Ayer &amp; Sons, Inc.</td>
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<td>Halls of Ivy</td>
<td>Joseph Schlitz Brewing Co.</td>
<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Hall Brothers, Inc.</td>
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<td>Hank Thompson &amp; His Brazos Valley Boys</td>
<td>Falstaff Brewing Corp.</td>
<td>Mutual B.S.</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>(Falstaff Beer)</td>
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<td>Harry Babbitt Show</td>
<td>S &amp; W Fine Foods, Inc.</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
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<td>(Coffee &amp; Food</td>
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<td>(Johnson Waxes and</td>
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<td>Health Quiz</td>
<td>American Protam Corp.</td>
<td>Mutual B.S.</td>
<td>Dowd, Redfield &amp; Johnstone, Inc.</td>
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<td>Heralds of Truth</td>
<td>Churches of Christ</td>
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<td>Ross Roy, Inc.</td>
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<td>Hilltop House</td>
<td>Miles Laboratories, Inc.</td>
<td>CBS</td>
<td>Geoffrey Wade Advertising, Cockfield, Brown &amp; Co., Ltd. (Canada)</td>
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<td>(Alka-Seltzer,</td>
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<td>One-a-Day)</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>Hollywood Barn Dance With Jimmy Wakely</td>
<td>Bristol-Myers Co.</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
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<td>Hollywood Star Playhouse</td>
<td>(Sal Hepatica)</td>
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<td>(Bakery Products)</td>
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<td>Hour of Decision</td>
<td>Cella Vineyards</td>
<td>CBS</td>
<td>Walter F. Bennett &amp; Co.</td>
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<td></td>
<td>(Betsy Ross Grape</td>
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<td>Juice)</td>
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<td>Leo Burnett Co., Inc.</td>
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<td>House Party</td>
<td>Billy Graham Ev. Assn.</td>
<td>ABC</td>
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<td></td>
<td>(Institutional)</td>
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<td>Howdy Doody</td>
<td>Pillsbury Mills, Inc.</td>
<td>CBS</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<td></td>
<td>(Flour, Pancake, Pie</td>
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<td></td>
<td>Crust and Cake Mixes)</td>
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<tr>
<td>It Happens Every Day</td>
<td>Gillette Safety Razor Co. (White Rain, Toni Creme Rinse)</td>
<td>CBS</td>
<td>Tatham-Laird, Inc.</td>
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<tr>
<td>Jack Benny Show</td>
<td>American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>CBS</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
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<tr>
<td>Jack Berch Show</td>
<td>Prudential (Insurance)</td>
<td>ABC</td>
<td>Calkins &amp; Holden, Carlock, McClinton &amp; Smith, Inc.</td>
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<tr>
<td>Jack Owens Show</td>
<td>Purex Corp. Ltd. (Trend Detergent)</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>Hollywood Playhouse of Romance (12/4)</td>
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<td>Kenyon &amp; Eckhardt, Inc. (Canada)</td>
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<td>Jimmy Wakely Show</td>
<td>Colonial Dames, Inc. (Cosmetics)</td>
<td>CBS</td>
<td>Geoffrey Wade Advertising</td>
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<td>Joe Emerson's Hymn Time</td>
<td>General Mills, Inc. (Red Band Flour)</td>
<td>ABC</td>
<td>Knox Reeves Adv., Inc.</td>
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<td>John Cameron Swayze</td>
<td>Belmont Radio Corp. (Raytheon TV Sets)</td>
<td>NBC</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<td>Highlights the News</td>
<td>Stokely-Van Camp, Inc. (Food Products)</td>
<td>ABC</td>
<td>Calkins &amp; Holden, Carlock, McClinton &amp; Smith, Inc.</td>
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<td>John Conte Show</td>
<td>Gulf Oil Corp. (Gulf Spray and Other Products)</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>John Daly &amp; the News</td>
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<td>Arthur Meyerhoff &amp; Co.</td>
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<td>Johnny Dollar</td>
<td>Wm. Wrigley, Jr. &amp; Co. (Spearmint Chewing Gum)</td>
<td>CBS</td>
<td>Lennen &amp; Newell, Inc.</td>
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<td>Just Plain Bill</td>
<td>Whitehall Pharmaceutical Co., Div. of American Home Products Corp. (Anacin)</td>
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<tr>
<td>Junior Miss</td>
<td>Chrysler Corp. (Plymouth Cars)</td>
<td>CBS</td>
<td>N. W. Ayer &amp; Sons, Inc.</td>
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<td>Junior Rose Bowl Game</td>
<td>Central California Artichoke Growers</td>
<td>CBS</td>
<td>John Cohan Advertising Co.</td>
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<tr>
<td>Ken Carson Sings</td>
<td>R. J. Reynolds Co. (Camel Cigarettes)</td>
<td>Mutual B.S.</td>
<td>Wm. Esty Co.</td>
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<td>Kenneth Banghart and the News</td>
<td>The American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
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<td>King Arthur Godfrey and His Roundtable</td>
<td>Kingan &amp; Co., Inc. (Ham, Bacon, Etc.)</td>
<td>CBS</td>
<td>Warwick &amp; Legler, Inc.</td>
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<td>Kings Row</td>
<td>Colgate-Palmolive-Peet Co. (Fab)</td>
<td>NBC</td>
<td>William Esty Co.</td>
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<td>Ladies Fair</td>
<td>Sterling Drug, Inc. (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Danderine, Other Products)</td>
<td>Mutual B.S.</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Larry LeSueur and the News</td>
<td>Best Foods, Inc. (Rit, Shinola)</td>
<td>CBS</td>
<td>Benton &amp; Bowles, Inc.</td>
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<tr>
<td>Law Book</td>
<td>Book Associates (Books)</td>
<td>CBS</td>
<td>Huber Hoge &amp; Sons</td>
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<tr>
<td>Let's Pretend, 12/13 Grand Central Station</td>
<td>The Procter &amp; Gamble Co. (Tide)</td>
<td>NBC</td>
<td>B. B. D. &amp; O.</td>
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<tr>
<td>Life Can Be Beautiful</td>
<td>Wm. Wrigley, Jr. &amp; Co. (Spearmint Chewing Gum)</td>
<td>CBS</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>Light &amp; Life Hour</td>
<td>Free Methodist Church of N. America (Institutional)</td>
<td>ABC</td>
<td>Arthur Meyerhoff &amp; Co., J. Walter Thompson Co., Ltd. (Canada)</td>
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<td>Lone Ranger</td>
<td>General Mills, Inc. (Cheerios, Cake Mixes)</td>
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<td>Walter F. Bennett &amp; Co.</td>
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<td>Lone Journey</td>
<td>Lever Bros. (Surf &amp; Other Products)</td>
<td>ABC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Lorenzo Jones</td>
<td>The Procter &amp; Gamble Co. (Cheer)</td>
<td>NBC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Louella Parsons' Show</td>
<td>Colgate-Palmolive-Peet Co. (Lustre Creme Shampoo)</td>
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<td>Lutheran Laymen's League (Religious)</td>
<td>Mutual B.S.</td>
<td>Compton Advertising, Inc.</td>
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<td>Lux Radio Theater</td>
<td>Lever Brothers Co. (Lux Soap, Flakes)</td>
<td>CBS</td>
<td>Gotham Advertising Co., Inc.</td>
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<td>Ma Perkins</td>
<td>Procter &amp; Gamble Co. (Oxydol)</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Quaker Oats Co. (Ful-O-Pep Feed)</td>
<td>Mutual B.S.</td>
<td>Sherman &amp; Marquette, Inc.</td>
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<td>Mark Rogers Show</td>
<td>Greystone Press (Books)</td>
<td>CBS</td>
<td>Huber Hoge &amp; Sons</td>
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<td>Mario Lanza Show</td>
<td>Coca-Cola Company</td>
<td>NBC</td>
<td>D'Arcy Advertising Company</td>
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<td>Martin &amp; Lewis</td>
<td>Liggett &amp; Meyers Tobacco Co. (Chesterfield Cigarettes)</td>
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<td>Cunningham &amp; Walsh, Inc.</td>
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<td>Martin Kane—Private Eye</td>
<td>U. S. Tobacco Co., Inc. (Tobacco &amp; Tobacco Products)</td>
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<td>Kudner Agency, Inc.</td>
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<td>Mary Lee Taylor</td>
<td>Pet Milk Sales Corp. (Pet Milk)</td>
<td>NBC</td>
<td>Gardner Advertising Co.</td>
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<td>Meet Millie</td>
<td>Wm. Wrigley, Jr. &amp; Co. (Spearmint Gum)</td>
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<td>Meet the Missus</td>
<td>Leslie Salt Co. (Salt)</td>
<td>CBS</td>
<td>Long Advertising Service</td>
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<td>Metropolitan Opera</td>
<td>Texas Company (Gasoline &amp; Motor Oils)</td>
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<td>Michigan for Eisenhower Committee</td>
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<td>Mr. Chameleon</td>
<td>Wm. Wrigley, Jr. &amp; Co. (Spearmint Chewing Gum)</td>
<td>CBS</td>
<td>Arthur Meyerhoff &amp; Co.</td>
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<tr>
<td>Mr. District Attorney</td>
<td>Bristol-Myers Co. (Ipana, Vitalis, Sal Hepatica, Hair Cream, Bufferin)</td>
<td>ABC</td>
<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>Mr. Information</td>
<td>National Biscuit Co.</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
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<tr>
<td>Mr. Keen, Tracer of Lost Persons</td>
<td>Liggett &amp; Myers Tobacco Co. (Chesterfield)</td>
<td>CBS</td>
<td>Cunningham &amp; Walsh, Inc.</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. North</td>
<td>Colgate-Palmolive-Peet Co. (Halo Shampoo, Palmolive Shave Cream)</td>
<td>CBS</td>
<td>Sherman &amp; Marquette, Spitzer &amp; Mills, Ltd.</td>
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<tr>
<td>Modern Adventures of Casanova</td>
<td>Charles Antell &amp; National Health Aids, Inc. (Formula #9, NHA Vitamins and Fastabs)</td>
<td>Mutual B.S.</td>
<td>Television Advertising Associates</td>
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<tr>
<td>Monday Morning Headlines</td>
<td>P. Lorillard Co. (Old Gold Cigarettes)</td>
<td>ABC</td>
<td>Lennen &amp; Newell, Inc.</td>
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<td>My Friend Irma</td>
<td>R. J. Reynolds Tobacco Co. (Cavalier Cigarettes)</td>
<td>CBS</td>
<td>Wm. Esty Co., Inc.</td>
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<tr>
<td>My True Story</td>
<td>Sterling Drug, Inc. (Drug Products)</td>
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<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Mystery Theater</td>
<td>Sterling Drug, Inc. (Drug Products)</td>
<td>ABC</td>
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<td>News of the World</td>
<td>Miles Laboratores, Inc. (Alka-Seltzer)</td>
<td>NBC</td>
<td>Geoffrey Wade</td>
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<td>New York Philharmonic Symphony</td>
<td>Willys-Overland Motors, Inc. (Cars &amp; Trucks)</td>
<td>CBS</td>
<td>Ewell &amp; Thurber Associates, Spitzer &amp; Mills, Ltd. (Canada)</td>
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<td>Nick Carter</td>
<td>Libbey, McNeill &amp; Libbey (All Libbey Products)</td>
<td>Mutual B.S.</td>
<td>J. Walter Thompson</td>
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<tr>
<td>Nightbeat</td>
<td>Pabst Sales Co. (Beer)</td>
<td>NBC</td>
<td>Warwick &amp; Legler, Inc.</td>
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<td>Old Dominion Barn Dance</td>
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<td>With Sunshine Sue</td>
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<td>One Man's Family</td>
<td>Miles Laboratories, Inc.</td>
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<td>(Bactine, Alka-Seltzer, Tabin, One-A-Day Vitamins)</td>
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<td>On the Line With Bob Considine</td>
<td>Mutual Benefit Health and Accident Association of Omaha</td>
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<td>Bozell &amp; Jacobs</td>
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<td>Insurance</td>
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<td>Original Amateur Hour</td>
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<td>Orange Bowl Game—Kentucky Derby</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
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<td>(Safety Razors, Blades, Shaving Cream)</td>
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<td>Our Gal Sunday</td>
<td>American Home Products Corp.</td>
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<td>(Anacin, Hills Cold Tablets, Kolynos Chlorophyll)</td>
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<td>Agency, Inc.</td>
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<td>Our Miss Brooks</td>
<td>Colgate-Palmolive-Peet</td>
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<td>Ted Bates &amp; Co.</td>
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<td>(Colgate Dental Cream, Palmolive Shave Cream and Soap)</td>
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<td>PGA Golf Tournament, Hambletonian Stakes,</td>
<td>Reynolds Metals Co.</td>
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<td>Buchanan &amp; Co., Inc.</td>
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<td>Hambletonian Stakes, American National</td>
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<td>Stakes, McMahon Memorial, Fox Stake, Little</td>
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<td>Brown Jug, Kentucky Futurity</td>
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<td>Turner Adv. Agency</td>
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<td>Pabst Blue Ribbon Bouts</td>
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<td>Paul Harvey, News</td>
<td>S. C. Johnson &amp; Sons, Inc.</td>
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<td>Needham, Louis &amp; Brorby, Inc.</td>
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<td>Pee-Wee Reese Show</td>
<td>Mars, Inc.</td>
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<td>People Are Funny</td>
<td>Pabst Sales Co.</td>
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<td>Pepper Young's Family</td>
<td>The Procter &amp; Gamble Co.</td>
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<td>Perry Mason</td>
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<td>Phil Harris &amp; Alice Faye</td>
<td>Radio Corp. of America</td>
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<td>The Biow Co., Inc.</td>
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<td>(Radios, TV Sets, Phonographs, Records)</td>
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<td>Philip Morris Playhouse</td>
<td>Philip Morris &amp; Co., Ltd., Inc.</td>
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<td>Pure Oil News Time</td>
<td>The Pure Oil Co.</td>
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<td>CBS</td>
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<td>Protam Quiz</td>
<td>Protam Corp. (Reducing Tablets)</td>
<td>CBS</td>
<td>Dowd, Redfield, Johnstone, Inc.</td>
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<td>Queen for a Day</td>
<td>P. Lorillard Co. (Old Gold Cigarettes)</td>
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<td>Renfro Valley Sunday Gatherin'</td>
<td>General Foods Corp. (Calumet, Postum)</td>
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<td>Republican Convention</td>
<td>Westinghouse Electric Corp. (All Products)</td>
<td>CBS</td>
<td>Ketchum, MacLeod &amp; Grove, Inc.</td>
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<td>Democratic Convention</td>
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<td>Pick the Winner Election Returns</td>
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<td>Rex Allen Show</td>
<td>Phillips Petroleum Co. (Gasoline and Motor Oil)</td>
<td>CBS</td>
<td>Lambert &amp; Feasley, Inc.</td>
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<td>Robert Hurleigh</td>
<td>Miller Brewing Co. (High-Life Beer)</td>
<td>Mutual B.S.</td>
<td>Mathisson &amp; Associates</td>
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<td>Robert Trout and the News</td>
<td>Ford Motor Co. (Cars)</td>
<td>CBS</td>
<td>J. Walter Thompson Co.</td>
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<td>Right to Happiness</td>
<td>The Procter &amp; Gamble Co. (Ivory Soap, Duz)</td>
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<td>Road of Life</td>
<td>Procter &amp; Gamble Co. (Ivory Soap)</td>
<td>CBS</td>
<td>Compton Advertising Inc.</td>
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<td>Rocky Jordan</td>
<td>Ranier Brewing Co. (Beer)</td>
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<td>Brisacher, Wheeler &amp; Staff</td>
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<td>Romance</td>
<td>Wm. Wrigley, Jr. &amp; Co. (Spearmint Gum)</td>
<td>CBS</td>
<td>Arthur Meyerhoff &amp; Co.</td>
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<td>Romance of Helen Trent</td>
<td>American Home Products Corp. (Aero Wax, Black Flag, Snarol, Wizard Quick, Woodbrite)</td>
<td>CBS</td>
<td>W. Earl Bothwell, Inc. (Pacific)</td>
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<td>Roy Rogers</td>
<td>General Food Corp. (Post Cereals)</td>
<td>NBC</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>Royal Triton Baseball Roundup</td>
<td>Union Oil Co. of California (Royal Triton Motor Oil)</td>
<td>ABC</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
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<td>Sammy Kaye Sunday Roundup</td>
<td>Sylvania Electric Products, Inc. (TV Sets and Radios)</td>
<td>ABC</td>
<td>Roy S. Durstine, Inc.</td>
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<td>Sanka News Round-Up— Win Elliott</td>
<td>General Foods Corp. (Sanka Coffee and Other Products)</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>Silver Eagle</td>
<td>General Mills, Inc. (Wheaties, Cheerios, Kix, Betty Crocker Soups)</td>
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<td>Knox-Reeves Adv., Inc.</td>
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<td>Sky King</td>
<td>Derby Foods, Inc. (Peter Pan Peanut Butter, Peanut Products and Derby Line of Canned Meats)</td>
<td>Mutual B.S.</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
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<td>Smilin' Ed McConnell</td>
<td>Brown Shoe Co. (Buster Brown Shoes)</td>
<td>CBS</td>
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<td>Sunoco Three Star Extra</td>
<td>Sun Oil Co. (Oil, Fuel Oil, Sunoco Gas)</td>
<td>NBC</td>
<td>Hewitt, Ogilvy, Benson &amp; Mather</td>
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<td>Stars Over Hollywood</td>
<td>Carnation Co. (All Products)</td>
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<td>Erwin, Wasey &amp; Co.</td>
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<td>Stop the Music</td>
<td>General Mills, Inc. (Kix)</td>
<td>ABC</td>
<td>Tatham-Laird, Inc.</td>
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<td>Strange Romance of Evelyn Winters</td>
<td>Philip Morris &amp; Co., Ltd. (Cigarettes)</td>
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<td>Cecil &amp; Presbrey, Inc.</td>
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<td>Stuart Craig Show</td>
<td>General Products Corp. (Looz Reducing Tablets)</td>
<td>CBS</td>
<td>Dean Simmons</td>
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<td>Sunday News Special With Ron Cochran</td>
<td>Campaña Sales Co. (Solitair Cake Make-Up, Lotion)</td>
<td>CBS</td>
<td>Wallace-Ferry-Hanly Co.</td>
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<td>Super Noodle Show</td>
<td>I. J. Grass Noodle Co., Inc. (Noodles, Soup Mix)</td>
<td>CBS</td>
<td>Phil Gordon Agency, Inc.</td>
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<td>Suspense</td>
<td>Electric Auto-Lite Co. (Spark Plugs, Batteries, Etc.)</td>
<td>CBS</td>
<td>Cecil &amp; Presbrey, Inc., Ruthrauff &amp; Ryan, Inc. (Canada)</td>
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<td>Víctor A. Bennett Co., Inc.</td>
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<td>Tarzan</td>
<td>General Foods Corp. (Krinkles, Post Toasties)</td>
<td>CBS</td>
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<td>Taylor Grant &amp; News</td>
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<td>Ex-Lax, Inc.</td>
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<td>Seabrook Farms Co. (Frozen Foods)</td>
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<td>Wildroot Co., Inc. (Wildroot Toilet Preparations and Frostylo Hand Lotion)</td>
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<td>Manhattan Soap Co., Inc. (Sweetheart Soap)</td>
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<td>National Biscuit Co. (Milk Bone Dog Biscuit)</td>
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<td>The World Today With Carroll Alcott</td>
<td>Wildroot Co., Inc. (Shampoo)</td>
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<td>Rockett-Lauritzen</td>
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<td>This Is Nora Drake</td>
<td>Seeman Brothers, Inc. (Air Wick and Nylast)</td>
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<td>Wm. Weintraub &amp; Co., Inc.</td>
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<td>This Is Your FBI</td>
<td>Equitable Life Assurance Society of U.S. (Insurance)</td>
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<td>Time for Betty Crocker</td>
<td>General Mills, Inc. (Kitchen-Tested Flour, Softasilk Cake Flour, Cake Mixes and Other Products)</td>
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<td>Kellogg, Inc. (Cereals &amp; Other Products)</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Tom Harmon's Sports Taps</td>
<td>Bank of America National Trust &amp; Savings Association</td>
<td>CBS</td>
<td>Chas. R. Stuart Advertising</td>
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<td>Top Guy</td>
<td>American Chicle Co. (Clorets Chlorophyl Gum)</td>
<td>ABC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Tom Hanlon's Sports Calendar</td>
<td>J. B. Williams Co. (Aqua Velva)</td>
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<td>J. Walter Thompson Co.</td>
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<td>Top of the Morning Ralph Story Show</td>
<td>Bank of America National Trust &amp; Savings Assn.</td>
<td>CBS</td>
<td>Chas. R. Stuart Adv.</td>
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<td>True Detective Mysteries</td>
<td>Motorola, Inc. (Radios and TV Sets)</td>
<td>Mutual B.S.</td>
<td>Aubrey, Finlay, Marley &amp; Hodgson, Inc.</td>
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<tr>
<td>True Detective Mysteries</td>
<td>Williamson Candy Co. (Oh Henry Candy Bars)</td>
<td>Mutual B.S.</td>
<td>Aubrey, Finlay, Marley &amp; Hodgson, Inc.</td>
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<tr>
<td>Truth or Consequences</td>
<td>Pet Milk Co. (Heating &amp; Air Conditioning Equipment)</td>
<td>NBC</td>
<td>Gardner Advertising Co.</td>
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<tr>
<td>Tulip Time in Holland</td>
<td>Holland Furnace Co.</td>
<td>CBS</td>
<td>Roche, Williams &amp; Cleary, Inc.</td>
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<tr>
<td>TV Book</td>
<td>Book Associates (Books)</td>
<td>CBS</td>
<td>Huber Hoge &amp; Sons</td>
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<tr>
<td>Twenty Questions</td>
<td>Wildroot Co., Inc. (Wildroot Toilet Preparations)</td>
<td>Mutual B.S.</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Visitin' Time</td>
<td>Morton Salt Co.</td>
<td>CBS</td>
<td>Klau-Van Piertersom-Dunlap Assoc., Inc.</td>
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<td>Voice of Prophecy</td>
<td>Voice of Prophecy, Inc. (Religious)</td>
<td>Mutual B.S.</td>
<td>Western Advertising, Inc.</td>
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<tr>
<td>Vaughn Monroe Show</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>NBC</td>
<td>William Esty Co., Inc.</td>
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<td>PROGRAM</td>
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<td>Walk a Mile With Win Elliott</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>CBS</td>
<td>Wm. Esty Co., Inc.</td>
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<tr>
<td>Walter Winchell</td>
<td>Warner-Hudnut, Inc. (Home Permanent, Shampoo &amp; Other Products)</td>
<td>ABC</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
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<tr>
<td>Welcome Travelers</td>
<td>The Procter &amp; Gamble Co. (Lava, Spic &amp; Span, Joy, Prell)</td>
<td>NBC</td>
<td>The Biow Co.</td>
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<tr>
<td>When a Girl Marries</td>
<td>Seeman Bros., Inc. (Nylast, Air Wick)</td>
<td>ABC</td>
<td>Wm. H. Weintraub &amp; Co., Inc.</td>
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<tr>
<td>Whispering Streets</td>
<td>General Mills, Inc. (Bisquick, Crustquick, Wheaties)</td>
<td>ABC</td>
<td>Knox-Reeves Adv., Inc.</td>
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<tr>
<td>Wild Bill Hickok</td>
<td>Kellogg Co. (All Kellogg Products)</td>
<td>Mutual B.S.</td>
<td>Leo Burnett Co., Inc.</td>
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<tr>
<td>Woman of the Year</td>
<td>General Mills, Inc. (Kix and Other Products)</td>
<td>Mutual B.S.</td>
<td>Tatham-Laird, Inc.</td>
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<tr>
<td>Women's News Desk With Ruth Ashton</td>
<td>Hills Brothers Coffee, Inc. (Coffee)</td>
<td>CBS</td>
<td>N. W. Ayer &amp; Sons, Inc.</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>De Soto–Plymouth Dealers (Automobiles)</td>
<td>NBC</td>
<td>B.B.D.O., Inc.</td>
</tr>
<tr>
<td>Your Guide to Good Living</td>
<td>Doubleday &amp; Co. (Books)</td>
<td>CBS</td>
<td>Thwing &amp; Altman, Inc.</td>
</tr>
<tr>
<td>Your Home Beautiful</td>
<td>Benjamin Moore &amp; Co. (Paints and Varnishes)</td>
<td>Mutual B.S.</td>
<td>St. Georges &amp; Keyes</td>
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<tr>
<td>Young Dr. Malone</td>
<td>Procter &amp; Gamble Co. (Crisco, Joy)</td>
<td>CBS</td>
<td>Compton Advertising, Inc., The Biow Co., Inc.</td>
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<tr>
<td>Young Dr. Malone</td>
<td>Procter &amp; Gamble Co. (Ivory Flakes, Lilt)</td>
<td>NBC</td>
<td>The Biow Co.</td>
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<tr>
<td>Young Widder Brown</td>
<td>Sterling Drug, Inc. (Bayer Aspirin, Dr. Lyons' Tooth Powder, Energine Cleaning Fluid, Phillips' Milk of Magnesia, Ironized Yeast, Astring-O-Sol, Mulsified Coconut Oil Shampoo)</td>
<td>NBC</td>
<td>Dancer-Fitzgerald–Sample, Inc.</td>
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<tr>
<td>Your Land and Mine</td>
<td>General Motors Corp. (Institutional)</td>
<td>ABC</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>The American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborne, Inc.</td>
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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 1952. The programs listed are for the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

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<td>Participating</td>
<td>WTAR-TV</td>
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<tr>
<td>A. C. Gilbert Model Railroad Club</td>
<td>A. C. Gilbert Co. (Bleach)</td>
<td>KING-TV</td>
<td>James S. Beattie Adv.</td>
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<tr>
<td>A Word from Vera</td>
<td>Linco Bleach (Bleach)</td>
<td>WBKB</td>
<td>Herman Hutzler</td>
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<tr>
<td>Across the Counter</td>
<td>Woodward &amp; Lothrop (Dept. Store)</td>
<td>WMAL-TV</td>
<td>Mogge Privett Inc.</td>
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<tr>
<td>Adventure</td>
<td>Son-El Esso Standard Oil Co. (Lubricants)</td>
<td>KRLD-TV</td>
<td>Marschalk &amp; Pratt Co.</td>
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<tr>
<td>Adventures of Patches</td>
<td>Lionel Corp. (Model Trains)</td>
<td>CBS-TV</td>
<td>Buchanan &amp; Co.</td>
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<tr>
<td>Alan Young Show</td>
<td>Seiberling Rubber Co. (Tires)</td>
<td>KPIX</td>
<td>Bruce Sedley</td>
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<tr>
<td>Allen Jackson &amp; &quot;News of the Night&quot;</td>
<td>Bohn Aluminum &amp; Brass Co. (Aluminum)</td>
<td>ABC-TV</td>
<td>Meldrum &amp; Fewsmith, Inc.</td>
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<tr>
<td>Alex Drier News</td>
<td>Reichhold Chemical Co. (Institutional) Adams Engineering (Glass Jalousies)</td>
<td>CBS-TV</td>
<td>Wm. H. Weintraub &amp; Co.</td>
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<tr>
<td>All American Sports Review</td>
<td>Kasco-Babcock Tony's Bakery Stripling's (General Mds.)</td>
<td>NBC-TV</td>
<td>Zimmer-Keller, Inc.</td>
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<tr>
<td>All Star Revue</td>
<td>Participating</td>
<td>ABC-TV</td>
<td>MacManus, John &amp; Adams, Inc.</td>
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<tr>
<td>Amazing Mr. Malone</td>
<td>Arden Varieties Armchair Adventure</td>
<td>WTVJ</td>
<td>Phillips-Ramsay</td>
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<tr>
<td>Amos 'n' Andy</td>
<td>Ann Alden</td>
<td>WSPD-TV</td>
<td>Howard Carraway</td>
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<tr>
<td>American Forum of the Air</td>
<td>Animal Fair Anniversary Party</td>
<td>WSPD-TV</td>
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<tr>
<td>America's Town Meeting of the Air</td>
<td>Andy Gustafson</td>
<td>WSPD-TV</td>
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<tr>
<td>Andy Gustafson</td>
<td>Answer Me This Arden Varieties Armchair Adventure</td>
<td>WBAP-TV</td>
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<tr>
<td>Animal Fair</td>
<td>Anniversary Party Ann Alden</td>
<td>WNHC-TV</td>
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<tr>
<td>Arden Varieties</td>
<td>Armchair Adventure</td>
<td>KFMB-TV</td>
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<td>Armchair Adventure</td>
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<tr>
<td>Armstrong's Circle Theater</td>
<td>Armstrong Floor Coverings (Building Materials)</td>
<td>NBC-TV</td>
<td>BBD &amp; O, Inc.</td>
</tr>
<tr>
<td>Art Linkletter's House Party</td>
<td>Pillsbury Mills, Inc. (Flour, Cake Mixes, Etc.)</td>
<td>CBS-TV</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>Art Linkletter's House Party</td>
<td>Kellogg Co. (All Products)</td>
<td>CBS-TV</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>Art Linkletter's House Party</td>
<td>Lever Brothers Co. (Surf)</td>
<td>CBS-TV</td>
<td>N. W. Ayer &amp; Sons, Inc.</td>
</tr>
<tr>
<td>Art Linkletter's House Party</td>
<td>Green Giant Co. (Peas, Corn, Etc.)</td>
<td>CBS-TV</td>
<td>Leo Burnett Co., Inc.</td>
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<tr>
<td>Arthur Godfrey Time</td>
<td>French Sardine Co. (Star-Kist Tuna)</td>
<td>CBS-TV</td>
<td>Rhodes &amp; Davis Advertising Agency</td>
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<tr>
<td>Arthur Murray Party</td>
<td>Arthur Murray Dance Studios</td>
<td>DuMont</td>
<td>Ruthrauff &amp; Ryan</td>
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<tr>
<td>Ashland Serenade</td>
<td>Ashland Oil &amp; Refining</td>
<td>WSAZ-TV</td>
<td>Byer &amp; Bowman</td>
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<tr>
<td>At Arthur Murray's</td>
<td>Arthur Murray</td>
<td>WWJ-TV</td>
<td>Cox &amp; Dunbarger</td>
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<tr>
<td>At Home Show</td>
<td>C. H. Masland &amp; Sons (Masland Rugs and Sportsmen's Clothes)</td>
<td>ABC-TV</td>
<td>Anderson &amp; Cairns, Inc.</td>
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<tr>
<td>Auto Racing from the Dayton Speedway</td>
<td>Participating</td>
<td>WLW-D</td>
<td>Hilton &amp; Riggio</td>
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<tr>
<td>Away You Go</td>
<td>Colonial Air Lines</td>
<td>WJZ-TV</td>
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B

| Bachelor's Haven                          | Pearson Pharmacal (Ennds)                            | KNXT    | Harry B. Cohen, New York                |
| Balance Your Budget                       | Sealy Mattress Co.                                   | CBS-TV  | Olian & Bronner, Inc.                   |
| Barn Dance                                | Bewley Mills                                         | WBAP-TV | Glenn Adv.                              |
| Barry Gray                                | Sealy Mattress                                       | WABD    | Getschal                                |
| Batting Practice                          | Michaels Brothers                                    | WGN-TV  | Schwimmer & Scott                       |
| Battle of the Ages                        | Walgreen Company                                     | CBS-TV  | Franklin Bruck Adv                      |
| Battle of the Ages                        | The Serutan Co. (Serutan, Ceritol)                   | DuMont  | Franklin Bruck Adv                      |
| Beat the Clock                            | Sylvania Electric Products, Inc.                     | CBS-TV  | Cecil & Presbrey, Inc.                  |
| Beauty Clinic                             | Good Housekeeping Shops, Inc. (Samson's Enterprises, Inc.) | WTMJ-TV | Lois Mark & Associates                  |
| Beauty's No Mystery                       | Michael's Beauty Salon                                | KRLD-TV | Lowe Runkle Co.                         |
| Behind Your Telephone                     | Southwest Bell Telephone Co.                         | WKY-TV  |                                        |
| Beneath the Tower                         | City of Paris Dept. Store                            | KRON-TV | G. R. Grimaldi                          |
| Bert Parks' Show                          | General Foods Corp. (Birdseye Foods, Swansdown, Jello, Maxwell House Coffee) | CBS-TV  | Young & Rubicam, Inc.                   |
| Betty Crocker Star Matinee                | General Mills, Inc. (Bisquick, Cheerios, Flour and Other Products) | ABC-TV  | Dancer-Fitzgerald-SampIle               |

B

<p>| Beulah                                    | Procter &amp; Gamble Co. (Drift &amp; Oxydol)                | ABC-TV  | Dancer-Fitzgerald-SampIle               |
| Bible Stories                             | Smithfield Packing Co.                               | WTAR-TV | Ferguson-Kennerly                       |
| Big Game Hunt                             | Beckwith Evans Rugs                                  | WXYZ-TV |                                        |
| Big Seven Football Games                  | Phillips Petroleum (Petroleum Products)              | WOW-TV  | Lambert-Feasley Advertising             |</p>
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<tr>
<td>Big Town</td>
<td>Lever Brothers Co. (Rinso, Spry)</td>
<td>CBS-TV</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>Birthday Party</td>
<td>Wm. H. Heinemann (Bakery)</td>
<td>WTMJ-TV</td>
<td>Mautner Agency</td>
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<tr>
<td>Blue Flame Theater</td>
<td>So. California Gas Co. (Appliances)</td>
<td>KNXT</td>
<td>McCann-Erickson</td>
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<td>Bob Atcher Show</td>
<td>Beatrice Foods (Meadow Gold Products)</td>
<td>WOW-TV</td>
<td>Cary-Hill Advertising</td>
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<td>Bon Tempi Italian Cookery</td>
<td>Participating</td>
<td>WNH-TV</td>
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<tr>
<td>Boston Blackie</td>
<td>Speidel Watch Bands (Yes Tissues)</td>
<td>WABD</td>
<td>S. S. C. &amp; B.</td>
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<td>Bowling Champions</td>
<td>Pfeiffer Brewing Co. Allied Florists</td>
<td>WXYZ-TV</td>
<td>Maxon Agency</td>
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<td>Bouquets and Bonuses</td>
<td>Allen Christopher</td>
<td>WAAM</td>
<td>Bizzle Jacob</td>
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<td>Breakfast Playhouse</td>
<td>Bristol-Myers Co. (Ammen, Sal Hepatica, Mum, Ipana Tooth Paste, Vitalis, Bufferin, Trushay)</td>
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<td>Allen Christopher</td>
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<td>Break the Bank</td>
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<td>CBS-TV</td>
<td>Doherty, Clifford, Steers &amp; Shenfield, Inc.</td>
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<tr>
<td>Bride &amp; Groom</td>
<td>General Mills, Inc. (Bisquick, Crustquick, Cake Mix)</td>
<td>CBS-TV</td>
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<tr>
<td>Brighten Up Your Home</td>
<td>South East Furniture</td>
<td>KTYL-TV</td>
<td>Ross Journey &amp; Assoc.</td>
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<tr>
<td>Bubble-up Scoreboard</td>
<td>Hess Beverage</td>
<td>WLW-C</td>
<td>Kelly &amp; Lamb</td>
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<tr>
<td>Buckskin Dan</td>
<td>International Shoe Co. (Regent Cigarettes)</td>
<td>KRON-TV</td>
<td>Raymond L. Sines</td>
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<td>Broadway to Hollywood</td>
<td>Tidewater Associated Oil Co. (Tydol)</td>
<td>DuMont</td>
<td>Lennen &amp; Newell, Inc.</td>
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<tr>
<td>Bullets Basketball</td>
<td>Hals Brewery</td>
<td>WAAM</td>
<td></td>
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<tr>
<td>Burns &amp; Allen</td>
<td>Carnation Co. (Evaporated Milk)</td>
<td>CBS-TV</td>
<td>Joseph Katz Co.</td>
</tr>
<tr>
<td>Buyer for a Day</td>
<td>Namm-Loeser's (Dept. Store)</td>
<td>WJZ-TV</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
</tr>
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</table>

<p>| Cactus Jim                  | Participating                                                 | WNBQ     | Benton &amp; Bowles, Inc.       |
| Cactus Pete                 | Participating                                                 | WLW-D    | Wm. Esty Co., Inc.          |
| California Living           | Maxwell House Coffee                                          | KNXT     |                             |
| Camel News Caravan          | R. J. Reynolds Tobacco Co. (Camel Cigarettes)                 | NBC-TV   |                             |
| Canine Comments             | Capital Distributors                                          | WFAA-TV  | Brooke, Smith, French &amp; Dorrance, Inc. |
| Cameo Theater               | Riggio Tobacco Corp.                                          | NBC-TV   | Wm. Esty Co., Inc.          |
| Candy Carnival              | Hawley &amp; Hoops, Inc. (M &amp; M Candy)                            | CBS-TV   |                             |
| Canine Corner               | Dr. Ross Dog and Cat Foods                                   | KFMB-TV  | Rockett-Lauritzen           |
| Capitol News                | Amer. Radiator &amp; Standard Sanitary Corp.                      | WLW-C    |                             |
| Captain Fortune             | Participating                                                 | KPIX     | Benton &amp; Bowles, Inc.       |
| Captain Video               | General Foods Corp. (Post Cereals)                            | DuMont   | Schwimmer &amp; Scott, Inc.     |
| Cardinals Quarterback Club  | Boyer Laboratories, Inc. (H-A Hair Arranger)                  | WGN-TV   | Dan B. Miner                |
| Captain Z.-Ro               | Kendall Food                                                 | KRON-TV  | Candy Owens                 |
| Carefree Carnival           | Baker’s Hair Tonic                                           | KRLD-TV  |                             |
| Carpet Theater              | Arthur Fleischman Carpet Co.                                 | WXYZ-TV  |                             |
| Cartoon Circus              | Laura Scudder Foods                                          | KRON-TV  | Ley and Livingston          |</p>
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<td>Al Herr Adv. Agency</td>
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<tr>
<td>Cartoon Theater</td>
<td>Mason's Root Beer (Soft Drink)</td>
<td>WTTG</td>
<td>H. J. Kaufman &amp; Associates</td>
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<tr>
<td>Carson, Kit</td>
<td>Coca Cola Bottling Co. of California (Beer)</td>
<td>KRON-TV</td>
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<td>Cases of Eddie Drake</td>
<td>Falls City (Beer)</td>
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<td>Prater</td>
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<tr>
<td>Cavalcade of Books</td>
<td>St. Cal. Booksellers Assoc. (Books)</td>
<td>KNXT</td>
<td>Jack Case Advertising Agency</td>
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<tr>
<td>Cavalcade of Sports</td>
<td>Gillette Safety Razor Co. (Razors and Blades)</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
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<tr>
<td>Celebrity Guest</td>
<td>General Motors Corp. (Oldsmobile Cars)</td>
<td>CBS-TV</td>
<td>D. P. Brother Co., Inc.</td>
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<td>Celanese Theater</td>
<td>Socony Vacuum</td>
<td>WPIX</td>
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<td>Celanese Corp. of America (Acetate Fabrics)</td>
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<td>Ellington &amp; Co., Inc.</td>
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<td>Century Television Theater</td>
<td>B. F. Goodrich Co. (Tires)</td>
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<td>B. B. D. &amp; O.</td>
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<td>Centennial Flour</td>
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<td>Challenge of the '50s—Years of Crisis</td>
<td>P. Lorillard Co. (Old Gold Cigarettes)</td>
<td>ABC-TV</td>
<td>Lennen &amp; Newell, Inc.</td>
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<td>American Oil Co. (Amoco Gasoline and Other Petroleum Products)</td>
<td>CBS-TV</td>
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<td>Chandler Trio</td>
<td>Challenge Cream and Butter Association Ironrite</td>
<td>KRON-TV</td>
<td>Davis and Co.</td>
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<td>Charlie Wild, Detective</td>
<td>Wine Corp. of America (Mogen David Wine)</td>
<td>WTTV</td>
<td>Weiss &amp; Geller, Inc.</td>
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<tr>
<td>Checkerboard TV Newsreel</td>
<td>Ralston-Purina Co.</td>
<td>DuMont</td>
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<tr>
<td>Chester the Pup</td>
<td>Holsum Products Co. (Foods)</td>
<td>WBPAP-TV</td>
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<td>Chevrolet Movie Hits</td>
<td>Chevrolet Dealers (Cars)</td>
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<td>Chicago at Nite</td>
<td>Nelson Bros. (Furniture)</td>
<td>KRON-TV</td>
<td>Campbell-Ewald</td>
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<td>Chicago Bears Quarterback Club</td>
<td>Standard Oil Co.</td>
<td>WBKB</td>
<td>Geo. Hartman Agency</td>
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<tr>
<td>Chicago Weather</td>
<td>Best Foods (Shinola Shoe Polish)</td>
<td>WXYZ-TV</td>
<td>McCann-Erickson, Inc.</td>
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<tr>
<td>China Smith</td>
<td>Weill Furniture</td>
<td>WKRC-TV</td>
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<td>Learn to Dance</td>
<td>Arthur Murray Dance</td>
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<td>Leave It to George</td>
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Sailor Dan
Sally Flowers’ Meetin’ Time at Moore’s Sandman News
Moore’s Stores
WWXYZ-TV
A. L. Palmer & Assoc.
WLW-C
WPIX
Young & Rubicam
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<td>Ralston Purina Co. (Cereal)</td>
<td>KNXT</td>
<td>Gardner Advertising, St. Louis</td>
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<td>Toast of the Town</td>
<td>Lincoln-Mercury Dealers (Automobiles)</td>
<td>CBS-TV</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
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<tr>
<td>Today</td>
<td>Ponds Extract Co. (Angel Face, Dry Skin Cream)</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Co.</td>
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1209
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<th>TITLE</th>
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<tr>
<td>Tom Corbett Space Cadet</td>
<td>Kellogg Co. (Corn Flakes, Pep and Other Products)</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Tommy Henrich</td>
<td>Socony Vacuum Oil Co.</td>
<td>WJZ-TV</td>
<td>Compton Advertising Agency</td>
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<td>Tommy Reynolds' Show</td>
<td>Wolff &amp; Marx Co.</td>
<td>KEYL</td>
<td>Bernard M. Brooks Adv.</td>
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<td>Tootsie Hippodrome</td>
<td>Sweets Co. of America (Tootsie Rolls and Other Products)</td>
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<td>Moselle &amp; Eisen</td>
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<td>Top News Story of the Week</td>
<td>Percy H. Goodwin Co. Mechanical Engineering Co.</td>
<td>KFMB-TV</td>
<td>Armstrong-Schramm</td>
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<td>WTAR-TV</td>
<td>John McLaughlin Agency</td>
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<td>Town and Farm</td>
<td>Dairy Belle Milk Blatz Brewing Co. (Beer)</td>
<td>WBNQ</td>
<td>Grimaldi Productions</td>
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<td>Toyland Party</td>
<td>Trupak Foods</td>
<td>KPIX</td>
<td>Bozell and Jacobs</td>
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<td>Town and Country</td>
<td>Trans World Airlines Inc.</td>
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<td>Trail Time</td>
<td>The Mennen Co. (Drugs)</td>
<td>DuMont</td>
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<td>Treasure Chest Playhouse</td>
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<td>WOOD-TV</td>
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<td>Treasury Men in Action</td>
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<td>Don King, Inc.</td>
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<td>Treasure Tune Clock</td>
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<td>WJAC-TV</td>
<td>Jay Reich</td>
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<td>Triangle Theater</td>
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<td>Trupak Movie Time</td>
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<td>TWA Travelogue</td>
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<td>Twenty Questions</td>
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<td>Two Rays and Pat</td>
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<td>The World Today</td>
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<td>TV Theater</td>
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<td>U of W. vs. UCLA</td>
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<td>Uncle Mistletoe</td>
<td>Marshall Field &amp; Co.</td>
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<td>McClinton &amp; Smith, Inc.</td>
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<td>Ulmer Turner &amp; the News</td>
<td>Elgin Vacuum Stores (Vacuum Cleaners)</td>
<td>WBKB</td>
<td>Sander Rodkin Agency</td>
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<td>Valley Forge News With</td>
<td>Valley Forge Dist. Co. (Beer, Ale)</td>
<td>WMAL-TV</td>
<td>Ward Wheelock Co. (Phila.)</td>
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<td>Bryson Rash</td>
<td>Participating</td>
<td>WNHC-TV</td>
<td>Benton and Bowles</td>
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<td>Variety Club</td>
<td>General Foods (Gaines Dog Food)</td>
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<td>Vest Pocket Dramas</td>
<td>Cole Finder (Lincoln-Mercury Auto)</td>
<td>WBKB</td>
<td>Rocklin-Irving Co.</td>
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<td>Variety Theater</td>
<td>National Health Aids (Formula #9 &amp; Vitamin Complex)</td>
<td>WTAR-TV</td>
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<td>Variety Stand</td>
<td>Super Motors</td>
<td>WOW-TV</td>
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<td>Various Films</td>
<td>Hahn Jewelers</td>
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<td>Viz Quiz</td>
<td>Firestone Tire &amp; Rubber Co. (Tires, Tubes and Batteries)</td>
<td>WJAC-TV</td>
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<td>Viz Quiz</td>
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<td>Voice of Firestone</td>
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<td>Walter Winchell</td>
<td>Gruen Watch Co. (Gruen Precision Watches and Other Products)</td>
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1210
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<td>Washington Senators Baseball Games</td>
<td>Christian Heurich Brewing Co. (Beer)</td>
<td>WTTG</td>
<td>H. J. Kaufman &amp; Associates</td>
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<td>Washington Spotlight We the People</td>
<td>Motorists Mutual</td>
<td>WSPD-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Weather Man</td>
<td>Gull Oil Corp. (Gasoline, Oil, Lubricants, Tires, Insecticides)</td>
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<td>Weekly Previews</td>
<td>Terre Haute Brewing Co. Cox's Dept. Store (Clothes)</td>
<td>WBAP-TV</td>
<td>Biow Co.</td>
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<td>Webster Webfoot</td>
<td>Sanger Bros. Peoples Gas Helene Curtis Industries, Inc. (Spray Net)</td>
<td>WBAP-TV</td>
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<td>Weekly News Revue</td>
<td>Fort Pitt Beer Wyatt's Stores</td>
<td>WOOD-TV</td>
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<td>Welcome Travelers</td>
<td>Sustaining (Public Service) Jules Montenier, Inc. (Stopette, Poof, Finesse)</td>
<td>DuMont</td>
<td>Weiss &amp; Geller, Inc.</td>
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<td>What's the Story</td>
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<td>What's My Line</td>
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<td>Where Was I</td>
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<td>WBAP-TV</td>
<td>Fitzgerald</td>
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<td>Who Said That? Wild Bill Hickok Wonder Flame Theater</td>
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<td>Wonders of the Wild Woods and Waters</td>
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<td>Don King, Inc. Bozell &amp; Jacobs Advertising</td>
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<td>World Today Wrestling Matches</td>
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<td>Your Lucky Clue</td>
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<td>Your Commissioners Report</td>
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<td>WTAR-TV</td>
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<td>Your Family Playhouse Your Future Home</td>
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<td>Your Show Your Window Shopper Your Show of Shows</td>
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<td>CBS-TV</td>
<td>B.B.D. &amp; O. Lewis Edwin Ryan, Inc.</td>
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<td>Zest TV Playhouse Zoo Parade</td>
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<td>KRON-TV</td>
<td>Bill Vernor</td>
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<td>WNHC-TV</td>
<td>Birmingham, Castelman &amp; Pierce</td>
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<td>Ruthrauff &amp; Ryan, Inc.</td>
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1211
FM Stations

In Operation
As Of
January 1, 1953
FM STATIONS IN OPERATION
As of Jan. 1, 1953

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<tr>
<th>Call Letters</th>
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<td>WAVU-FM, Albertville</td>
<td>Sand Mountain Bcstg. Service</td>
<td>ALABAMA</td>
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<td>KYTL-FM, near Mesa</td>
<td>Harkins Bcstg., Inc.</td>
<td>ARIZONA</td>
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<td>KFCA, Phoenix</td>
<td>Phoenix College</td>
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<td>KUOA-FM, Siloam Springs</td>
<td>KUOA, Incorporated</td>
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<tr>
<td>KRON, Long Beach</td>
<td>Long Beach Bd. of Education</td>
<td>KNOR, Long Beach</td>
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<td>KGM, Los Angeles</td>
<td>Metro-Goldwyn-Mayer Studios, Inc.</td>
<td>KNX-FM, Los Angeles</td>
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<td>KRKD-FM, Los Angeles</td>
<td>Radio Broadcasters, Inc.</td>
<td>KSRT, Los Angeles</td>
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<td>KUSC, Los Angeles</td>
<td>U. of Southern California</td>
<td>KMVC-FM, Marysville</td>
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<td>KVME, Merced</td>
<td>Merced Bcstg. Co.</td>
<td>KBBE, Modesto</td>
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<td>KLX-FM, Oakland</td>
<td>Tribune Building Company</td>
<td>KOEN, Oceanside</td>
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<td>KVRE, nr. Redding</td>
<td>Golden Empire Bcstg. Co.</td>
<td>KPOR, Riverside</td>
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<td>KXOA-FM, Sacramento</td>
<td>Sacramento Bcstrs., Inc.</td>
<td>KSBR, San Bruno</td>
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<td>KALW, San Francisco</td>
<td>San Francisco Board of Education</td>
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<td>KXXK, San Francisco</td>
<td>Electronic Service Corp.</td>
<td>KSJO-FM, San Jose</td>
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<td>KSCM, San Mateo</td>
<td>San Mateo Junior College District</td>
<td>KVOE-FM, Santa Ana</td>
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<td>KSCI, Santa Clara</td>
<td>The Univ. of Santa Clara</td>
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<td>KCRW, Santa Monica</td>
<td>Santa Monica School Board</td>
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<td>KDFC, Sausalito</td>
<td>Sundial Bcstg. Corp.</td>
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<td>KCVN, Stockton</td>
<td>College of the Pacific</td>
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<td>KGM, El Dorado</td>
<td>Stockton</td>
<td>KGDM-FM, Stockton</td>
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<tr>
<td>KRCC, Colorado Springs</td>
<td>Colorado College</td>
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<td>KFEL-FM, Denver</td>
<td>Eugene P. O'Fallon, Inc.</td>
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<td>KLZ-FM, Denver</td>
<td>Aladdin Radio &amp; Television, Inc.</td>
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CONNECTICUT

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<td>The Connecticut Bcstg. Co.</td>
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<td>WMWM-FM, Meriden</td>
<td>Silver City Crystal Co.</td>
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<td>WNHC-FM, New Haven</td>
<td>The Elm City Bcstg. Corp.</td>
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**DELAWARE**

WJWL-FM, Georgetown; Rollins Bcstg., Inc.

**DISTRICT OF COLUMBIA**

WASH, Washington; Commercial Radio Equipment Co.

WCFL, Washington; Cooperative Bcstg. Assoc.

WFAN, Washington; United Bcstg. Co., Inc.

WGMS-FM, Washington; Good Music Station, Inc.


WOL-FM, Washington; Peoples Bcstg. Corp.


WTOP-FM, Washington; WTOP, Inc.


**FLORIDA**

WNDB-FM, Daytona Beach; News-Journal Corp.

WRUF-FM, Gainesville; University of Florida

WIVY-FM, Jacksonville; Edward J. Oberle

WJAX-FM, Jacksonville; City of Jacksonville

WJHP-FM, Jacksonville; Jacksonville Journal Co.

WMBR-FM, Jacksonville; Florida Bcstg. Co.

WFSI, Lakeland; Florida Southern College

WGBS-FM, Miami; Storer Bcstg. Co.

WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.

WQAM-FM, Miami; Miami Bcstg. Co.

WTHS, Miami; Lindsey Hopkins Vocational School

WWPB-FM, Miami; Paul Brake

WKAT-FM, Miami Beach; WKAT, Inc.

WLKD, Miami Beach; Mercantile Bcstg. Co.

WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.

WHOO-FM, Orlando; WHOO, Inc.

WORZ-FM, Orlando; Central Florida Bcstg. Co.

WPPP-FM, Palm Beach; Palm Beach Bcstg. Corp.

WLDP-FM, Panama City; Panama City Bcstg. Corp.

WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.

WTAL-FM, Tallahassee; John H. Phipps

WDAE-FM, Tampa; Tampa Times Co.

WFIA-FM, Tampa; The Tribune Company

WTUN, Tampa; Univ. of Tampa

WRPR, Winter Park; Rollins College

**GEORGIA**

WGAU-FM, Athens; J. K. Patrick & Co.

WABE, Atlanta; Bd. of Ed., City of Atlanta

WAGA-FM, Atlanta; Storer Bcstg. Co.

WATL-FM, Atlanta; Atlanta Bcstg. Co.

WBGE-FM, Atlanta; General Bcstg. Co.

WSGT-FM, Atlanta; Georgia Institute of Tech.

WSB-FM, Atlanta; Atlanta Newspapers, Inc.

WAUG-FM, Augusta; Garden City Bcstg. Co.

WGBA-FM, Columbus; Georgia-Alabama Bcstg. Corp.

WRL-FM, Columbus; Columbus Bcstg. Co.

WDWD-FM, Dawson; Dawson Bcstg. Co.

<table>
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<td>WLAG-FM, LaGrange; LaGrange Bcstg. Co.</td>
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<td>WBM-HM, Macon; Middle Georgia Bcstg. Co.</td>
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<td>WMAM-FM, Macon; Southeastern Bcstg. Co.</td>
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<td>WNER-FM, Macon; Macon Broadcasting Co.</td>
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<td>WCOM-HF, Newnan; Newnan Bcstg. Co.</td>
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<td>WRGA-FM, Rome; Rome Broadcasting Corp.</td>
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<td>WGOV-FM, Valdosta; WGOV, Inc.</td>
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**HAWAII**

KHTL, Honolulu; Henry T. Lee

**IDAHO**

KSEI-FM, Pocatello; Radio Service Corp.

KRXX-FM, Rexburg; Snake River Radio & TV Co.

KTFI-FM, Twin Falls; Radio Broadcasting Corp.

**ILLINOIS**

WOKZ-FM, Alton; WOKZ, Inc.

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.

WBYS-FM, Canton; Fulton County Bcstg. Co.

WROY-FM, Carlin; Carlin Bcstg. Co.

WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.

WDWS-FM, Champaign; The Champaign News-Gazette

WAAA-FM, Chicago; Corn Belt Publishers, Inc.

WBNN-FM, Chicago; Columbia Bcstg. System, Inc.

WBZE, Chicago; Bd. of Ed., City of Chicago

WBBI, Chicago; Balaban & Katz Corporation

WEFM, Chicago; Zenith Radio Corporation

WEHS, Chicago; WHFC, Inc.

WENR-FM, Chicago; American Bcstg. Co., Inc.

WFJR, Chicago; Lewis College of Science & Tech.

WFMF, Chicago; WJJD, Incorporated

WFMG, Chicago; Gale Bcstg. Co., Inc.

WGNB, Chicago; WGN, Inc.

WMACQ-FM, Chicago; National Bcstg. Co., Inc.

WCIE, Chicago Heights; Chicago Heights Bcstg. Co.

WSOY-FM, Decatur; Illinois Broadcasting Co.

WPS, Elgin; Bd. of Ed., Union Sch. Dist. 46

WLEY, Elwood Park; Elwood Park Bcstg. Corp.

WEAW, Evanston; North Shore Bcstg. Co., Inc.

WNUR, Evanston; Northwestern University

WFJS, Freeport; Stephenson Corp.

WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.

WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.

WLHH-FM, Mattoon; Mattoon Bcstg. Co.

WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.

WOPA-FM, Oak Park; Village Bcstg. Co.

WPRS-FM, Paris; Paris Bcstg. Corp.

WMBO-FM, Peoria; Peoria Broadcasting Co.

WQDI, Quincy; Quincy Newspapers, Inc.

WTAD-FM, Quincy; Lee Broadcasting, Inc.

WROK-FM, Rockford; Rockford Broadcasters, Inc.

WHFB-FM, Rock Island; Rock Island Bcstg. Co.

WCVS-FM, Springfield; WCBS, Inc.

WTAX-FM, Springfield; WTAX, Inc.

WIUC, Urbana; University of Illinois
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tr>
<td>WFLU</td>
<td>Bloomington</td>
<td>Trustees of Indiana Univ.</td>
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<tr>
<td>WCSI-FM</td>
<td>Columbus</td>
<td>Syndicate Theatres, Inc.</td>
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<tr>
<td>WCNB-FM</td>
<td>Connersville</td>
<td>News-Examiner Company</td>
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<td>WTRC-FM</td>
<td>Elkhart</td>
<td>Truth Publishing Co., Inc.</td>
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<td>WEVC</td>
<td>Evansville</td>
<td>Evansville College</td>
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<td>South Central Bstg. Corp.</td>
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<td>Evansville</td>
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<td>Ft. Wayne</td>
<td>Westinghouse Radio Stations</td>
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<td>WGRE</td>
<td>Greencastle</td>
<td>DePauw Univ.</td>
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<td>WJIZ</td>
<td>Hammond</td>
<td>South Shore Bstg. Corp.</td>
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<tr>
<td>WVSH</td>
<td>Huntington</td>
<td>School, City of Huntington</td>
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<tr>
<td>WAJC</td>
<td>Indianapolis</td>
<td>Jordan College of Music</td>
</tr>
<tr>
<td>WFM</td>
<td>near Lafayette</td>
<td>WFAM, Inc.</td>
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<tr>
<td>WILN</td>
<td>Lebanon</td>
<td>Lebanon Bstg. Co.</td>
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<tr>
<td>WORX</td>
<td>Madison</td>
<td>Knight-Cutter System</td>
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<tr>
<td>WMRI</td>
<td>near Marion</td>
<td>Chronicle Publishing Co., Inc.</td>
</tr>
<tr>
<td>WIMS-FM</td>
<td>Michigan City</td>
<td>Northern Ind. Bstrs., Inc.</td>
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<tr>
<td>WMUN</td>
<td>near Muncie</td>
<td>Tri-City Radio Corp.</td>
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<tr>
<td>WWHI</td>
<td>Muncie</td>
<td>Wilson Jr. High School</td>
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<tr>
<td>WNAS</td>
<td>New Albany</td>
<td>School, City of New Albany</td>
</tr>
<tr>
<td>WCTW</td>
<td>New Castle</td>
<td>The Courier-Times, Inc.</td>
</tr>
<tr>
<td>WYSN</td>
<td>New Castle</td>
<td>New Castle-Henry Twp. Schools</td>
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<tr>
<td>WSRK</td>
<td>Shelbyville</td>
<td>Shelbyville Radio, Inc.</td>
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<tr>
<td>WBOW-FM</td>
<td>Terre Haute</td>
<td>Banks of the Wabash, Inc.</td>
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<td>WTHI-FM</td>
<td>Terre Haute</td>
<td>Wabash Valley Bstg. Corp.</td>
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<td>WSKS</td>
<td>Warsaw</td>
<td>School, City of Warsaw, Ind.</td>
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<td>WSWL-FM</td>
<td>Warsaw</td>
<td>Reub Williams &amp; Sons, Inc.</td>
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<tr>
<td>WFML</td>
<td>Washington</td>
<td>Washington Radio, Inc.</td>
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**INDIANA**

**IOWA**

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<td>WHOI-FM</td>
<td>Ames</td>
<td>Iowa State College</td>
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<td>KFQO-FM</td>
<td>Boone</td>
<td>Boone Biblical College</td>
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<td>KCRK</td>
<td>Cedar Rapids</td>
<td>The Gazette Company</td>
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<td>KROS-FM</td>
<td>Clinton</td>
<td>Clinton Bstg. Corp.</td>
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<td>WOC-FM</td>
<td>Davenport</td>
<td>Tri-City Bstg. Company</td>
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<tr>
<td>KDPS</td>
<td>Des Moines</td>
<td>Independent School District of Des Moines</td>
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<tr>
<td>KSO-FM</td>
<td>Des Moines</td>
<td>Murphy Bstg. Company</td>
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<td>KDTN</td>
<td>Dubuque</td>
<td>Telegraph Herald</td>
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<td>KFMY</td>
<td>Fort Dodge</td>
<td>Northwest Bstg. Co.</td>
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<td>KSUI</td>
<td>Iowa City</td>
<td>State University of Iowa</td>
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<td>KOKX-FM</td>
<td>Keokuk</td>
<td>Keokuk Bstg. Co.</td>
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<td>KGLO-FM</td>
<td>Mason City</td>
<td>Lee-Radio, Incorporated</td>
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<td>KWPC-FM</td>
<td>Muscatine</td>
<td>Muscatine Bstg. Co., Ltd.</td>
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<td>KSCJ-FM</td>
<td>Sioux City</td>
<td>Perkins Brothers Co.</td>
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<td>KAYL-FM</td>
<td>Storm Lake</td>
<td>Cornbelt Bstg. Company</td>
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<td>KWAR</td>
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<td>Wartburg Normal College</td>
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**KANSAS**

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<td>Hutchinson</td>
<td>Nation's Center Bstg. Co.</td>
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<td>KANU</td>
<td>Lawrence</td>
<td>The University of Kansas</td>
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<td>KSDB-FM</td>
<td>Manhattan</td>
<td>Kansas State College</td>
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**KENTUCKY**

**LOUISIANA**

**MAINE**

**MARYLAND**

**MASSACHUSETTS**

**1215**
FM STATIONS IN OPERATION

Call Letters    City    Licensee
WLAW-FM, Boston-Lawrence; Hildreth & Roers Co.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bstg. Corp.
WHAI-FM, Greenfield; John W. Haigis
WHYN-FM, Holyoke; Hampden-Hampshire Corp.
WLLH-FM, Lowell; Merrimac Bstg. Co., Inc.
WLYN-FM, Lynn; Puritan Bstg. Service, Inc.
WBSM-FM, New Bedford; Bay State Bstg. Co.
WFMR, New Bedford; E. Anthony & Sons, Inc.
WGTQ, Paxton; General Teleradio, Inc.
WBZA-FM, Springfield; Westinghouse Radio Sta., Inc.
WEDK, Sandusky; School Comm. of Springfield
WMAS-FM, Springfield; WMAS, Inc.
WSJF-FM, Springfield; WSPR, Inc.
WJKO-FM, Springfield; Springfield Bstg. Co.
WCGB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

Call Letters    City    Licensee
WUOM, Ann Arbor; Regents of University of Mich.
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Beaters, Inc.
WKMH-FM, Dearborn; WKMH, Inc.
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WDTR, Detroit; Bd. of Ed., City of Detroit
WJKF-FM, Detroit; Storer Bstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WJJW-FM, Detroit; The Evening News Association
WXYX-FM, Detroit; WXZY, Inc.
WKAR-FM, East Lansing; Michigan State College
WMBE, Flint; Flint Board of Michigan
WFUM, Flint; Regents of Univ. of Mich.
WFRS, Grand Rapids; Grand Rapids Bstg. Corp.
WJEF-FM, Grand Rapids; Fetzer Bstg. Co.
WLAV-FM, Grand Rapids; Vergilius Radio & TV, Inc.
WMCR, Kalamazoo; Western Mich. College of Ed.
WMLN, Mt. Clemments; Macomb Publishing Co.
WKBJ-FM, Muskegon; Ashbacker Radio Corp.
WLMJ, Oak Park; Lincoln Bstg. Company
WOAP-FM, Owosso; Owosso Bstg. Co.
WCR-FM, Pontiac; WCAR, Inc.
WOMC, Royal Oak; Royal Oak Bstg. Co.
WSAM-FM, Saginaw; Saginaw Bstg. Co.

MINNESOTA

Call Letters    City    Licensee
WEBC-FM, Duluth; Head of the Lakes Bstg. Co.
KYSM-FM, Mankato; Southern Supply Co.
KTTS-FM, Minneapolis; Nn'-Theo. Sem. & Bible Trng. Sch.
WTCD-FM, Minneapolis; Mid-Continent Radio-TV, Inc.
WCAL-FM, Northfield; St. Olaf College
KFM-FM, St. Cloud; The Times Publishing Co.
WMIN-FM, St. Paul; WMIN Bstg. Co.
WNOF, St. Paul; Northwestern Vocational Inst.
KFWO-FM, Winona; Maxwell H. White

MISSISSIPPI

Call Letters    City    Licensee
WGCM-FM, Gulfport; WGCM Bstg. Company
WRFM, Hattiesburg; Forrest Bstg. Co., Inc.
WJDX-FM, Jackson; Lamar Life Insurance Co.
WAPF-FM, McComb; Southwestern Bstg. Co.
WMMI, Meridian; Meridian Municipal Jr. College
WMOX-FM, Meridian; Birney Imes, Jr.

MISSOURI

KCHR, Charleston; South Missouri Bstg. Co.
KFUO-FM, Clayton; Lutheran Church-Missouri Synod
KWOS-FM, Jefferson City; Capital Bstg. Company
WMBH-FM, Joplin; Joplin Joplin Bstg. Company
KCMT-FM, Kansas City; KCMT Bstg. Co.
KBOA-FM, near Kennett; Kennett Bstg. Corp.
KWOC-FM, Pop Bluff; Poplar Bluff Bstg. Co.
KDRO-FM, Sedalia; Milton J. Hinlein
KSLH, St. Louis; Bd. of Ed., City of St. Louis
KXOK-FM, St. Louis; KXOK, Inc.
KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bstg. Company
KKEY, Reno; Everett B. Cobb

NEW HAMPSHIRE

WTSV-FM, Claremont; Granite State Bstg. Co., Inc.
WXBR-FM, Manchester; Granite State Bstg. Co., Inc.
WOTW-FM, Nashua; Nashua Bstg. Corp.

NEW JERSEY

WFMN, Alpine; Edwin H. Armstrong
WLK-FM, Asbury Park; Asbury Park Press, Inc.
WNSJ-FM, near Bridgeton; Eastern States Bstg. Corp.
WPOE, Elizabeth; Radio Elizabeth, Inc.
WATT-FM, Newark; Bremer Bstg. Corp.
WBGO, Newark; Bd. of Ed., Newark
WNJR-FM, Newark; North Jersey Radio, Inc.
WCTC-FM, New Brunswick; Chanticleer Bstg. Co.
WXNJ, Plainfield; WXNJ, Inc.
WSOU, South Orange; Seton Hall College
WTOA, Trenton; World Broadcasting Co.

NEW MEXICO

KANW, Albuquerque; Bd. of Ed. of Albuquerque

NEW YORK

RROW-FM, Albany; Hudson Valley Bstg. Co., Inc.
WMBO-FM, Auburn; Auburn Publishing Co.
WHCL-FM, Allegheny; WHDL, Incorporated
WKOP-FM, Binghamton; Binghamton Beaters., Inc.
WNYE, Brooklyn; Bd. of Ed., City of New York
WBE1-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; Roy L. Alberson
WWOL-FM, Buffalo; Greater Erie Bstg. Co.
WXBC, Buffalo; Western New York Bstg. Co.
WVCV, Cherry Valley Twp.; Rural Network, Inc.
WCLI-FM, Corning; Elmira-Corning Bstg. Corp.
### FM STATIONS IN OPERATION

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<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tr>
<td>WKRT-FM,</td>
<td>Cortland; Radio Cortland, Inc.</td>
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<tr>
<td>WVCN,</td>
<td>Debruyter Twp.; Rural Radio Network, Inc.</td>
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<tr>
<td>WSHS,</td>
<td>Florida Park; Bd. of Ed., Sewanhaka High School</td>
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<tr>
<td>WHLI-FM,</td>
<td>Hemptstead; FM Broadcasting Corp.</td>
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<td>WWHG-FM,</td>
<td>Hornell; The W. H. Greenhow Co.</td>
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<tr>
<td>WHCU-FM,</td>
<td>Ithaca; Cornell University</td>
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<td>WITJ,</td>
<td>Ithaca College</td>
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<tr>
<td>WJTN-FM,</td>
<td>Jamestown; James Bestg. Co., Inc.</td>
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<td>WMSA-FM,</td>
<td>Massena; The Brockway Company</td>
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<td>WGNR-FM,</td>
<td>New Rochelle; New Rochelle Bestg. Serv., Inc.</td>
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<td>WBCA,</td>
<td>New Scotland; Capitol Bestg. Co., Inc.</td>
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<td>WABC-FM,</td>
<td>New York; American Besta. Co., Inc.</td>
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<td>WABF,</td>
<td>New York; Metropolitan Bestg. &amp; TV., Inc.</td>
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<td>WCBS-FM,</td>
<td>New York; Columbia Bestg. System, Inc.</td>
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<td>WEVD-FM,</td>
<td>New York; Debs Memorial Fund, Inc.</td>
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<td>WFUV,</td>
<td>New York; Fordham University</td>
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<td>WGHF,</td>
<td>New York; WGHF, Inc.</td>
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<td>WHOM-FM,</td>
<td>New York; Atlantic Bestg. Co., Inc.</td>
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<tr>
<td>WGMG-FM,</td>
<td>New York; Marcus Loew Booking Agency</td>
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<td>WNYC-FM,</td>
<td>New York; City of N. Y. Municipal Bestg. Sys.</td>
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<tr>
<td>WOR-FM,</td>
<td>New York; General Teleradio, Inc.</td>
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<tr>
<td>WHLD-FM,</td>
<td>Niagara Falls; Niagara Falls Gazette Co.</td>
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<tr>
<td>WSLB-FM,</td>
<td>Ogdensburg; St. Lawrence Bestg. Corp.</td>
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<td>WALK-FM,</td>
<td>Patchogue; Suffolk Bestg. Corp.</td>
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<td>WHVA,</td>
<td>Poughkeepsie; Poughkeepsie Newspapers, Inc.</td>
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<td>WHFM,</td>
<td>Rochester; Stromberg-Carlson Company</td>
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<td>WRRNY-FM,</td>
<td>Rochester; Monroe Bestg. Co., Inc.</td>
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<td>WBRC,</td>
<td>Schenectady; Capital Broadcasting Co., Inc.</td>
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<td>WGFM,</td>
<td>Schenectady; General Electric Company</td>
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<td>WVBT,</td>
<td>S. Bristol Twp.; Rural Radio Network, Inc.</td>
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<td>WSPE,</td>
<td>Springville; Central Sch. Dist. No. 1</td>
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<td>WAER,</td>
<td>Syracuse; Syracuse University</td>
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<td>WNDR-FM,</td>
<td>Syracuse; Syracuse Broadcasting Corp.</td>
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<td>WSYR-FM,</td>
<td>Syracuse; Central New York Bestg. Corp.</td>
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<tr>
<td>WEVR,</td>
<td>Troy; Veterans Vocational Co.</td>
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<td>WFLY,</td>
<td>Troy; The Troy Record Company</td>
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<tr>
<td>WIBX-FM,</td>
<td>Utica; WIBX, Inc.</td>
<td></td>
</tr>
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<td>WRUN-FM,</td>
<td>Utica; Rome Sentinel Company</td>
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<td>WNNY-FM,</td>
<td>Watertown; The Brockway Company</td>
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<tr>
<td>WFNF,</td>
<td>Wethersfield Twp.; Rural Radio Network, Inc.</td>
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<tr>
<td>WFAS-FM,</td>
<td>White Plains; Westchester Bestg. Corp.</td>
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<tr>
<td>WIFM-FM,</td>
<td>Elkin; Yadkin Valley Bestg. Co.</td>
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<tr>
<td>WFNCE-FM,</td>
<td>Fayetteville; Cape Fear Bestg. Co.</td>
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<tr>
<td>WBBO-FM,</td>
<td>nr. Forest City; Rutherford County Radio Co., Inc.</td>
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<td>WGNCE-FM,</td>
<td>Gastonia; Catherine T. McSwain</td>
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<td>WEDR,</td>
<td>Goldsboro; Eastern Carolina Bestg. Co., Inc.</td>
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<td>WFMY,</td>
<td>Greensboro; Greensboro News Co.</td>
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<td>Greensboro; Greensboro City Admin. Unit</td>
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<td>High Point; The North State Bestg. Co.</td>
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<td>WHPF-FM,</td>
<td>High Point; High Point Enterprise, Inc.</td>
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<td>WHPS,</td>
<td>High Point; Bd. of School Commissioners</td>
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<td>WMFR-FM,</td>
<td>High Point; Radio Station WMFR, Inc.</td>
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<td>WLOE-FM,</td>
<td>Leesville; WLOE, Inc.</td>
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<td>WBURY-FM,</td>
<td>nr. Lexington; Davidson County Bestg. Co.</td>
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<td>WSTP-FM,</td>
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<td>WSNS,</td>
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<td>Sanford; Sandhills Bestg. Corp.</td>
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<td>WOHLS-FM,</td>
<td>Shelby; Western Carolina Radio Corp.</td>
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<td>WSIC-FM,</td>
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<td>WCPM-FS,</td>
<td>Tarboro; Coastal Plains Bestg. Co., Inc.</td>
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<td>WTNCFM,</td>
<td>nr. Thomasville; Thomasville Bestg. Co.</td>
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<td>WADE-FM,</td>
<td>Wadesboro; R. P. Lyon &amp; Son</td>
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<td>WMFD-FM,</td>
<td>Wilmington; Richard Austin Dunlea</td>
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<td>Winston-Salem; WAIR Broadcasting Co.</td>
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<td>WJSF-FM,</td>
<td>Winston-Salem; Piedmont Publishing Co.</td>
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<tr>
<td>WMIT,</td>
<td>Yancey County; Mt. Mitchell Bestrs., Inc.</td>
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### OHIO

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<thead>
<tr>
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<th>City</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>WAXR-FM,</td>
<td>Akron; Summit Radio Corporation</td>
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<td>WFAH,</td>
<td>Alliance; Review Publishing Company</td>
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<tr>
<td>WATG-FM,</td>
<td>Ashland; Beer &amp; Koehl</td>
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<td>WICO-FM,</td>
<td>Ashland; WICA, Inc.</td>
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<tr>
<td>WOUI,</td>
<td>Athens; Ohio University</td>
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<td>WTRF-FM,</td>
<td>Bellefonte; Tri-City Broadcasting Co.</td>
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<tr>
<td>WBGU,</td>
<td>Bowling Green; Bowling Green State Univ.</td>
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<td>WHBC-FM,</td>
<td>Canton; The Ohio Bestg. Co.</td>
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<td>WCPD-FM,</td>
<td>Cincinnati; Scripps-Howard Radio, Inc.</td>
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<td>WKRC-FM,</td>
<td>Cincinnati; Radio Cincinnati, Inc.</td>
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<td>Cincinnati; Crosley Bestg. Corp.</td>
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<td>WSA1-FM,</td>
<td>Cincinnati; Buckeye Bestg. Co.</td>
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<td>WGAR-FM,</td>
<td>Cleveland; The WGAR Bestg. Co.</td>
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<td>WBOE,</td>
<td>Cleveland; Cleveland City. Bd. of Ed.</td>
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<td>WERE-FM,</td>
<td>Cleveland; Cleveland Bestg., Inc.</td>
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<td>Cleveland; United Bestg. Co.</td>
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<td>WJW-FM,</td>
<td>Cleveland; WJW, Inc.</td>
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<td>WTAM-FM,</td>
<td>Cleveland; National Bestg. Co., Inc.</td>
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<td>WSR5-FM,</td>
<td>Cleveland Hts.; WSR5, Inc.</td>
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<td>WCOL-FM,</td>
<td>Columbus; Air Trails, Inc.</td>
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<tr>
<td>WELD,</td>
<td>Columbus; RadiOhio, Inc.</td>
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### NORTH CAROLINA

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<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>WGWR-FM,</td>
<td>Asheboro; Asheboro Broadcasting Co.</td>
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<tr>
<td>WLOS-FM,</td>
<td>Asheville; Skyway Bestg. Co.</td>
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<tr>
<td>WBBB-FM,</td>
<td>Burton; Alamance Bestg. Co., Inc.</td>
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<tr>
<td>WFN5-FM,</td>
<td>Burlington; Burlington-Graham Bestg. Co.</td>
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<tr>
<td>WUNC,</td>
<td>Chapel Hill; Univ. of North Carolina</td>
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<tr>
<td>WAVS-FM,</td>
<td>Charlotte; Inter-City Advertising Co.</td>
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<tr>
<td>WIST-FM,</td>
<td>Charlotte; The Bestg. Co. of the South</td>
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<td>WSOCS-FM,</td>
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<td>WDNCS-FM,</td>
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<td>WHKC-FM</td>
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<td>WLWF,</td>
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<td>Crosley Broadcasting Co.</td>
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<td>WOSU-FM,</td>
<td>Columbus</td>
<td>The Ohio State University</td>
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<tr>
<td>WWKO-FM,</td>
<td>Columbus</td>
<td>Sky Way Bcstg. Corp.</td>
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<tr>
<td>WHIO-FM,</td>
<td>Dayton</td>
<td>Miami Valley Bcstg. Corp.</td>
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<td>WLWB,</td>
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<td>Crosley Bcstg. Corp.</td>
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<td>WSLN,</td>
<td>Delaware</td>
<td>Ohio Wesleyan University</td>
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<td>WFIN-FM,</td>
<td>Findlay</td>
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<td>WFOB-FM,</td>
<td>Fortora</td>
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<td>WFRQ-FM,</td>
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<td>Wolfe Bcstg. Corp.</td>
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<td>WKSU-FM,</td>
<td>Kent</td>
<td>Kent State University</td>
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<td>WIMA-FM,</td>
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<td>WLOK-FM,</td>
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<td>WCLT-FM,</td>
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<td>WMUB,</td>
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<td>WSTV-FM,</td>
<td>Steubenville</td>
<td>WSTV, Inc.</td>
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<td>WSPD-FM,</td>
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<td>Storer Bcstg. Co.</td>
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<td>WTDS,</td>
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<td>Bd. of Ed., Toledo City School Dist.</td>
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<td>WTOL-FM,</td>
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<td>WTRT,</td>
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<td>WFMJ-FM,</td>
<td>Youngstown</td>
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<td>WKBN-FM,</td>
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**OKLAHOMA**

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<td>KMUS-FM</td>
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<td>WNAD-FM</td>
<td>Norman</td>
<td>University of Oklahoma</td>
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<td>KOKH,</td>
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<td>Bd. of Ed., Oklahoma City</td>
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<td>KBGC,</td>
<td>Shawnee</td>
<td>Oklahoma Baptist Univ.</td>
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<td>KSPI-FM,</td>
<td>Stillwater</td>
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<td>KWGS,</td>
<td>Tulsa</td>
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**OREGON**

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<td>KRVM,</td>
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<td>KUNG-FM,</td>
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<tr>
<td>KWAX,</td>
<td>Eugene</td>
<td>State of Oregon</td>
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<tr>
<td>KTEC,</td>
<td>Oretech</td>
<td>Oregon Technical Institute</td>
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<td>KEX-FM,</td>
<td>Portland</td>
<td>Westinghouse Radio Stations, Inc.</td>
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<td>KWG-FM,</td>
<td>Portland</td>
<td>Pioneer Bcstrs., Inc.</td>
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**PENNSYLVANIA**

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<td>KOIN-FM,</td>
<td>Portland</td>
<td>KOIN, Inc.</td>
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<td>KPFM,</td>
<td>Portland</td>
<td>Bcstrs. Oregon, Ltd.</td>
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<tr>
<td>KPOJ-FM,</td>
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**BFM STATIONS IN OPERATION**
### FM STATIONS IN OPERATION

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<td>WGBI-FM</td>
<td>Scranton</td>
<td>Scranton Broadcasters, Inc.</td>
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<td>WQAN-FM</td>
<td>Scranton</td>
<td>The Scranton Times</td>
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<td>WUSV, Scranton</td>
<td>The University of Scranton</td>
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<tr>
<td>WPIC-FM</td>
<td>Sharon</td>
<td>Sharon Herald Bstg. Co.</td>
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<tr>
<td>WKOK-FM</td>
<td>Sunbury</td>
<td>Sunbury Bstg. Corp.</td>
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<td>WBTW, Wilkes-Barre</td>
<td>Louis G. Baltimore</td>
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<tr>
<td>WBOE-FM</td>
<td>Wilkes-Barre</td>
<td>Lycoming Bstg. Co.</td>
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<tr>
<td>WRAD-FM</td>
<td>Williamsport</td>
<td>Williamsport Bstg.</td>
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<tr>
<td>WDAY-FM</td>
<td>York</td>
<td>The Helm Coal Co.</td>
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<tr>
<td>WWOX-FM</td>
<td>York</td>
<td>The Helm Coal Co.</td>
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<tr>
<td>WRZE, York</td>
<td>White Rose Broadcasting Co.</td>
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### RHODE ISLAND

WPJF-FM | Providence | Providence Journal Co. |
| WPRO-FM | Providence | Cherry & Webb Bstg. Co. |
| WPTL | Providence | Providence Bible Institute |

### SOUTH CAROLINA

WCAC, Anderson | Wilton E. Hall |
| WCSC-FM | Charleston | WCSC, Inc. |
| WTMA-FM | Charleston | Atlantic Coast Bstg. Co. |
| WTIG | Clemson | Clemson Bstg. Co. |
| WCOS-FM | Columbia | Radio Columbia |
| WIS-FM | Columbia | The Bstg. Co. of the South |
| WUSC-FM, Columbia | Extention Div. of Univ. of S. C. |
| WDSC-FM | Dillon | Border Bstg. Co. |
| WESC-FM | Greenville | Greenville Broadcasting Co. |
| WFBP-FM | Greenville | Greenville News-Piedmont Co. |
| WCRS-FM | Greenwood | Grenco, Inc. |
| WTND-FM | Orangeburg | WTND, Inc. |
| WRHI-FM | Rock Hill | York County Bstg. Co. |
| WSNW-FM | Seneca | Blue Ridge Bstg. Co., Inc. |
| WDKX | Spartanburg | The Spartan Radiocasting Co. |
| WSPA-FM | Spartanburg | The Bstg. Co. of the South |

### SOUTH DAKOTA

KOZY, Rapid City | Black Hills Bstg. Co. of Rapid City |

### TENNESSEE

WOPJ-FM | Bristol | Radiophonic Bstg. Sta. WOPJ, Inc. |
| WDDO-FM | Chattanooga | WBOD Bstg. Co. |

### TEXAS

KACC, Abilene | Abilene Christian Col. |
| KRIC-FM | Beaumont | The Enterprise Co. |
| KCLE-FM | Cleburn | Marti, Inc. |
| WVTT | Dallas | Texas Trade School |
| KIXL-FM | Dallas | Variety Bstg. Co., Inc. |
| KRLD-FM | Dallas | KRLD Radio Corporation |
| WRR-FM | Dallas | City of Dallas |
| KSMU-FM | Dallas | Southern Methodist University |
| KDNT-FM | Denton | Harwell V. Shepard |
| KVOF-FM | El Paso | Texas Western College |
| WBAP-FM | Fort Worth | Carter Publications, Inc. |
| KLUF-FM | Galveston | The KLUF Bstg. Co., Inc. |
| KPRC-FM | Houston | The Houston Post Company |
| KTRH-FM | Houston | KTRH Bstg. Co. |
| KUHF | Houston | University of Houston |
| KXYZ-FM | Houston | Shamrock Bstg. Co. |
| KLTI-FM | Longview | Le Tourneau Radio Corp. |
| KRBA-FM | Lufkin | Darrell E. Yates |
| KGBL | Plainview | Wayland Baptist College |
| KISS | San Antonio | The Walmac Co. |
| KITE-FM | San Antonio | Radio KITE, Inc. |
| KTSX | San Antonio | Sunshine Bstg. Co. |
| KTEM-FM | Temple | Bell Broadcasting Co., Inc. |
| KCMC-FM | Texarkana | KCMC, Incorporated |

### UTAH

KEPH, Ephraim | Utah State Agric. Col. |
| KVCX | Logan | Utah State Agricultural College |
| KUTV | Salt Lake City | Utah Bstg. & TV Co. |
| KDBL-FM | Salt Lake City | Intermountain Bstg. & TV Corp. |
| KSL-FM | Salt Lake City | Radio Serv. Corp. of Utah |
### FM STATIONS IN OPERATION

<table>
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<tr>
<th>Call Letters</th>
<th>City</th>
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<tr>
<td><strong>VIRGINIA</strong></td>
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<tr>
<td>WARL-FM,</td>
<td>Arlington; Northern Virginia Bcstrs., Inc.</td>
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<td>WSVS-FM,</td>
<td>Crewe; Southern Virginia Bcstrg. Corp.</td>
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<td>WBTM-FM,</td>
<td>Danville; Piedmont Bcstrg. Corp.</td>
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<td>WEVA-FM,</td>
<td>Emporia; Stone Bcstrg. Corp.</td>
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<td>WSVA-FM,</td>
<td>Harrisonburg; Shenandoah Valley Bcstrg. Corp.</td>
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<td>WLYA-FM,</td>
<td>Lynchburg; Lynchburg Bcstrg. Corp.</td>
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<td>WWOD-FM,</td>
<td>Lynchburg; Old Dominion Bcstrg. Corp.</td>
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<td>WMVA-FM,</td>
<td>nr. Martinsville; Martinsville Bcstrg. Co.</td>
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<td>WGH-FM,</td>
<td>Newport News; Hampton Roads Bcstrg. Corp.</td>
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<td>WRVC,</td>
<td>Norfolk; Larus &amp; Brother Co., Inc.</td>
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<td>WTAR-FM,</td>
<td>Norfolk; WTAR Radio Corporation</td>
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<td>WCOD,</td>
<td>Richmond; Havens &amp; Martin, Inc.</td>
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<td>WLEE-FM,</td>
<td>Richmond; Lee Bcstrg. Corp.</td>
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<td>WRNL-FM,</td>
<td>Richmond; Richmond Newspapers, Inc.</td>
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<td>WRVB,</td>
<td>Richmond; Larus &amp; Brother Co., Inc.</td>
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<td>WDBJ-FM,</td>
<td>Roanoke; Times-World Corporation</td>
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<td>WROV-FM,</td>
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<td>WRFL,</td>
<td>Winchester; Richard Field Lewis, Jr.</td>
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<td><strong>WASHINGTON</strong></td>
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<td>KALE-FM,</td>
<td>Pasco; KALE, Inc.</td>
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<td>KING-FM,</td>
<td>Seattle; KING Bcstrg. Company</td>
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<td>KIRO-FM,</td>
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<td>KISW,</td>
<td>Seattle; Ellwood W. Lippincott</td>
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<td>KOMO-FM,</td>
<td>Seattle; Fisher’s Blend Station, Inc.</td>
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<td>KUOW,</td>
<td>Seattle; Regents of the Univ. of Washington</td>
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<td>KTNT-FM,</td>
<td>Tacoma; Tribune Publishing Co.</td>
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<tr>
<td>KTOY,</td>
<td>Tacoma; Tacoma School District No. 10</td>
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<td><strong>WEST VIRGINIA</strong></td>
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<tr>
<td>WJLS-FM,</td>
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<td>WGVK-FM,</td>
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<td>WKNF-FM,</td>
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<td>WPDX-FM,</td>
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<td>WHKW,</td>
<td>Chilton; State of Wis. State Radio Council</td>
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<td>WHWC,</td>
<td>nr. Colfax; State of Wis. State Radio Council</td>
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<td>WEAU-FM,</td>
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<td>Holmen; State of Wisc., State Radio Council</td>
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<td>WISC-FM,</td>
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<td>WHBL-FM,</td>
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<tr>
<td>WFRH-FM,</td>
<td>Wisconsin Rapids; William F. Huffman Radio, Inc.</td>
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</table>
EQUIPMENT

Radio—TV
Equipment Manufacturers

RTMA Personnel
And Committees

Consulting
Engineers
CONSULTING ENGINEERS
specializing in AM, FM & TV

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Phone: Executive 1230, 5851

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1 Lefevre Lane, New Rochelle, N.Y.
Phone: New Rochelle 6-1620

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309 Carpenter, Des Moines, Ia.
Phone: 7-9272

ANDREW CORP.
303 E. 75th St., Chicago 19, Ill.
Phone: Triangle 4-4400

GEORGE B. BAIREY
1757 K St., N.W., Washington, D.C.
Phone: National 0196

LEE E. BAKER
Landers Bldg., Springfield 4, Mo.
Phone: 2-1951

WILLIAM E. BENNS, JR.
3738 Kanawha St., N.W., Washington, D.C.
Phone: EMerson 2-8071

BERNARD ASSOCIATES
5010 Sunset Blvd., Hollywood 27, Calif.
Phone: Normandy 2-6715
Field Office: 86 Webster Ave., Harrison, N.Y.

A. H. BITTER
233 Parkwood Ave., Toledo 10, Ohio
Phone: Fairfax 6082

RUDY BRETZ
Crotoon-Hudson, N.Y.
Phone: CRoToN 1-3478

WILLIAM W. L. BURNETT
4814 Idaho St., San Diego 16, Calif.
Phone: TaBoT 4943

CRAVEN, LOHNES & CULVER
Munsey Building, Washington 4, D.C.
Phone: District 7-8215

JOHN CRETZ
319 Bond Bldg., Washington 5, D.C.
Phone: Republic 7-2151

MURRAY G. CROSBY
126 Herricks Road, Mineola, N.Y.
Phone: Garden City 7-0284

A. EARL CULLUM, JR.
Highland Park Village, Dallas 5, Tex.
Phone: Justin 6108

GEORGE C. DAVIS
Munsey Bldg., Washington 4, D.C.
Phone: Sterling 3-0111

DOOLITTLE RADIO, INC.
7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: Radcliffe 3-4100

A. JAMES EDEL
212 S. Jefferson St., Peoria, Ill.
Phone: 6-0711

WILLIAM L. FOSS, INC.
927 15th St., N.W., Washington 5, D.C.
Phone: Republic 7-3883

MILLARD M. GARRISON
1519 Connecticut Ave., Washington 6, D.C.
Phone: ADams 2-2261

GEORGE E. GAUTNEY
Warner Bldg., Washington 4, D.C.
Phone: National 8-7757

GILLE Bros.
Phone: Gladstone 6178

GILLETT & BERGQUIST
National Press Bldg., Washington 4, D.C.
Phone: National 8-3373

PAUL F. GODLEY
Paul Godley Co., P. O. Box "J",
Upper Montclair, N. J.
Laboratories: Great Neck, N. J.
Phone: Montclair 3-3000

DR. ALFRED N. GOLDSMITH
597 Fifth Ave., New York 17, N.Y.
Phone: Plaza 3-4150

J. B. HATFIELD
936 35th Ave., Seattle 22, Wash.
Phone: Prospect 7860

RICHARD R. HAYES
210 Olmos Dr., W., San Antonio 12, Texas
Phone: Travis 9751

JOHN B. HEFFELFINGER
815 E. 83rd St., Kansas City 10, Mo.
Phone: Hiland 7010

1222
JOHN V. L. HOGAN
155 Perry St., New York 14, N. Y.
Phone: Chelsea 2-7855

W. J. HOLEY
1146 Briarcliff Pl., N.E., Atlanta, Ga.
Phone: Atwood 3328

GUY C. HUTCHESON
1100 W. Abram St., Arlington, Texas
Phone: AR 4-8721

JANSKY & BAILEY
National Press Bldg., Washington 4, D. C.
Office & Laboratories
1339 Wisconsin Ave., N.W., Wash. 7, D. C.
Phone: ADams 4-2414

WALTER F. KEAN
1 Riverside Road, Riverside, Ill.
Phone: Riverside 7-2153

KEAR & KENNEDY
1302 18th St., N.W., Washington 6, D. C.
Phone: Hudson 3-9000

JOHN J. KEEL
1121 E. Capitol St., Washington 3, D. C.
Phone: Lincoln 4-5131

WORTHINGTON C. LENT
5209 Roosevelt St., Bethesda, Md.
Phone: Oliver 8300

RUSSELL P. MAY
1422 F St., N.W., Washington 4, D. C.
Phone: Republic 3984

WINFIELD SCOTT
McCachren & Associates
2404 Columbia Pike, Arlington, Va.
Phone: Glebe 9096

McINTOSH & INGLIS
777 14th St., N.W., Washington, D. C.
Phone: Metropolitan 8-4477
Lab.: 320 Water St., Binghamton, N. Y.
Phone: 3-3566

JAMES C. McNARY
National Press Bldg., Washington 4, D. C.
Phone: District 1205

PHILIP MERRYMANN & ASSOCIATES
114 State St., Bridgeport, Conn.
Phone: 5-4144

E. C. PAGE CONSULTING RADIO ENGINEERS
Bond Bldg., Washington 5, D. C.
Phone: Executive 3-5670

PREISMAN & BISER
3308 14th St., N.W., Washington 10, D. C.
Phone: Adams 7299

RADIO ENGINEERING CO.
1355 Market St., San Francisco 3, Calif.
Phone: Market 1-8171

GARO W. RAY
Hilltop Dr., Stratford, Conn.
Phone: Bridgeport 7-2465

WILLIAM E. RICHARDSON
1935 S. W. Moss St., Portland 1, Ore.
Phone: Cherry 4070

A. D. RING & CO.
Munsey Bldg., Washington 4, D. C.
Phone: Republican 7-2547

HAROLD B. ROTHROCK
13 Murray Court, Bedford, In.
Phone: 6476

MERL SAXTON
P. O. Box 32, San Marcos, Tex.
Phone: 888

ROBERT M. SILLIMAN
1011 New Hampshire Ave.,
Washington 7, D. C.
Phone: Republican 7-6646

HAROLD C. SINGLETON
4488 S.W. Council Crest Dr., Portland 1, Ore.
Phone: Dayton 1201, 6364

LYNNE C. SMEBY
1311 G St., N.W., Washington 5, D. C.
Phone: Executive 3-8073

T & T RADIO MEASUREMENTS CO.
2559 Atlantic Ave., Long Beach, Cal.
Phone: Long Beach 4-2015

ARCHER S. TAYLOR
P. O. Box 1479 Missoula, Mont.
Phone: 9-1589

WELDON & CARR
1605 Connecticut Ave., N.W.
Washington, D. C.
Phone: Michigan 4151
BRANCHES
4212 S. Buckner Blvd., Dallas 10, Tex.
Phone: Evergreen 1137

MARTIN B. WILLIAMS
7401 East 14th St., Indianapolis 19, Ind.
Phone: Blackstone 0388

NATHAN WILLIAMS
20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 22

RAYMOND M. WILMOTTE
1469 Church St., N.W., Washington 5, D. C.
Phone: Decatur 2-1232

HERBERT L. WILSON
1025 Connecticut Ave., N. W., Wash. 6, D. C.
Phone: National 7161

1223
Before you buy... consider PRESTO

... the finest, most complete line of tape and disc recording equipment available today. Here are just a few of PRESTO’s most popular items designed and precision manufactured for stations and recording companies.

TAPE RECORDERS

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 33⅓ 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: P.Laza 7-7500
Pres., Chairman............ Ross D. Siragusa
Exec. Vice-Prez............. John B. Huarisa
Purchasing.............. Wallace C. Johnson
Pres. & Sales Manager........ Frank J. Kazda
Vice-Prez., Prod............ Lynn C. Park
Vice-Prez., Purchasing...... Cy S. Rossate
Treasurer................ George E. Drisell
Industrial Relations Mgr...... F. H. Uriell
Counsel Mgr.............. Edgar C. Bauler
Adv. Dir.............. Seymour Mintz
Public Relations Dir........ Martin Sheridan
Service Manager........ M. J. Schinke
PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-phonographs, Dual-Temp and conventional refrigerators, electric ranges, home freezers, room air conditioners, dehumidifiers.

Allen-Bradley Company
136 W. Greenfield Ave., Milwaukee 4, Wis.
Phone: Mitchell 5-6151
Pres.-Sales Manager............. F. F. Look
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'l Corp.
Service Mgr.............. G. W. Vater
PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contacts, 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, III.
Phone: H.Amarkt 1-6800
Pres. & Gen. Mgr............. A. D. Davis
Treasurer............. A. E. Davis
Merchandising Manager...... Alex Brodsky
Purchasing Agent............ L. M. Dezettel
Sales Manager........... S. H. Levey
Sales Promotion Mgr........ J. W. Rubin
Gen. Superintendent........ W. M. Kordiemon
Office Manager............. A. Shapiro
Operations Manager........ Fred Schurstein
PRODUCTS: Distributors of radio, TV,

and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Amperex Electronic Corp.
230 Duffy Ave., Hicksville, N. Y.
Phone: Hicksville 3-6200
Pres. & Sales Manager............. Sam Norris
Dir. of Engineering............. Simeon Weston
Purchasing Agent.............. Arnold Frick
Advertising Mgr.............. Louis Shappe
Export Manager.............. Rocke International
PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrons, Special Purpose, Vacuum Condensers, Sub-miniture tubes, Germanium Diodes, all tube accessories, etc.

Ampex Electric Corp.
934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1471
Chmn. of Board............. T. Kevin Mallen
President................ A. M. Poniatoff
V.P.-Gen. Mgr.............. George I. Long
Secretary.............. C. E. McSharry
Gen. Sales Mgr.............. 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............. Harold Westhoff
Purchasing Agent.............. Albert A. Goffstein
Export Managers.............. Rocke Intern'l Corp.
Service Manager............. Allan Degnan

Amy, Aceves & King, Inc.
11 W. 42nd St., New York 36, N. Y.
Phone: LOngeac 5-6622
President.............. Ernest V. Amy
V.P-Treas., Pur. Agt............. 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.I.C.1, N.Y.
Phone: STILL w. 4-5111

1225
PROJECTORS

THIS LITTLE DESIGNER HAD PROBLEMS
(Just wasn't told about scale, screen-size or the like . . .)

AND MAINTENANCE HAD THEIRS, TOO
(Somebody sold somebody on something somehow . . . !)

SCREENS

HERE EVERY SCENE HAD A "HOT-SPOT"
(Bright as can be . . . but not for TV . . .)

WHILE THIS LAD GOT NO LIGHT THROUGH
(Who said what about foot-candles?)

SLIDES

BUT THIS STATION MANAGER BEING A SMART STATION MANAGER CALLED ON TRANS-LUX TO EQUIP HIS STUDIO WITH THE VERY FINEST IN REAR-PROJECTION AND SO HIS SHOWS WERE FAR BETTER AND HIS ENTIRE STAFF MUCH HAPPIER ALL THE DAY LONG.

Trans-Lux CORPORATION
Tele Process® Division

1270 SIXTH AVENUE, NEW YORK, N. Y.
EQUIPMENT MANUFACTURERS

**President** ............ Frank A. D. Andrea
**Sales Manager** ............ Lynn Eaton
**Gen. Sec. & Chief Engineer** ............ H. J. Heindel
**Service Mgr.** ............ Joseph Haug
**Credit Manager** ............ Victor J. Buck
**Purchasing Agent** ............ Bruce B. Donald
**Industrial Relations Mgr.** ............ John Andrea
**Export Manager** ............ Ramon 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
N. Y. Phone: RIddgewood 6-9181
Chairman, Bd. of Dir. .... Dr. V. J. Andrew
V.P. & Gen. Mgr. ............ C. R. Cox
Mfg. Manager ............ E. A. Kooyman
Chief Engineer ............ J. S. Brown
Dir. of Research ............ W. M. Scheldorff
Sales Manager ............ J. A. Estelle

PRODUCTS: Coaxial transmission line for TV-FM-AM, FM antennas, (special) TV antennas, antenna phasing and tuning equipment, monitoring equipment (AM), microwave link antennas and cable, VHF equipment.

**Ansley Radio & Television, Inc.**
85 Tremont St., Meriden, Conn.
Phone: 5-0660

President ............ T. S. Harris
Vice-President ............ A. A. Zachow
Secretary ............ T. S. Harris, Jr.


**The Astatic Corporation**
Harbor & Jackson Sts., Conneaut, O.
Phone: 12-656

President ............ L. D. Cahoon
Vice- Pres. & Gen. Mgr. .... George B. Fraser
Secretary ............ F. H. Kuhlman
Asst. Secy. ............ H. L. Kerr
Chmn. of Bd. & Asst. Treas. .... James H. Ross
Chief Engineer ............ G. A. Morrell, Jr.
Plant Superintendent ............ R. G. James
Purchasing Agent ............ J. P. Yohe

PRODUCTS: All channel TV & FM boosters, U.H.F. converters.

**Audak Company**
500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723-3724

President ............ Maximilian Weil
Vice-President ............ Geo. V. Sullivan
Advertising ............ Hart Lehman
Purchasing Agent ............ 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

PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

**Audio Masters Corp.**
341 Madison Ave., New York 17, N. Y.
Phone: MUrray 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 ............ W. Oliver Summerlin
Vice-President ............ Kenneth B. Booth
Vice-President ............ Fred M. Thrower
Treas. & ASt. Secy. ............ Paul Hilton
Secretary ............ Joseph Connolly
Sales Promotion ............ Leon A. Wortman


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EQUIPMENT MANUFACTURERS

Automatic Manufacturing Corp.
65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100
President ................. Martin H. Benedek
Vice-President ............ Moses Shapiro
Vice-President, Charge of Sales... Bert E. Smith
Chief Engineer ............ Joseph A. Mazzola
Comptroller .............. M. E. Silver
V.P. Charge of Operations... J. A. Heimbuch

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: 4762
President ................. John F. Beasley
Vice-President ............ Marvin W. Kyger
Vice-President ............ Lothar E. Berg
Secretary-Treas. .......... James H. Beasley
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. F. B. Kerr
Chief Engineer ............ J. M. Miller, Jr.
Service Manager ........... W. P. Muller
PRODUCTS: 17", 21" and 27" TV receivers, both table models and console AM and FM console receivers.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.
Baltimore 4, Md.
Phone: Towson 2200
General Manager ............ E. K. Foster
Asst. Gen. Manager .......... A. E. Welch
Chief Engineer ............. J. Miller
Merchandising Manager ..... C. J. Hassard
Purchasing Agent .......... J. L. Winchester
PRODUCTS: Radio and Television Receivers.

The William Brand & Co., Inc.
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. Garey
Credit Manager ........... H. K. Lathrop
Chicago Office, 1313 W. Randolph St.
Phone: SEelely 8-0345

Brook Electronics, Inc.
34 DeHart Pl., (Box 491), 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 and systems.

Pembrex TV
COMPLETE REAR SCREEN PROJECTION SERVICE
PROJECTORS — SCREENS — FRAMES — SLIDES — FOOTAGE

FOR LIVE OR FILM TV
ABC — NBC — CBS

1969 S. Vermont Ave. Phone:
Los Angeles 7, Calif. REPUBLIC 1-3111
Browning Laboratories, Inc.
750 Main St., Winchester, Mass.
Phone: WInchester 6-2121
President ..................G. H. Browning
Vice-President ................R. L. Purrinton
Chief Engineer ..................F. A. Spindell
Production Manager ............J. C. Sullivan
PRODUCTS: FM tuners; FM-AM tuners; frequency meters, cathode ray oscilloscopes. Regulated power supplies and square wave generators. Standing wave amplifiers.

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 ke 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 lugs, 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
Exec. V.P. ..................B. S. Turner
V. P. & Gen. Sales Mgr. ....W. A. Nicely
Secy.-Treas. ..................J. Mayo Lenz
Chief Engineer ..............W. H. Budd
General Superintendent ....G. M. Cooper
Industrial Relations Mgr. ...A. M. Daily
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
N. Y. Phone: MUrRAY Hill 9-2518
Chairman of the Bd. ............John Mucher
President ..................Victor Mucher
Sales Mgr. Distributors
Div. ..................Fran Chamberlain
Secretary ..................Arthur Richenthal
Exec. Vice-Pres. ............George Mucher
V. P. in Chg. of Sales .......I. J. Youngblood

N. Y. Phone: MUrRAY Hill 9-2518
PRODUCTS: Volume controls, tone controls, wire wound power resistors, glassbomb, resistor tubes, voltage dividers, L & T pads, attenuators. Decade Bos, 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. H. Hoeppner
Secretary and Asst. Treas. ...C. H. Wiggin
Director of Sales ..............Louis J. Collins
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, Ia.
Phone: 3-0281
N. Y. Phone: LOngeac 4-3930-1-23
President ..................Arthur A. Collins
Executive V. P. (New York) .W. J. Barkley
Vice-Pres.-Gen. Mgr. ............R. S. Gates
V. P. Chg. Eng. & Mfg. .........L. M. Craft
Secretary-Treasurer ............S. J. Storm
PRODUCTS: Standard radio 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. Airborne navigation equipment.

Columbia Records, Inc.
1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-1818
N. Y. Phone: Circle 5-7300
President ..................James B. Conkling
Exec. V. P. ..................Goddard Lieberson
V. P. in Chg. of Sales ...........P. J. Wexler
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. ...............Irving Townsend
Export Mgr. ...............L. V. Ruysschaert
Secretary ..................K. Raine
Order Service Mgr. ..........E. P. Eldridge
Continental Electric Co.
715 Hamilton St., Geneva, Ill.
Phone: GENeva 4140
President .......................... H. R. McIlvaine
Credit Manager .................. J. E. DeVleshower
Chief Engineer ................... Henry Kent
Sales Manager .................... E. C. Hanson
PRODUCTS: Phototubes, rectifier tubes, thyatrons, lead sulfide cells, TRU VAC 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: AM transmitters 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
Vice President .................... Harry M. Hosier
Vice President .................... Jesse T. Littleton
Vice President .................... William C. Taylor
Asst. Secretary ................... Wm. W. Sinclair
Asst. Secretary ................... Frederick H. Knight
Asst. Treasurer .................... C. H. Kruidenier
Mgr. Elec. Products Div. ........... J. L. Hanigan
Sales Mgr. Electronic Sales Dept. .......... J. S. Muller
Purchasing Agent ................ F. S. Conable
Dir. Public Relations ............ Hadan Logan

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators.

Cornish Wire Co., Inc.
15 Park Row, New York 7, N. Y.
Phone: BArclay 7-5140
President .......................... John Cook
Treasurer ........................... J. C. Stagg
PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.
1329 Arlington St., Cincinnati 25, O.
Phone: Kirby 6600
N. Y. Phone: MURray Hill 3-0202
Vice-Pres. & Gen. Mgr. ............. John W. Craig
Vice-Pres. & Gen. Sales Mgr. .... Wm. A. Blees
Gen. Works Mgr. .................. F. L. Meacham
General Controller .................. L. W. Adkins
Controller .......................... W. A. Smith
Director of Purchases ............ Frank W. Warner
Director of Industrial Relations .... Paul W. Deubery
Asst. Gen. Sales Mgr. in Chg. .... R. K. White
Sales Prom. & Adv. .................. E. W. Gaughan
Dir. of Public Relations ......... Varley P. Young
Sales Mgr. Electronic.............. H. E. McCullough
Mgr. Electronic Eng. ............... D. B. Nason
Credit Manager ................... John J. Hope, Jr.
Director of Exports ............... Tye M. Lett, Jr.
Traffic Dept. Mgr. ............... Frank C. Partlan

Crosley Radio & Television, Ltd.
121 McCormack Street
Toronto 9, Ontario, Canada
Phone: Lindhurst 1186
Vice-Pres. & Gen. Mgr. ............ Ivor M. Leslie
Gen. Sales Mgr. .................. Alex Peters
Asst. Secy. & Treas. ............... J. M. Reynolds
Plant Supt. ....................... H. Roper
Purchasing Agent ................. H. C. Fisher
Chief Engineer .................... R. W. Walker
Service Manager ................. W. Whitall

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Allen B. Du Mont Laboratories, Inc.
750 Bloomfield Avenue, Clifton, N. J.
Phone: Mulberry 4-7400
for all divisions
President ......................... Allen B. Du Mont
Vice-President ..................... Stanley F. Paterson
Gen. Asst. to Pres. .............. Keeton Arnett
Research Director ................ T. T. Goldsmith, Jr.
Dir. of Oper., TV Receiv. & Cathode-ray Tube Div. ... Irving G. Rosenberg
Dir. of Oper., Trans. & Instru., Div. .......... C. E. Williams
Dir. and Gen. Mgr., Du Mont Televis. Netw... Chris J. Witting
Dir. of Advertising .............. Douglas Day
Controller ...................... B. L. Graham
Indus. Relat. Dir. .............. Harry Houston

Teleset Division
35 Market St., E. Paterson, N. J.
Director of Operations ............. Irving G. Rosenberg
General Sales Manager ........... Dan D. Halpin
Produc. Control Mgr. ............. H. A. Whitehead
Chief Engineer .................. R. T. Cavanaugh
Purchasing Agent ............... William Paten
TV Receivers, Yokes, Transformers, Timers, Coils, Other Parts, and Government Electronic Equipment
Cathode-ray Tube Division
750 Bloomfield Ave., Clifton, N. J.
Dir. of Operations—Irving G. Rosenberg
Division Manager—F. P. Rice
Mfg. Manager—William Carlin
Prod. Control Mgr.—J. Fisher
Chief Engineer—A. Y. Bentley
Gen. Sales Mgr.—William C. Scales
Purchasing Agent—A. R. Dutcher
Mgr. Replacement Sales—Edward B. Hinck
TV Receivers, Industrial and Special Purpose Cathode-ray Tubes

Transmitter Division
1500 Main Ave., Clifton, N. J.
Dir. of Operations—C. E. Williams
Division Manager—H. E. Taylor, Jr.
Asst. Division Mgr.—R. E. Kessler
Prod. Control Mgr.—M. Harris
Engineering Manager—G. S. Gregory
Sales Manager—J. B. Tharpe
Television transmitters, Cameras, Studio Equipment, Field and Remote Equipment, Government Electronic Equipment

Instrument Division
1500 Main Ave., Clifton, N. J.
Dir. of Operations—C. E. Williams
Division Manager—Rudolf Feldt
Asst. Division Mgr.—Dr. P. S. Christaldi
Prod. Control Mgr.—F. W. Sharpwinkle
Engineering Manager—G. R. Mezger
Sales Manager—E. G. Nichols
Design and manufacture of Cathode-ray Oscillographic and Associated equipment; Oscillographic recording and government electronic equipment

Research Division
2 Main Ave., Passaic, N. J.
Dir. of Research—T. T. Goldsmith, Jr.
Dir. Tube Res. Laboratory—S. J. Koch
Mgr., Patent Department—R. G. Pelton

Government Contracts, Negotiation and Bid Division
750 Bloomfield Ave., Clifton, N. J.

Manager—C. E. Williams
Assistant Manager—J. N. Lord, Jr.
Washington Representative—Zeus Soucek
De Sales Bldg.,
Phone: Metropolitan 1232

International Division
Empire State Bldg., 350 Fifth Ave.
New York, N. Y.

Phone: Murray Hill 8-2600

Director—Ernest A. Marx


Ectro, Inc.
425 S. Sandusky St., Delaware, Ohio
Phone: 3-1201

PRODUCTS: Complete battery-operated tape recorders, chargers, earphones; particularly adapted to use in the radio and TV fields.

Hugh H. Eby, Inc.
Phone: D'Avenport 4-7000

President—James L. Hawley
Vice-President—Bernard Offerman
Secretary-Treasurer—Jules Sussman
General Manager—Joseph M. Vananzi
Chief Engineer—E. E. Ritter
Purchasing Agent—A. A. Hankinson

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, rack and panel connectors, battery plugs and connectors.

Electronic Specialty Co.
3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168

Chicago Phone: Superior 7-7572

President—William H. Burgess
Sales Mgr. (Shavex Div.)—Wm. F. Edwards
Div. Mgr., TV—L. G. Burgess
Div. Mgr., Contracts—D. A. Marcus

PRODUCTS: Electronic Equipment-Con- tract Division: Sensitomiter 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. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres., Chief Eng.—Henry S. Bamford
Vice-President—Theo. T. Toole
Credit Manager—William R. Morris
Purchasing Agent—Jacob G. Grauer
Sales Manager—Robert F. Brunner

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.
Phone: ORegion 5-7000

President—B. Abrams
Secretary-Treasurer—M. Abrams
Exec. Vice-Pres.—Dorman D. Israel
EQUIPMENT MANUFACTURERS

V.P. Govt. Contracts............Morton P. Rome
V.P. Purchasing................Harve Tullo
V.P. Works Manager..............E. J. Kelly
Controller......................A. Vogel
V.P. Dir. of Engineering........R. T. Capodanno
Director of Sales..............S. M. Abrams
Distribution Manager............Joseph Kattan
Sales Promotion Mgr...........Albert Leon
Public Relations Mgr.............E. F. Solow
Export Manager..................Joseph Kattan
Personnel Manager...............P. R. Certo
Parts Sales-Service Mgr........Floyd Makstein


Espey Manufacturing Co., Inc.
528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treasurer...........Nathan Pinsley
V.P. & Sales Adv..............W. Walter Jablon
Vice-Pres. & Secy.............Sol Pinsale
V.P. Eng.........................Sam Sack


Fairchild Recording Equipment Corp.
154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President......................Sherman M. Fairchild
Exec. Vice-Pres................Ray F. Crews

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pickup equalizers; unitized amplifier systems and audio systems. Special development projects.

Federal Telecommunications Laboratories, Inc.
500 Washington Ave., Nutley, New Jersey

An IT&T Associate

President.......................Admiral Carl F. Holden
V.P. and Comptroller.............J. G. Copelin
V.P., Systems and Commercial Research and Development Laboratories........W. Hatton

PRODUCTS: Complete Television Transmitting and Studio VHF and UHF Equipment including TV Mobile Pickup Units and Microwave Links.

Federal Telephone and Radio Corp.
100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

President......................H. C. Roemer
Vice-President................W. Hatton
Vice-President................S. J. Powers
V.P., Gen. Sales Mgr...........R. S. Perry
Vice-President................F. B. Powers
Asst. to V.P....................G. T. Scharffenberger
Comptroller....................R. D. Osborne
Secretary......................W. B. Levet
Treasurer......................E. O. Ogilvie, Jr.
Dir. Vacuum Tube Div...........W. Happe, Jr.
Dir. of Selenium Intelin 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.

The Gabriel Co.
Workshop Assoc. Div.
Endicott St., Norwood, Mass.
Phone: Norwood 7-3300

V.P., Elec. Div.................G. G. Greene
Sales Mgr.....................C. W. Creaser, Jr.
Division Mgr...................J. Van Epps

PRODUCTS: UHF-TV Transmitting Antenna and Related Components.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.
Phone: 8202

N. Y. Phone: MUrray Hill 9-0200

President......................P. S. Gates
Vice-President................L. I. McEwen
Secretary......................A. S. Petzoldt
Chief Engineer...............F. W. Wentura
Works Manager...............Kell Todd
Purchasing Agent...............John Bowers

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.
General 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..........Martin Cottrell
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. Engineering.........I. J. Kaar
Mgr. Marketing............E. H. Vogel
Mgr. Finance.............G. L. Chamberlin
Mgr. Mfg..................W. M. Barker
Counsel...................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. Metcalfe
Gen. Mgr. Tube Dept......J. M. Lang
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. Fritzsche
V.P.-Sales Mgr., Motor Div..H. E. Moon
Sales Mgr., Plastic Div......Steve Hitebrant
Purchasing Agent..........Clete Heidrich
treasurer..................C. F. Russert
Chief Eng., Motor Div.......Howard Shumaker
Chief Eng., Plastic Div.....Russell Smith
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
Exec. Vice-Pres...........M. Cohen
V.P., in Charge Mfg........T. E. Keller
Treasurer..................A. Konecny, Jr.
Controller................R. L. Klabin
Sales Manager.............E. A. Freed
Chief Engineer.............B. N. Fisher
Credit Manager...........W. W. Anderson
Dir. of Purchases.........C. B. L. Townley
Export Agents............Ad. Auriema, Inc.
PRODUCTS: Television Front End Tuners, Variable Condensors, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.
2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 2-0707
President.................Morris Perlman
Chief Engineer............Dr. Einar Hedin
Purchasing Agent..........Arthur Kossnar
Eastern Sales Mgr.........R. M. Perlman
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
V.P., Gen. Mgr.............J. W. Murray
V.P., Managing Dir......R. L. Garman
Comm. Director............Blair Foulds
Chief Engineer............F. N. Gillette
Gov't Contract Rep........W. Cooper
PRODUCTS: Television Studio and Mobile Equipment including Camera Chains, Projectors, Switchers, Syn Generators, and Video Recording equipment; also Theater Television equipment.

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 Engng. Mgr..........J. M. T. Smith
Export Mgr................S. W. DeBlois
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..................W. E. Henges
Vice-President............G. F. Hessler
Cenl. Communications
Sales Mgr................J. W. La Marque
Mgr., Electroic Sales....G. I. Jones
PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.
The Hallicrafters Co.
4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300
President ......................... Wm. J. Halligan
Exec. Vice-Pres. ................. R. W. Durst
Gen. Sales Mgr. ................. Michael D. Kelly
Chief TV Engineer ............... H. J. Adler
Advertising Manager .......... John S. Mahoney
Service Manager ............... Norman Cooper
Credit Manager ................. Cal A. Shera
Radio Sales Mgr. ............... William J. Halligan, Jr.
PRODUCTS: TV Receivers, Short-Wave
“Ham” Transmitters, and Receivers, Portable
Radios, FM/AM Radios, Two-way radio-
telephone equipment.

The Hammarlund Mfg. Co., Inc.
460 W. 34 St., New York 1, N. Y.
Phone: LOngacre 5-1300
President ...................... Lloyd A. Hammarlund
Treasurer .................... Joseph Lush
Sec. & Comptroller .......... Edward A. Wittmer
Production Manager ...... Hugh A. McCloskey
Sales Manager ............... Robert B. Moon
Chief Engineer .............. S. H. Van Wambeck
Advertising Manager ...... Dale Samuelson
Personnel Director .......... George Gulich
Purchasing Manager ....... William Griffin
PRODUCTS: Communication receivers,
variable capacitors, remote supervisory
controls, diversity receivers.

Harvey Radio Laboratories, Inc.
447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
President ...................... Frank Lyman, Jr.
Dir. Contract Adm. ...... Norman W. Bertelsen
Sales Engineer .......... E. J. Vogel
Clerk of Corp. ............ R. W. Martin
Chief Engineer .......... B. J. Cosman
Purchasing Agent ......... Frank C. Waterhouse
Comptroller ............... Gordon C. Genther
Production Mgr. ........... E. Douglas Papkee
Personnel Director ....... Mary Rizzitano
PRODUCTS: High fidelity FM broadcast
transmitting and studio equipment, short
wave telephone and telegraph transmitters,
high fidelity FM broadcast receivers, regu-
lated power supplies, I-F strips, visual align-
ment signal generators, galvanoscopes and asso-
ciated radio and electronic equipment, two-
way emergency communications equipment.

Haydu Brothers
P. O. Box 1226, Plainfield, N. J.
Phone: Plainfield 6-0878
President ...................... George K. Haydu
Vice-Pres. and Secy. ...... Zoltan Haydu
Chief Engineer .............. Ben Artau
Sales Manager .............. Joseph Bozzelli
Purchasing Agent .......... Vincent Perrucci
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 spe-
cial purpose lamp machinery. Precision
machine parts and wire and forming parts.

Hazeltine Electronics Corp.
58-25 Little Neck Pkway, Little Neck, L. I.,
N. Y.
Phone: FLushing 7-8700
President ...................... F. Robinson
Executive Vice-Pres. ...... J. B. Dow
V.P. in Chg. of Engrng .... O. M. Dunning
V.P. in Chg. of Mfrs. .... J. Willenbecher
Director of Procurement . M. E. Bahr
Mgr. Sales .................. F. Mansur
PRODUCTS: Military types of radio
and radar equipment. Air and marine electron-
ic navigational equipment. Radio, radar and
TV test equipment for laboratory and pro-
duction testing.

Hytron Radio & Electronics Corp.
(Division of CBS, Inc.)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360
N. Y. Phone: MArket 3-5832
President ...................... Bruce A. Coffin
Chairman of Board-Treas. ... Lloyd H. Coffin
Vice-President ............. Edgar M. Batchelder
Vice-Pres. & Sales Mgr. .... Lloyd H. Coffin
V.P., Chg. of Engineering ... C. F. Stromeuler
Advertising Manager ...... Harry G. Burnett
Credit Manager .......... M. S. Jones
Purchasing Agent .......... Edward R. Carroll
Industrial Relations Mgr. ... A. S. Nelson
Export Manager .......... W. L. Urquhart
PRODUCTS: Receiving and electronic
tubes; special purpose tubes, germanium
diodes, TV picture tubes.

The Indiana Steel Products Co.
Valparaiso, Indiana
Phone: 178
Pres. & Treas. ............... A. D. Plamondon, Jr.
V. P. & Gen. Mgr. .......... R. P. Smith
Vice-Pres., Engineering .... C. A. Maynard
Asst. Sales Mgr. ........... I. A. Dickey
PRODUCTS: Permanent Magnets, Ion
Traps, Magnetron Magnets, Magnet Assem-
blies.

Insuline Corp. of America
3602—35th Ave., Long Island City 1, N. Y.
Phone: AStoria 8-3738
President ...................... S. J. Specter
Secretary-Treasurer .......... A. S. Specter
General Sales Mgr. .......... B. L. Cahn
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: MAmsfield 6-7161
N. Y. Phone: BARclay 7-8972
Pres., Chair. of Board ............. J. M. Benman
Exec. Vice-Preas. ........... E. J. Benman
Vice-Preas., Engineering ........... L. Maurer
Treasurer ................. W. S. Minter
Secretary ................. V. E. Lee
Sales Manager ............. J. D. O'Brien
Export Manager ............ M. J. Schmitt
Works Mgr. ............... F. C. King
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.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600
President .................. Thomas A. White
Vice-President .............. Charles A. Hansen
Vice-President .............. Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.
6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEsonhurst 6-9200
President .................. Julius Finkel
Vice-President .............. Albert Finkel
Secretary-Treasurer ....... Edward Finkel

PRODUCTS: VHF-UHF TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test probes, phono needles, grille cloth, dial pointers, steel rule and . . . wire gauge, line cords, resistance cords, AC service cords, “Sockets” 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
Commodity Manager .......... 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
Engineering Director .................. W. W. Dean
Mgr. of Operations .................. J. D. Galligan

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.

Lomac Company
Box 1083, Macon, Ga.
Phones: 3-7437-8
President .................. J. T. Love
Vice-Pres. .................. J. M. McFerrin, Jr.
Sec'y-Treas. .................. Al Lowe
PRODUCTS: Manufacturers of antenna masts and other electrical components.

Machlett Laboratories, Inc.
1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781
President .................. R. R. Machlett
Exec. V.P. .................. Dean S. Edmonds
Vice-Pres. of Sales ............... W. E. Stevenson
Treasurer .................. J. A. Lambert
V.P. of Production ............... J. W. Skehan
Mgr. Engineer .................. T. H. Rogers
Adv. Mgr. .................. A. F. Machlett
Industrial Rel. Mgr. ............. R. Gordon Hamblen
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 Freedman
V.P. & Secretary .................. Gerard M. Ungaro
Treasurer .................. J. S. Sturgeon
Dir. of Engineering ............... John Rankin
Asst. to Pres. (Mfg.) ............ D. C. Carter
V.P.-Gen. Mgr. (Gov't.
Prod. Division) ................. R. A. Wilson
Chief Television Engineer ........ Frank Norton
Chief Radio-Phonograph
Engineer .................. R. H. Dreisbach
Radio & TV Div. ............... Stewart Roberts
Dir. of Adv. & Public
Rela'tions .................. Lauren K. Hagaman
Sales Manager—Industrial & Defense Prod.
Div. .................. Stanley S. Sondles
Sales Mgr. Spec. Devices ........ John C. Koonz
Service Mgr. RP & TV .......... Ray J. Yeranko

Majestic Radio & Television, Div. of Wilcox-Goy Corp.
70 Washington St., Brooklyn 1, N. Y.
President .................... Leonard Ashbach
Vice-President, Gen. Mgr. ....... Barnett S. Trotz
Vice-President .................. Maurice Raphael
Secretary ..................... Arthur Homans
Advertising Mgr................. Joseph G. De Vecio
Chief Engineer ................. Frank Dieli

PRODUCTS: TV receivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations.

J. A. Maurer, Inc.
37-01 31st Street, Long Island City 1, N. Y.
President ..................... John A. Maurer
Treasurer ..................... Daniel R. Ehrlich
General Manager .............. Donald G. McKay
Sales Manager ................. Lewis A. Root
Chief Elec. Engr ............... Laube Fanoee

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Miles Reproducer Co., Inc.
812 Broadway, New York 3, N. Y.
President ..................... George Ruskin
Sec.-Gen. Mgr. ................. J. M. Kuhlik, Sc.D.
Chief Engr. ................... I. W. Kuhlik
Purchasing Agent .............. J. V. Conniff
Treasurer ..................... H. B. Kuhlik
Advertising Mgr ............... B. Burns

PRODUCTS: “Walkie-Recordall” 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.
150 Exchange St., Malden 48, Mass.
President ..................... James Millen
Sales Mgr. ..................... E. E. Williams
Credit Manager ............... Frances Bease
Purchasing Agent ............. George E. Pike
Chief Engineer ............... Wade Caywood


Mirror Record Corp.
40-25 206 St., Bayside, L. I., N. Y.
President ..................... Paul V. Galvin
Exec. Vice-Pres. ............... Robert W. Galvin
V.P. Cons. Prod. Div. .......... Elmer H. Wavering
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
V.P. in Charge Sales .......... William H. Kelley
Special Mds. Mgr. ............. E. A. Holsten
Prod. Mgr., Radio Div. ......... Jack Davis
Prod. Mgr., TV & Handle

Talkie Units ................... E. Passow
Dir. Adv. Sales Prom ........... Ellis L. Redden
Sales Mgr., Cons. Prod. Div. .. James Herbert
Credit Manager ............... Henry Kleinhaus
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.
President ..................... Leslie F. Muter
Vice-Pres. & Sales Mgr. ...... K. E. Rollefsen
Vice-Pres. & Credit Mgr. ...... A. A. Dailley
Purchasing Agent ............. D. R. Capparelli


National Carbon Co.—Div. of Union Carbide & Carbon Corp.
30 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-8000
EQUIPMENT MANUFACTURERS

Chairman of Board .......... J. M. Spangler
President .......................... A. S. Johnson
Exec. Vice-President ............... C. O. Kleinsmith
Exec. Vice-President ............... P. M. Buhrer
Vice-President .......................... A. C. Bryan
V.P., Adv. Sales Mgr. .............. H. M. Waren


National Union Radio Corp.
350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President ....................... K. C. Meinken
V.P. in Charge of Research ... A. M. Skellett
Equipment Sales Mgr. ... K. C. Meinken, Jr.
Renewal Sales Mgr. .......... V. K. Ulrich
Treasurer ............................. J. E. Murray
Secretary ............................. J. V. Deevy
Credit Manager .......................... H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, transistors and germanium diodes.

New York Transformer Co., Inc.
Third Ave., Alpha, N. J.
Phone: PHillipsburg 5-1143

President ....................... Joseph B. Schaefcr
Adv. Manager ...................... Thomas B. Armstrong
Chief Design Eng. ................. Ernest D. Belanger
Chief Engineer .......................... George Pappas
Purchasing Agent .......................... Carl Seefcr
V.P. Mfg. ................................. A. H. Coover
V.P. Finance ............................ 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 5-6100

President ............................. J. D. Ceadcr
V.P., Gen. Sales Mgr. ............... Hugo Sundberg
Secy. & Treas. ....................... David E. Davis
Chief Engineer .......................... K. H. Wessel
Works Manager ..................... A. Sorice
Purchasing Agent .......................... H. Corey

PRODUCTS: Loud speakers, dial lamps, transformers, focus coils, miscellaneous coils.

Packard-Bell Company
12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Arizona 7-6721

President ....................... Herbert A. Bell
Exec. 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 ........................

President ....................... 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 2-7234

N. Y. Phone: Pelham 8-0120

President ....................... Irving Rossman
Treasurer ............................. Bernard Sahlin
Secretary ............................. Theodore Rossman
Chief Engr. ....................... Rudolph A. Bierwirth
Comptroller ........................... Marshall Peiros
Production Chief ....................... Irving Dubrin
Purchasing Agent .......................... Donald Norlander

PRODUCTS: Tape recorders, tape playback units, electronic mike mixer, basic tape mechanism, pre-amplifiers, AM Tuner, foot pedal, speaker and baffle, continuous tape magazine, large reel adapter, telephone pick-up, and other accessories.

Philo Corp.
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.-Sales-TV & Radio Div. .......... Frederick D. Ogilby
V.P., Gen. Sales Mgr. ............... John M. Otter
V.P.-Finance ............................ Courttnay Pitt
V.P.-Service & Quality ............. Henry T. Paiste, Jr.
V.P.-Research ........................... David B. Smith
V.P.-Adv. ................................. John F. Gilligan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, 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, Television — Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay, Tubes: Receiving, Cathode Ray Receiving, UHF Converters, TV Boosters.

1238
PEMBREX TV (Div. PEMBREX Theater Supply, Inc.)
Phone: RRepublic 1-3111

President........................Louis M Wutke
Vice-President....................Edwin C. Wutke
V.P. in Chg. of TV.............Lois E. Landon

PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumens. PEMarc Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsync motors and 16 and 35 mm Rear Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TVs most complete still and moving plate (slide and footage) library available. TV Model Visualcast for prompting, special effects and layovers.

Philmore Manufacturing Co., Inc.
113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President.............................M. L. Granat
Vice-President......................Gary Granat
Chief Engineer.....................Reginald Burke
Treasurer............................Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.
3706-36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President..............................Isador Goldberg
Vice-President.....................J. N. Benjamin
Secretary-Treasurer..............I. W. Wyckoff
Sales Manager.....................J. I. Benjamin
Purchasing Agent...............Paul Lefko
Chief Engineer....................Richard Shottenfeld

PRODUCTS: AM-FM table models and phonon combinations, portable radio receivers, and TV receivers. AM-FM Timers Amplifiers, Pre-Amplifiers.

Presto Recording Corp.
P. O. Box 500, Paramus, N. J.
Phone: DIamond 3-5700

President..............................George J. Saliba
Secretary...........................Morris M. Gruber
Treasurer...........................Benjamin Comptroller
..................................Ruth B. Sholes
Sales Manager.....................Thomas B. Aldrich
Asst. Sales Mgr....................Austin B. Shules

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: STagg 2-3464

President............................Dr. D. L. Jaffe
Chief Engineer.....................P. H. Odessey
Chief Systems Engr................Leo Gross

Production Manager...............Victor Gross


Radio Condenser Co.
Davis & Copewood Sts., Camden 3, N. J.
Phone: EMerson 5-5500

President.............................R. E. Cramer
Exec. Vice-President...............W. W. Paul
Vice-President.....................R. E. Cramer, Jr.
Sales Manager.....................E. J. Penberthy
Chief Engineer.....................J. S. Robb

PRODUCTS: VHF and UHF TV Tuning Devices, Variable Air Condensers, Variable Air Capacitors and Tuners for Government and Special Communications Equipment. Automotive push-button permeability Tuning Units.

RCA Victor Division, Radio Corp. of America
Front & Cooper Sts., Camden, N. J.
Phone: WOodlawn 3-8000

Vice-President.....................Emanuel Sacks
V.P. and Gen. Mgr................W. A. Buck
Oper. Vice-President.............C. M. Odorizzi
V.P. Chg. of Consumer Prod....J. B. Elliott
V.P. Chg. of Tech. Prods........L. W. Teegearden
V.P., Chairman Bd, RCA Estate

Appl Corp............................R. A. Seidel
V.P. in Chg. Org. Develop........E. M. Tuft
General Attorney................S. E. Ewing
V.P. Chg. Home Department......H. G. Baker
V.P., Dir. Reg. Operations........P. A. Barkumeier
V.P. Chg. Tube Dept................R. T. Orth
V.P. Chg. Fin........................J. S. Carter
V.P. Chg. Materials..............V. deP. Goubeau
V.P. Chg. Eng........................D. F. Schmit
A. & R. Manager....................Ben Selvin
Dir. Plant Eng.....................Frank Sleet
Dir. Accounting....................D. L. Trouant
Dir. Personnel.....................A. F. Watters
Dir. of Tech. Prods................H. V. Somerville
Dir. of Pub. Rel....................Julius Haber
Dir. of Cons. Prod. Advstg.......R. H. Coffin
V.P., Dir. Planning...............E. D. Foster
V.P., Western Mgr................H. R. Maag
Pres., RCA Service Co., Inc......E. C. Cahill
Pres., RCA Victor Distributing
Corp................................W. M. Norton

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Equipment Manufacturers

Pres, RCA Estate Appliance
Corp. Sales Mgr., Home Instrument
Department.............................................R. W. Saxon
Advstg. and Sales Prom. Mgr., Home
Instrument Dep't....................................J. M. Williams
Record Department...........L. W. Kanaga
Advstg. and Sales Prom. Mgr.,
Record Department.............W. I. Alexander
Advstg. and Sales Prom. Mgr., Engr.
Publicity Department.............John P. Taylor
Gen. Sales Mgr., Tube Dept.............L. S. Thees
Adv. and Sls. Prom. Mgr.,
Tube Department.....................H. S. Stamm
PRODUCTS: Aircraft and airport communication systems, AM, FM, and television receivers, AM, FM and television transmitting equipment, Amateur radio equipment, Antenaplex, Antenna Systems, Aviation Radio Equipment, Beverage and ampule inspection machines, Broadcast station studio equipment, Communications equipment, Custom recordings, Direction finders, Electronic business machines, Electronic components and service parts, Electronic fire control apparatus, Electron microscopes, Electron tubes—receiving, power, cathode-ray and special types, Engineering services, Film, disc and magnetic recording equipment, Gas and electric home kitchen ranges, Heatrola space heaters, Home Air Conditioners, Industrial electronic products, Industrial television equipment, Inter-communication equipment, Microphones, Microwave equipment, Mobile radio communication equipment, Phonograph records (45, 33 1/3 and 78-rpm), Public address and industrial sound equipment, Radio batteries, Record players, Service and maintenance on electronic equipment, 16-mm and 35-mm motion picture projectors and theater equipment, Sonar apparatus, Sound-powered telephones, Test and measuring equipment, Theater television equipment, Tube parts and tube-making machinery, Victrola Radio-Phonographs.

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
Controller.......................James A. Cronin
PRODUCTS: Broadcast transmitter, FM, 250 watts to 10 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadrifene Amplifiers, Serrassoid 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
Purchasing Agent.............A. C. Williams
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film, Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.
100 River St., Waltham 54, Mass.
Phone: 5-5860
N. Y. Phone: WHitehall 3-4980
President.....................Charles Adams
V.Pr. in chg. Equip. Sales.............Capt. Hull
V.P., Int'l Div..................................R. Ellis
Adv. Manager...............Charles Olson
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-Pres.-Production.......Homer Clapper
V.P. Springdale Pl..............Edward Schmidt
V.P. Allen town Pl..............Harry F. Scheirer
Advertising Manager........Thomas J. Dempsey
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company
33-01 Queens Blvd., Long Island City 1, N. Y.
Phone: Stillwill 4-7062-3-4
President, Sales Manager........George Silber
Plant Supt................................S. Simonson
Plant Supt........................Sidney Simonson
Export Dept......................Morhan Exporting Corp.
PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.
2100 Dempster St., Evanston, Ill.
Phone: UNiversity 4-2400
President....................E. Alschuler
Vice-President................M. D. Block
Secretary......................R. S. Lawton
Production Manager.........I. J. Jacobsen
Chief Engineer................W. J. Schnell

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EQUIPMENT MANUFACTURERS

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 Co.
(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
Director of TV Devel, Res. . P. J. Gollhofer
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, oscillographs, regulated power supplies, custom built equipment designed and manufactured to customers' requirements.

Special Effects & Equipment, Inc.
418 W. 59th St., New York 19, N. Y.
Phone: Circle 7-8282

President ...................... Roy Benjamin
Exec. Vice-President ........... Robert Lawrence
Operations Vice-President ... Bob Paulson
Treasurer ....................... Philip Kornblum


Stancil-Hoffman Corporation
1016 N. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7461

President ...................... William V. Stancil
Vice-President .................. Robert Martin
Secretary-Treasurer ............. Gary Granville

PRODUCTS: Magnetic recorder/reproducer for Tape Model R4, magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer—multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—425 watts output Model V1A.

Standard Radio Transcription Services, Inc.
140 North LaBrea, Hollywood 36, Calif.
President ..................... Gerald King
Vice-President .................. M. E. M. Blink
Sales Mgr ....................... Gus Hagenah
Business Mgr. & Counsel . Lewis TeeGarden

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric
Div. of Stewart-Warner Corp.
1300 N. Kostner Ave., Chicago 51, Ill.
Phone: ALbany 2-1000

President ..................... J. S. Knowlson
General Manager .............. E. G. Fossom
Gen. Sales Mgr................. E. L. Taylor
Comm. Sales Mgr.............. J. R. Howell
Service Mgr .................... R. W. Felber
Chief Engineer ................. S. C. Kolansowski
Credit Manager ............... A. W. Grossklaus
Publicity Mgr .................. C. W. Gange
Export Mgr .................... J. E. Burke
Purchasing Agent ............. C. Blackberg
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; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations.

Stromberg-Carlson Co.
100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

President ...................... Robert C. Tait
Vice-Pres. ...................... Gordon G. Hoyt
V.P. & Gen. Mgr. ...............
Broadcasting Div. ............. William Fay
V.P. Gov't Contracts ......... Sidney R. Curtis
Secretary ...................... Edwin C. Roworth
Treasurer ....................... Wilbur W. Hetzel
Controller ...................... D. G. Schuman
Mgr. Industrial Relations ... George E. Eyer
Mgr. Sound Equip. Div. ...... A. G. Schifino
Gen. Mgr-Radio-TV .......... Clifford J. Hunt
Mgr. Adv. & Public Rel. .... Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Hi-Fi Amplifiers, Tuners, Cabinets; 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. Balcom
President ....................... D. G. Mitchell
Vice-President ................ E. Finley Carter
Vice-President ................ R. H. Bishop

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**EQUIMENT MANUFACTURERS**

**Sylvania Electric Products, Inc.**

43-20 34th St., Long Island City 1, N. Y.

Phone: Stillwell 4-1160

Plant Manager .................. E. L. Nunz
Works Manager .................. Henry M. Randall
Chief Engineer .................. Milton King
Credit Manager .................. J. Klees
Purchasing Agent ................ Jack Blau
Service Manager ................ Andrew Ruge

**PRODUCTS:** Laminated Bakelite Tube Sockets, Laminated Terminal Boards, Air-loop Assemblies, Wired Assemblies, Tube Contacts, Component Parts for Molded Assemblies.

**Sylvania Electric Products, Inc.**

Radio & Television Division

254 Rano St., Buffalo 7, N. Y.

Phone: Victoria 2450

General Manager ................ J. K. McDonough
General Mfg. Manager .......... H. E. Riordon
Gen. Sales Mgr. ................ B. O. Holsinger
Chief Engineer .................. N. L. Harvey
Div. Controller .................. E. J. Vigneron
Div. Personnel Manager .......... H. S. Hagen
Asst. Sales Manager .......... A. A. Currie
Adv. & Prom. Mgr. ............... William Strohen
Sales Mgr.—Auto Sales .......... C. H. Symington (Detroit)

**PRODUCTS:** Sylvania Radio Receivers (AM & FM) Sylvania “Movie-Clear” Television Receivers.

**Television Associates, Inc.**

E. Michigan St., Michigan City, Ind.

Phone: 7-2070

Pres. & Gen. Mgr ................ W. C. Eddy
Asst. Gen. Mgr .................. J. L. Lahey
Secretary ...................... Margaret Dural

**PRODUCTS:** Studio lighting equipment: Ceiling mounted incandescents, and fluorescent; 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 Dollies, tripods, bishats 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 ................ Robert Sandbach
Secretary-Treasurer ............ Peter H. Milliken
Chief Engineer .................. David R. Greenberg
Purchasing Agent ............... Timothy Murphy
Sales Manager .................. Lee Baker

**PRODUCTS:** TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment specifically test equipment.

**Transmitter Equipment Mfg. Co., Inc.**

345 Hudson St., New York 14, N. Y.

Phone: WAtkins 4-1550

Pres., Treas. .................. Morton B. Kahn
Secretary ...................... F. C. Botscheller

**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
Chief Engineer .................. Henry P. Meisinger
Sales Manager .................. Eugene Rosen

**PRODUCTS:** Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

**Westinghouse Electric Corp.**

2519 Wilkens Ave., Baltimore 3, Md.

Phone: Edmundson 2300

President ....................... G. A. Price
V.P. (Cons. Prods.) ............. J. M. McKibbin

**Television-Radio Division**

1354 Susquehanna Ave., Sunbury, Pa.

Phone: 2520

Manager ......................... F. M. Sloan
Asst. Mgr. ....................... A. G. Rogers
Asst. to Mgr. ................... L. J. Fitzpatrick
Chief Engineer .................. G. C. Larson
Purchasing Agent ............... J. R. Todd
Sales Manager .................. J. F. Walsh
Adv. & Sales Prom. Mgr. ....... Earl L. Hadley
Service Manager ................ A. H. Kuttruff

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Weston Electrical Instrument Corp.
614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700; WOrth 4-5510 in N.Y.
President.................. Earl R. Mellen
Exec, Vice-Pres................ Ross Nichols
V.P. & Plant Mgr................. A. H. Lamb
Chief Engineer................ F. X. Lamb
Controller & Sec............. F. Gerald Hawthorne
Director of Sales............. Philip Barnes
Advertising Manager........... Chas. B. Denton
Purchasing Agent.............. A. L. Morrison


Wheeler Laboratories, Inc.
122 Cutter Mill Rd., Great Neck, N. Y.
Phone: GReat Neck 2-7806
President..................... Harold A. Wheeler

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics—microwave waveguide components on special order.

Zenith Radio Corp.
6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: LONgacre 4-6600
Pres. and Gen. Mgr........... E. F. McDonald, Jr.
Exec. V-P...................... Hugh Robertson
V-P and Dir. of Sales........ H. C. Bonfig
V-P in Chg. of Eng............ G. E. Gustafson
V-P in Chg. of Prod........... Donald MacGregor
V-P and Treas.................. S. Kaplan
V-P in Chg. of Purchases...... J. E. Anderson
V-P in Chg. of Res........... Dr. Alexander Ellett

V-P in Chg. of Household Receiver
Sales........................ Leonard C. Truesdell
Secy. and Asst. V-P........... Karl E. Hassel
Asst. V-P........................ J. E. Brown
Asst. Treas and Asst. Secy.... J. Kuhajek
Asst. Secy....................... H. M. Chesser
Adv. Mgr....................... D. H. Grigsby
Public Relations Director.... Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.
RADIO-TELEVISION
MANUFACTURERS ASSN.

Officers and Executive Personnel—1952-1953
777 14th Street, N.W., Washington 5, D. C.

President and Chairman,
Board of Directors
A. D. Plamondon, Jr., Indiana Steel
Products Co., Valparaiso, Ind.

Exec. V.P. and Secretary
James D. Secrest, 777 14th Street, N.W.,
Washington 5, D. C.

Treasurer
Leslie F. Muter, The Muter Company,
Chicago 5, Illinois.

General Counsel
Glen McDaniel, 63 Wall St., New York
5, N. Y.

Vice-Presidents
(Set Division)
John W. Craig, Crosley Division, Avco
Mfg. Corp., Cincinnati 25, Ohio
(Tube Division)
R. E. Carlson, Tung-Sol Electric Inc.,
Newark 4, New Jersey.
(Parts Division)
R. G. Zender, Lenz Electric Mfg. Co.,
Chicago 47, Ill.
(Technical Products Division)
H. J. Hoffman, Machlett Labs., Inc.,
Springdale, Conn.
(Amplifier & Sound Division)
Arie Liberman, Talk-A-Phone Company,
Chicago 23, Illinois.

RTMA Headquarters Staff
Asst. to Exec. V.P.
Peter H. Cousins
Editorial Director
Tyler Nourse
Service Co-Ordinator
Albert Coumont
Director of Statistics
William F. E. Long
Office Manager
Anna M. Chase

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Directors
Term Expiring 1953
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A. Alschuler, Sentinel Radio Corporation,
Evanston, Illinois.
W. R. G. Baker, Director of Engineering,
General Electric Co., Syracuse, N. Y.
Robert S. Bell, Packard-Bell Company,
Los Angeles 64, California.
R. E. Carlson, Tung-Sol Electric Inc.,
Newark 4, New Jersey.
B. W. Cooper, Delco Radio Div., Kokomo,
Ind.
Sidney Harmon, Harmon-Kardon, Inc.,
New York, N. Y.
H. J. Hoffman, Machlett Laboratories,
H. L. Hoffman, Hoffman Radio Corpora-
tion, Los Angeles 7, California.
Arie Liberman, Talk-A-Phone Co., Chi-
icago 23, Ill.
H. C. Mattes, Belmont Radio Corpora-
tion, Chicago 39, Illinois.
Leslie F. Muter, Treasurer, Muter Co.,
Chicago, Ill.
Raymond S. Perry, Federal Telephone
and Radio Corp., Clifton, New Jersey.
Ray F. Sparrow, P. R. Mallory & Co.,
Inc., Indianapolis 6, Indiana.
Robert C. Sprague, Sprague Electric
Robert C. Tait, Stromberg-Carlson Com-
pany, Rochester 3, New York.
Raymond G. Zender, Lenz Electric Manu-
facturing Co., Chicago 47, Illinois.

Term Expiring 1954
Benjamin Abrams, Emerson Radio &
Phonograph Corp., New York 11, New
York.
Max P. Balken, Sylvania Electric Prod-
ucts Inc., Emporium, Pennsylvania.
W. J. Barkley, Collins Radio Company,
New York 18, New York.
H. C. Bonfig, Zenith Radio Corporation,
Chicago 39, Illinois.
Herbert W. Clough, Belden Manufacturing
John W. Craig, Crosley Division, Avco
E. G. Fossum, Stewart-Warner Electric
Division, Chicago 51, Illinois.
E. K. Foster, Bendix Radio Div., Balti-
more 4, Md.
Harlan B. Foulke, Arvin Industries, Inc.,
Columbus, Indiana.
G. Richard Fryling, Erie Resistor Corpo-
ration, Erie, Pennsylvania.

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A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Illinois.

**Term Expiring 1955**


J. B. Elliott, RCA Victor Division of RCA, Camden, New Jersey.

Frank Freimann, The Magnavox Company, Port Wayne, Indiana.

Paul V. Galvin, Motorola Inc., Chicago 51, Illinois.

Frank W. Godsey, Jr., Westinghouse Electric Corporation, Baltimore 3, Maryland.


Larry F. Hardy, Philco Corporation, Philadelphia 34, Pennsylvania.


Matt Little, Quam-Bradley Company, Chicago 16, Illinois.

Sam Norris, Amperex Electronic Corporation, Brooklyn 1, New York.


**RTMA DIVISION ORGANIZATION**

**Set Division**

John W. Craig, Chairman.

**Tube Division**

R. E. Carlson, Chairman.

Peter H. Cousins, Staff Assistant.

**Parts Division**

Matt Little, Chairman.

Albert Coumont, Staff Assistant.

**Technical Products Division**

Carlyle W. Miller, Chairman.

Peter H. Cousins, Staff Assistant.

**Amplifier & Sound Equipment Division**

A. K. Ward, Chairman.

Floyd W. Bell, Vice Chairman.

**Credit Committee**

Chairman: H. A. Pope, National Union Radio Corp.

**Export Committee**

W. M. Adams, Sprague Electric Co.

**Finance Committee**


**FM Policy Committee**

Chairman: John W. Craig, Crosley Division, Avco Mfg. Corp.

**Industrial Relations Committee**

Chairman: Leslie E. Woods, Raytheon Manufacturing Company.

**Industry Statistics Committee**

Chairman: Frank W. Mansfield, Sylvania Electric Products, Inc.

**Legal Committee**

Chairman: Glen McDaniel, RTMA General Counsel.

**Membership Committee**


**Promotion Committee**


**Sales Managers Committee**

(SET DIVISION)

Chairman: J. F. Walsh, Westinghouse Electric Corp.

**School Equipment Committee**

Chairman: Fred D. Wilson, DuKane Corporation.

**Service Committee**


**Small Business Committee**

(SPECIAL)

Chairman: A. D. Plamondon, Jr., The Indiana Steel Products Company.

**Sports Broadcasting Committee**

(SET DIVISION)

Chairman: J. B. Elliott, RCA Victor Division.

**Tax Committee**

Chairman: A. M. Freedman, RCA Victor Division.

**Television Committee**


**Trade Practice Conference Committee**

(SPECIAL)

Chairman: Benjamin Abrams, Emerson Radio & Phonograph Corp.

**Traffic Committee**

Chairman: John B. Swan, Jr., Philco Corporation.
JOINT ELECTRONICS INDUSTRY COMMITTEE of RTMA and NSIA (JEIC)

Co-Chairman

Co-Chairman

Counsel
Sullivan, Bernard, Shea & Kenny, 1200 18th Street, N.W., Washington 6, D. C.

Secretary
H. G. Beauregard, 1200 18th Street, N.W., Washington 6, D. C.

Treasurer

JOINT TECHNICAL ADVISORY COMMITTEE of RTMA and IRE (JTAC)

Dr. Ralph Brown, Chairman, Bell Telephone Labs., Murray Hill, N. J.
Donald G. Fink, Philco Corporation, Philadelphia 34, Pa.
Philip F. Siling, RCA Frequency Bureau, 1625 K Street, N.W., Washington 6, D. C.
Lloyd V. Berkner, President, Associated Universities, Inc., New York, N. Y.
Dorman D. Israel, Emerson Radio & Phonograph Corp., New York, N. Y.
Ira J. Kaar, General Electric Co., Syracuse, N. Y.
L. G. Cumming, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th Street, New York 21, N. Y.

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The year 1952, which marked a decade since the Voice of America first began to broadcast the American story abroad, brought substantial evidence that the “Campaign of Truth” was gaining the initiative over the Big Lie of communism. Intensive Soviet jamming continued to demonstrate that the Communists regard the Voice of America as a potent threat to their designs. Their jamming network, which employs about 1,000 transmitters and many badly needed technicians, is estimated to cost the Soviet Government more than the U. S. spends for its entire international broadcasting program. But the Voice’s message continued to get through to Russian listeners. And research based on interviews with thousands of persons recently escaped from the Communist orbit indicated that about 60% to 80% of radio listeners in the satellite states hear Voice of America broadcasts—and that an important announcement will spread through the entire population in a matter of hours by well-developed grapevines.

The Voice’s latest answer to jamming is the U.S.C.G. Cutter Courier, a sea-going relay station, equipped with one 150,000-watt medium-wave and two 35,000-watt shortwave transmitters, which broadcasts from a vantage point just outside the Iron Curtain. Other more powerful transmitters now under construction in the U.S. and abroad will further assist in penetrating Stalin’s electronic curtain when they are added to the Voice’s present globe-girdling net of about 75 transmitters.

The Voice’s sharpened attack on the Communist record and ideology has forced the Communist press and radio to defend itself more frequently than ever before. Studies of Soviet and satellite propaganda show that the Communists felt called upon to answer—and thus advertise—the Voice of America no less than 1,000 times between July, 1951, and June, 1952. On one occasion Pravda devoted two-thirds of an entire issue to answering Voice broadcasts which blamed the Soviet Union for the Katyn massacre.

The Voice conducted an all-out campaign to tell the world that thousands of North Korean and Chinese war prisoners in UN compounds who refused repatriation had given the lie to communism’s claim that it has created a “workers’ paradise” behind the Iron Curtain. In another hard hitting campaign, the Voice exposed the scientific absurdity of the Reds’ accusation that the UN Command used bacteriological warfare in Korea, and revealed that Stalin himself had originated this particular lie to spread terror among Russian peasants as long ago as 1933.

To free world audiences, the Voice stressed the firm march toward unity symbolized by NATO, the signing of a peace agreement with West Germany and the European Defense Community treaty, and the initial steps taken toward the implementation of the Schuman Plan. It continued to present a positive picture of the United States with the aid of promoting greater world-wide understanding of American life, culture, and politics and their relations to U.S. international policy. The Presidential election and the campaigns preceding it, provided a particularly vivid demonstration of American democracy in Action.

Audience surveys, conducted by independent research agencies, showed the Voice getting a large and highly interested audience in Europe.

In addition to its broadcasts in 46 languages totalling about 350,000 words a day from New York, the Voice of America expanded its Munich broadcasting operation which now originates programs in Polish, Russian, Estonian, Lithuanian, Hungarian and Bulgarian.

The Voice also continued its service to commercial and government broadcasters abroad. Many Voice of America broadcasts were relayed by local stations in the free world, and VOA transcribed programs were used regularly by 234 stations in Latin America; in Western Europe, 71; 40 in the Far East, and 31 in the Near East. In addition, the Voice of America furnished scripts and other raw materials for use in producing programs in the field.
Millions “Attend” Eisenhower Inaugural

This scene, which could be duplicated in many educational institutions throughout the land, shows students of New York’s Public School No. 9 gathered to view the Inauguration on a TV set furnished by the Citizenship Education Project of Teachers College, Columbia University, in co-operation with CBS-TV.

Here’s the print of an unretouched “off-the-tube” photograph of Dwight D. Eisenhower being sworn in as President of the United States. The picture was taken in the television studio of the American Broadcasting Company in New York.

Cameramen of NBC TV moved about Washington on Inauguration Day in a mobile TV transmitter mounted in a converted Cadillac. They telecast the Inaugural Parade and other scenes, which assured on-the-spot coverage of the history-making event.
ALABAMA
Birmingham News: Lily May Caldwell
Florence Times: Louis Delaney
Ft. Payne Journal: K. O. Davidson
Huntsville Times: Jack Langhorn
Lee County Bulletin (Auburn): Neil O. Davis
Opelika Daily News: Wink Blackburn
Post Herald (Birmingham): Fred Woodress
Selma Times Journal: Ed Fields
Sylacauga Advance: Chris Kramer
Times New-Era (Fort Payne): J. A. Downer
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ARIZONA
Arizona Daily Sun (Flagstaff): Platt Cline
Arizona Daily Star (Tucson): Dorothy Kalil
Arizona Republic (Phoenix): Ralph Mahoney
Copper City Examiner (Clifton): Al Ford
Graham County Guardian (Safford): Earl Hunt
Phoenix Gazette: Bobby Johnston
Phoenix Sun: Doc Wright
Prescott Courier: Mal Hernandez
Tuscon Daily Citizen: Norman Harrington
Yuma County Farmer: Merl Simpkins
Yuma Daily Sun: Jones Osborne

ARKANSAS
Arkansas Democrat (Little Rock): Dorothy Menard
Arkansas Gazette (Little Rock): John Fleming
Daily Press (Paragould): Mary Moore
Harrison Daily Times: John Newman
KLRA (Little Rock): Carroll McGaughy
North Little Rock Times: John Prusinski, Jr.

CALIFORNIA
Advocate News (Ft. Bragg): Nell Virginia Kleckner
Applegate Democrat (Marysville): Bill Monohan
Bakersfield Californian: Murray Arnold
Bakersfield Californian: Walt Little
Brawley News: Kay Barnes
Chico Enterprise-Record: Bill Lee
Citizen News (Hollywood): Zuma Palmer
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Daily News (Los Angeles): Paul Price
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Fullerton News-Tribune: Ed Ellstrom
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Mirror (Los Angeles): Hal Humphrey
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Press Democrat (Santa Rosa): Chuck Carson
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Rocky Mountain News (Denver): Earl Wennergren
Star-Journal (Pueblo): Ralph Taylor
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Norwich Bulletin: James V. Pedace
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Sunday Herald (Bridgeport): Leo Miller
Sunday Herald (Bridgeport): Chris Wall
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Waterbury American: E. Christy Erk

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Sun (Las Vegas): Bill Willard

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Evening News (Bridgeport): Meade Landis
Herald-News (Passaic): Allen W. Smith
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Trentonian (Trenton): Wm. J. Blifman

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News (Alamogordo): Murray Morgan
Tribune (Albuquerque): Dan Burrows

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Associated Press (New York): Wayne Oliver
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Courier Express (Buffalo): Don Schleary
Daily News (New York): Ben Gross
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New York Herald-Tribune: John Crosby
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By JOE CSIDA, Vice President and General Manager,
Santly Joy, Oxford, Hawthorne and Trinity Music Firms

WHEN I resigned as editor-in-chief of The Billboard, a number of my good friends in radio and television were nice enough to write and express the hope that my new affiliation would enable me to continue some activity in the broadcasting-telecasting industries. I told them I felt certain it would. I hope I will be forgiven the personal approach in this piece, but in truth I can think of no better way to get across my point, which I hope will be of some interest and value to broadcasters, advertisers and agency men.

For one of the most important factors which motivated me in my decision to leave The Billboard and go into the music publishing business was my firm belief that in the years to come music publishing would reach an era of prosperity and stability that would dwarf the very brightest days of its past. And the key to that great, new golden door, in my opinion, lies in three elements: Phonograph records, radio and television.

It has often been said, and in many instances, statistically proved, that the two types of radio programming, which most effectively meet television competition are News and Music.

There is literally no limit to the number of music shows a station may present in any given day; and there is almost an equal lack of limitation on the endless varieties of format it is possible to develop in the presentation of music programs.

Ingenious program managers and disk jockeys the length and breadth of the land have amply proved the latter point, and yet the surface has not even been scratched. Because of its fundamental and broad appeal, and because it meets the increasing demand in sound broadcasting for the most effective yet inexpensive kind of programming, I think the day will come when the networks will be doing as much record programming as many independent stations have been doing for years.

For certainly, today, the best ideas in music are being produced (and made available to broadcasters) on records. No program director or musical director on any one station or network could possibly produce the kind of a first rate musical program, which may be put together from the records turned out every week by Columbia's Mitch Miller, RCA Victor's Dave Kapp, Capitol's Alan Livingston, Decca's Jimmy Hilliard and their artist and repertoirre staff men. And what these a & r executives of the four major companies occasionally fail to supply is often turned out by their counterparts on any of the smaller labels. And this applies not only to popular music, but to country and western, rhythm and blues, children's music, and indeed to semi-classical and classical music of all kinds.

The reasons for this are obvious. The best writers of all these types of music, and the publishers of same bring daily to the record companies the finest of their works. The record men have at their command the country's outstanding musicians and vocalists. Not all eight of the networks, radio and television, could afford to have under contract all these fine artists. Yet their performances—nay, their very best performances—are available to broadcasters for programming purposes at no cost whatsoever in many cases, and very little cost in others.

What is needed, however, and what accounts for the big difference between just another record show, and a musical program of distinction and high rating potential, is AN IDEA, a dozen ideas, a hundred ideas.

And since I began this essay on a personal note, it may not be amiss if I end it in like manner. I have had long and numerous talks with my new partners, George Joy and his son, Eddie, on the theory and practice of music publishing. And we are in agreement on this: A music publisher's job is to find the best songs available, to encourage established writers and develop new ones; A music publisher's job is to bring these songs to the attention of record men, not just as songs, but with ideas; and a music publisher's job is to help channels through which music is heard (radio and television, notably, of course), find ideas for the most effective presentation of music on the air.

We are, we think, loaded with such ideas, and we hope to be talking to many radio and television men about them.
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 benefited 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.

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AMP also is sole selling agent for BMI and BMI Canada, Ltd. publications. The AMP Board of Directors is as follows:

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Songs of Spain, Inc. (Union Musical Espanola), Madrid
ONCE again BMI can report an excellent season in the popular music field, licensing more than 50 per cent of the songs heard on "Your Hit Parade" and in excess of 80 per cent of the most popular (juke box) recorded tunes in all classifications. The latter includes Pop, Western, Folk and Rhythm and Blues categories, and, in coin machine operators' polls, BMI licensed songs took all top honors.

During the past season, BMI sponsored ten concerts by the famed Berkshire Quartet at Music Mountain, Fall Village, Connecticut. This "Festival of Contemporary Chamber Music" drew many music lovers and students from far and wide. In New York, BMI sponsored a series of Contemporary Music Concerts at the Museum of Modern Art, conducted by Leopold Stokowski. These concerts were tape recorded and made available for rebroadcast by WNYC and other educational stations throughout the country.

In line with these concerts, BMI continues its campaign for more concert music on the air and over 1,200 stations have given this full cooperation and increased the broadcast of such music by many hours weekly. The Young Composers Radio Awards, administered under the aegis of BMI, musicologists, editors and composers, made its 1952 awards in December and the 1953 contest is now in progress.

Teen-Age Book Parade, a weekly series of reviews mostly of contemporary books by leading writers and newspaper book reviewers is broadcast by more than 1,000 stations. As with other BMI services, no charge is made for these reviews.

In 1952 BMI held 42 Program Clinics in the United States, Canada and one in Puerto Rico, all within a two-week period. This year in association with Broadcast Advertising Bureau there will be 42 Program and Sales Clinics, one day for each, thus saving the broadcaster time and money in not having to arrange two separate trips for himself and staff.

BMI subsidiaries such as Associated Music Publishers and BMI Canada, Ltd., are both flourishing concerns.

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<td>Ricordi, G. &amp; Co.</td>
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<td>Rork, Ernest A., &amp; Son</td>
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Society of Jewish Composers, Publishers and Songwriters
Soergel, Oscar
Sonette Publishing Co.
Song-Ranch Publications
Song Shop, The
Song Writers' Cooperative, Inc.
Sonorous Music Co., Inc.
Sophisticate Music, Inc.
Sorority Fraternity Record Co.
Spanish Music Center
Spin Music
Spitzer Songs, Inc.
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stan-Host Melodies
Stark Music Printing Company
Starr Songs
Stavin, Ted, Publishing Co.
Steen, J. W., & Co., (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stone Jack & Associates
Strand Press Music Publishers
Stratton, A. D., Music Co.
Stuart Music, Inc.
Stuart Hambleu Music Co.
Sudlik & Siegel
Sultan Associates
Sundial Songs
Sunrise Music Company
Superior Melodies Publishing Co.
Sutton Music Company
Swansongs Publications
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Szathmary, Irving
Tannen Music, Inc.
Taps Agency
Tennessee Music Corp.
Terry Tune Studios
Thomas Cole Publishing Co.
Tic-Toc Publishing Company
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Times Square Music Publishing
Tingor Music, Inc.
Tinker, Bill
Tobby Music Publishers
Tomerlin, Lysle
Tono Record Co.
Topik Tunes
Tracy Music Company, Inc.
Trans-American Music Pub.
Transatlantic Music Company
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trios Music Company
Tropical Song Counter
Truntone Publishing Company
Tune Shop Music Publishers, Inc.
Tune-Time Music
Tune Towne Tunes
Turnpike Music, Inc.
U. S. and International Music Publishers
U. S. Music, Inc.
Ultra Music Company
Unger Music Publisher
Unique Music Publishers
United Artists Publishing Co.
Universal Music Sales
University of Toledo
Uranus Music Company
Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valor Publications
Van Brunt Publishing Company
Van Dorn
Van Russ Music
Vance Music Company
Vander Music Company
Vanguard Songs
Van's Music Company
Variety Music Company
Vavrin & King
Velleca Publishing Company
Vernon Music Publishers
Versailles Music Co., Inc.
Vicca's Music Co.
Village Music Co.
Vogue Music Corporation
Volunteer Music Sales Co.
Von Hallberg Music Company
Wade Franklin, Publications
Wahl, J. Frederick
Walden, Orville C.
Waldman, Irving, Music Pub.
Wallace Publishing Company
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washburn, Rozella T.
Washington Music Bazaar
Waterson Music Publishing Co.
Watkins Music, Inc.
Watson, W. A.
Wayne, D. Music Publishing
Webster Music Company
Weddington Music, Inc.
Weiss & Barry, Inc.
Wemar Music Corporation
Whimsy, Ltd.
Elmore White Music
White Mountain Music
Whitney, F. E., Publications
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Wilson Publishing Co.
Winchester Music Inc.
Winfield Music, Inc.
Wing Music Corp.
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Wixell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
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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A YEAR AGO when I wrote a similar report, I held that as long as there were people there would be music lovers. These many months later I delight in the fact that the music lovers appear to outnumber the people. During the past year, SESAC personnel have visited thousands of radio and television stations throughout all the forty-eight states and the provinces of Canada. From the four corners of the broadcasting industry, one thought is repeated again and again: Good music has proved, beyond a shadow of a doubt, that it is the most important program material in broadcasting.

I am proud to head an organization whose repertory serves the radio and television industries so substantially through increased representation of SESAC works in the varied media of phonograph records, transcriptions and live-talent programs. Our publishers’ catalogues offer superior musical and dramatic-musical works in all categories by the world’s most famous composers. Your SESAC Performance License gives you simple and economical access to this ever-growing repertory of outstanding material.

The SESAC Transcribed Library proves to be more exciting than ever before, because our subscribers are so emphatic in their endorsement and support of our program efforts. In turn, we keep faith by continuing to record and bring to our Library subscriber pre-eminent artists in new and distinctive performances. The year 1952 has abounded with increased SESAC transcription production; 1953 holds even greater promise. The SESAC Script Department, an integral part of the Library, has penned over 1000 individual scripts and continuities. These well-turned shows, blended with music from the SESAC Library, are loaded with commercial potential. The result is top-notch musical programming at low monthly cost. Our sample transcriptions of complete commercial shows, produced with music from the SESAC Library, have proven excellent sales aids. They’ve been conceived and designed to help the subscribers increase local time sales.

Music lovers are music listeners and they remain the largest audience the world has ever known. It’s this same audience that represents a large segment of the country’s buying power. As throughout the past twenty-three years, SESAC will continue to meet the most exacting demands of this group and will bring to them and the radio stations who serve them the ultimate in musical programming.
Accordion Music Publishing Co.  
Adamus, A.  
Adamus, Zenobuisz  
Albright Music Company  
Alford, Harry L.  
Alkire, Eddie, Publications  
Amsco Music Publishing Co.  
Arct, M.  
Ashmall, Wm. E., Company  
Augsburg Publishing House  
Avalon Music Publishing Co.  
Aztec Music Company  
Babwin Publications  
Barnhouse, C. L., Company  
Bartlett, E. M.  
Barwicki, K. T.  
Bass Co., The, Music Publishers  
Bava’s, John, Music  
Beazley, Samuel W., & Son  
Barnes, A. S., & Company, Inc.  
Beirly, Alfred, Co.  
Bendix Publishing Corp.  
Benson, John T., Publishing Co.  
Berge Music Co.  
Blake, Whitney, Music Publishers  
Braun, Hubert J.  
Braun Music Co.  
Braun Organization, The  
Breuer, Harry  
Broadcast Music Publishers  
Broadman Press, The  
Brumley, Albert E., and Sons  
Bryant Music Company  
Capitol Music Co.  
Cardilli, M. V.  
Catholic Music Co.  
Central Music Co.  
Century Music Publishing Co.  
Cerruti, John M.  
Chart Music Publishing House, Inc.  
Choral Press  
Church Music Co., The  
Clayton, Norman J.  
Clef Music Corp.  
Coanacher, B.  
Coleman, Robert H.  
Coleman, Robert H., Publishing Co.  
Composers Press, Inc., The  
Concord Music Publishing Co., Inc.  
Cooper, W. Oliver  
Craig, Ivy E.  
Cummings, M. Homer  
Czytelnik  
Daniel, John, Quartet Song Pub.  
Darom  
Davis, Marion, Company, The  
Dawson, William L.  
Dean, Emmet S.  
Dean & Edmiaston  
Dean & Etridge  
Dean & Franklin  
Dean & Hensley  
Dean & Morgan  
Deiro, Pietro  
Denison, T. S., & Company  
Denson Trio Music Co.  
Denson-Parris Music Co.  
Di Bella, O., Music Co.  
Edel, Yizchak  
Edition Darom  
Edition Gil-Ron  
Edition Hazemer  
Edition Jastrzab  
Edition Olympia  
Edition Pizmon  
Edition Pro Arte  
Eulenburg, Ernst, Ltd.  
Europa Music Co.  
Fairbank, H. W., Company  
Ferrill, J. W.  
Firm Foundation Publishing House  
Fitzsimons, H. T., Co., Inc.  
Forberg, Rob.  
Fouts, S. G.  
Fouts-Payne Music Co.  
Future Music Co.  
Gebethner & Wolff  
Georgi & Vitak Music Co.  
Gilbert Music Company  
Gil-Ron  
Goddard Publishing Corp.  
Gornston, David  
Gospel Music Publications  
Gospel Songs, Inc.  
Grabczewski, F.  
Grammer, Frank  
Gregorian Institute of America  
Hall Music Co., The  
Hall & McCreary Co.  
Hanson, Eddy  
Harper & Brothers  
Hartford Music Co., The  
Hart’s Music Company  
Hathaway, Franklin Earl, Mus. Pub.  
Hazemer  
Heinrichshofen’s Verlag  
Henson, J. M., Music Co.  
Heritage Music Publications, Inc.  
Hoffman, Raymond A., Co.  
Holbrooke, Josef  
Huffer, Fred K.  
Hymntime Publishers  
Idzikowski, Leon  
Idzikowski, M.  
“IIPA,” Israel Publishers Agency  
“ISCAM,” Israel Society of Composers, Authors & Music Publishers  
Jastrzab  
Jeffress Music Company  
Jewell, Fred, Music Co.  
Kanner Music Publishing Co.  
Keene, Hank, Inc.  
Kelman Music Corp.  
Keyboard Publishing Co.  
King, K. L., Music House, Inc.  
King Music Publishing Corp.  
Kjos, Neil A., Music Co.  
Krachtus, John, Inc.  
Krone, Max and Beatrice  
Kuthan, E.  
Lillenas Publishing Co.  
Littig, Frank, Music Publishing Co.  
Liturgical Music Company  
Liturgical Music Press, Inc.  
Maciejowski, ZB.  
Markiewicz, Adam  
McLaughlin & Reilly Co.  

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Radio-Television Daily's Almanac of Holiday and Special Events 1953

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
   Paul Revere born (1735).
   Emancipation Proclamation (1863).
   Blue Network organized (1927).
2: Georgia admitted (1778).
3: Battle of Princeton (1777).
   William S. Paley is elected president of CBS (1929).
4: Utah admitted (1896).
5: Stephen Decatur born (1779).
   George Washington Carver died (1943).
   Week of Prayer, first week in January.
6: Carl Sandburg born (1878).
   New Mexico admitted (1912).
7: Millard Fillmore, 13th President born (1800).
   Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut ratified the U. S. Constitution (1778).
   Connecticut admitted (1788).
10: Ethan Allen born (1737).
11: Alexander Hamilton born (1757).
12: John Singer Sargent born (1856).
13: Salmon Portland Chase born (1808).
14: First Written Constitution adopted at Hartford, Conn. (1639).
15: Matthew B. Brady died (1896).
16: Benjamin Franklin born (1706).
   Feast of St. Anthony.
17: 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).
   Scottish Poet Robert Burns born (1759).
26: Michigan admitted (1837).
   General Douglas MacArthur born (1880).
   A.E.F. landed in Ireland (1912).
   FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart born (1756).
   Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley born (1843).
   Kansas admitted (1861).
30: Franklin D. Roosevelt born (1882).
31: Franz Schubert born (1797).
   Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

1: Victor Herbert born (1859).
   Supreme Court of the U. S. Chief Justice John Jay presiding, held its first meeting (1790).
   CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler born (1875).
   Ground Hog Day.
   Candlemas.
   Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley born (1811).
6: Massachusetts admitted (1788).
   Aaron Burr born (1756).
   American Forces recapture Manila from Japan (1945).
   George Herman ("Babe") Ruth born (1895).
7: Charles Dickens born (1812).
8: Boy Scout Day.
9: William Henry Harrison, 9th President, born (1773).
   Nebraska Admitted (1867).
11: Thomas A. Edison born (1847).
   Daniel Boone born (1734).

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### HOLIDAYS AND SPECIAL EVENTS ALMANAC

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>15</td>
<td>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.</td>
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<td>16</td>
<td>Katharine Cornell born (1898).</td>
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<tr>
<td>18</td>
<td>Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).</td>
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<tr>
<td>20</td>
<td>U. S. purchased the Danish West Indies (1917).</td>
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<tr>
<td>27</td>
<td>Leap Year. The name given to every year of 366 days.</td>
</tr>
</tbody>
</table>

**March**

1: Nebraska admitted (1867).
2: Texas Independence Day.

5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
8: Oliver Wendell Holmes, Jr. born (1841).
10: Lillian D. Wald born (1867).
20: Patrick Henry delivered his famous speech (1775).
27: President Washington signed the act creating the U. S. Navy (1794). Marconi flashes first wireless signals across English Channel (1889).

### April

1: All Fools' Day.
24: Adoption of the present American Flag's design (1818).
25: Elihu Yale Born (1648).
Easter Sunday.
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).
11: Charles Evans Hughes born (1862).
14: Pan-American Day. S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln assassinated (1865).
16: Charles Spencer Chaplin born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolf Hitler born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
25: War declared with Spain (1898). St. Mark's Day.
Guglielmo Marconi born (1874).
27: General U. S. Grant born (1822). CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
29: Sir Thomas Beecham born (1879).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victory in Manila Bay (1898).
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
7: Germany surrendered to United States, England and Russia (1917). Lusitania torpedoed (1915). Johannes Brahms born (1833). Robert Browning born (1812). Plans to spend $1,000,000 for field television tests are announced by R. C. A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina). Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).
11: Minnesota admitted (1858).
12: Florence Nightingale Born (1820).
13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
15: First regular Air Mail service in the world inaugurated by the U. S. Government.
19: First American Confederation of United Colonies of New England (1643).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
21: Lindbergh’s Flight to Paris (1927).
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 WGY, Schenectady (1928).
9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii, observed in Hawaii.
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 lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
Father’s Day; 3rd Sunday in June.
New Hampshire joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
25: Virginia Admitted (1788).
Battle of Little 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).
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 over water) Bikini (1946).
July
1: Battle of San Juan Hill (1898).
2: Richard Henry Lee's resolution declaring the
U. S. independent passed by the Continental
Congress (1776).
3: Idaho admitted (1890).
4: Independence Day,
U. S. Military Academy at West Point
Opened (1802).
5: Admiral David G. Farragut born (1801).
6: Republican Party founded (1854).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller born (1839).
9: Elias Howe born (1819).
10: Wyoming admitted (1890).
11: John Quincy Adams born (1767).
12: Orangeman's Day.
14: Stars and Stripes adopted (1777).
15: St. Sithin's Day.
16: Mary Baker Eddy Born (1881).
17: Munoz Rivera's birthday (Puerto Rico).
18: William Makepeace Thackeray born (1811).
19: Franco-Prussian War began (1870).
20: Guglielmo Marconi died (1937).
21: Spanish Armada defeated by England (1588).
22: World War I (1914).
23: Battle of Gettysburg (1863).
24: Simon Bolivar born (1783).
25: Occupation Day (Puerto Rico).
26: George Bernard Shaw born (1856).
27: First successful Atlantic Cable (1866).
28: Austria declared war on Serbia (1914).
29: Booth Tarkington born (1869).
30: Henry Ford born (1863).

August
1: Colorado Day.
2: Government of India transferred to British
Crown (1858).
3: Civic Holiday (Canada).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral
Farragut in command.
6: Feast of the Transfiguration.
7: International Peace Bridge, dedicated (1879),
commemorating more than 100 years of
peace between the U. S. and Canada.

HOLIDAYS AND SPECIAL EVENTS ALMANAC

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HOLIDAYS AND SPECIAL EVENTS ALMANAC

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 (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lorentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1665).
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).
Eugene Field born (1850).
Allies invaded Italy (1943).
4: Henry Hudson discovered Manhattan Island (1609).

First Electric power station in World in New York (1882).
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).
Rosh Hashonah.
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).
Yom Kippur.
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
27: American Indian Day (4th Friday).
28: Georges Eugene Benjamin Clemenceau born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October
Germany crossed border into Czechoslovakia (1938).
2: Ferdinand Foch born (1851).
Mohandas Gandhi born (1869).
3: Religious Education Week. First full week in October.
4: Rutherford B. Hayes born (1822).
Wright brothers took first long distance flight in an airplane (1905).
Chester A. Arthur born (1830).
5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).
James Whitcomb Riley born (1853).
8: Edward Vernon Rickenbacker born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams born (1821).
FCC approves CBS color TV tests (1950).
National Bible Week.
12: Columbus Day.
14: William Penn born (1644).
15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
16: Noah Webster born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcast and relay broadcasting, above 30,000 kc. (1937).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt born (1845).
Al Jolson died (1950).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day.
William Penn born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Theodore Roosevelt born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November
1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Sklodowska Curie born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington admitted (1889).
Edwin Booth born (1833).
HOLIDAYS AND SPECIAL EVENTS ALMANAC

14: Robert Fulton born (1765).
   Book Week.
15: Pike’s Peak discovered (1806).
16: Oklahoma admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
   Suez Canal opened (1869).
18: Standard Time went into effect in the U. S. (1883).
   Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln’s address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
   James A. Garfield born (1831).
21: North Carolina admitted (1789).
   Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce born (1804).
24: Zachary Taylor born (1824).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) born (1835).
   Russia Invaded Finland (1939).
   Winston Churchill born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
   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 multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
   Ludwig von Beethoven born (1770).
17: John Greenleaf Whittier born (1807).
   Aviation Day.
   First Mechanical Airplane Flight by Wright Brothers (1903).
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 the blizzard of 1888 (1947).
27: Louis Pasteur born (1822).
28: Iowa admitted (1848).
   Woodrow Wilson born (1856).
   Irish Free State became State of Eire (Ireland).
29: Texas admitted (1845).
   Andrew Johnson born (1808).
   First American YMCA established in Boston (1851).
   MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
30: Rudyard Kipling born (1865).
   The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year’s Eve.
ACADEMY OF TELEVISION ARTS 
AND SCIENCES

OFFICERS
President .......................................... Hal Roach, Jr.
1st Vice-President .................................. Charles Ruggles
Secretary ............................................. Betty Mears
Treasurer ............................................. Ernest Felix
Sec. to Treasurer ................................... Mildred Beach
Recording Secretary ............................... Isabelle Pantone
Director-at-large ................................... Hal Hudson
Director-at-large ................................... Cecil Barker
Director-at-large ................................... Harry Kaplan

BRANCH OFFICES
San Francisco, Calif. Harold See, President

Dedicated to the purpose of advancing television. Membership limited to presons with established television credits.

ACTORS EQUITY ASSOCIATION
45 W. 47 St., New York 19, N. Y.
Plaza 7-7660

OFFICERS
President ............................................ Ralph Bellamy
1st Vice-President ................................. Maurice Evans
2nd Vice-President ................................. Raymond Massey
3rd Vice-President ................................. Frederick O'Neal
4th Vice-President ................................. Marjorie Gilmore
Treasurer ............................................ Paul Dullzell
Recording Secretary ............................... John Effrat
Exec. Sec. ............................................. Angus Duncan
Asst. Exec. Sec. ..................................... Willard Swire
Admin. Asst. Sec. ................................. Alfred Elling
Counsel ............................................. Rebecca Brownstein
Auditor ................................................ Charles Mesurac

COUNCIL

THE ADVERTISING COUNCIL
25 West 45th Street, New York 36, N. Y.
Lexemberg 2-1520

Chairman ............................................. H. J. Morgan
Vice-Chairman ...................................... L. N. Brockway
Vice-Chairman ...................................... Leo Burnett
Vice-Chairman ...................................... Frank Stanton
Secretary ............................................ Frederick R. Gamble
Treasurer ............................................ Paul B. West
President ............................................ Theodore S. Repplier
Vice-Prez ............................................. Allan M. Wilson
Vice-Prez ............................................. George P. Ludlam
Radio & Television Director ........................ Gordon C. Kinney
Public Relations Director ........................ Maxwell Fox

BRANCH OFFICES
1200 18th Street, N.W., Washington 6, D. C., T. S.
Repplier, President
203 North Wabash Avenue, Chicago 1, Ill. L. S.
Schwartz, Mid-West Representative
1680 North Vine Street, Hollywood 28, Cal. R. C.

COLESON, West Coast Representative.
425 Bush Street, San Francisco, Calif. Charles W.
Collier (AAW).

FUNCTIONS
A non-profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF
AMERICA
330 W. 42nd St., New York 36, N. Y.
Bryan 9-0430

OFFICERS
President ............................................ Elo N. Burton
Chairman of Board ................................ Robert M. Gray
Secretary ............................................ Rita G. Eastman
Treasurer ............................................ Ben R. Donaldson

FUNCTIONS
An organization of advertising clubs, national advertising groups and companies interested in advertising to:
To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH
FOUNDATION
11 W. 42 St., New York 18, N. Y.
Longacre 3-5100

OFFICERS
Chairman ............................................. B. B. Geyer
Vice-Chairman ...................................... Henry Schachte
President ............................................ Edgar Koblak
Treasurer ............................................ Frederic R. Gamble
Secretary ............................................. Paul B. West
Managing Dir ...................................... A. W. Lehman
Technical Dir ...................................... D. B. Lucas

FUNCTIONS
Impartial and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media.

AMERICAN ASSOCIATION OF
ADVERTISING AGENCIES
420 Lexington Ave., New York 17, N. Y.
Lexington 2-7980

OFFICERS
Chairman of Board ................................ J. P. Cunningham
Vice-Chairman ...................................... Henry M. Stevens
President ............................................ Frederick R. Gamble
Secty-Treas ............................ Paul B. West
Vice-President ..................................... Richard L. Scheidker
Vice-President ..................................... Richard Turnbull
Secretary, Committee on Broadcast Media .............................. Kenneth Godfrey

FUNCTIONS
The national organization of the advertising agency business. Aims: To protect, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS
ASSOCIATION
5 Beekman St., New York 7, N. Y.
Corland 7-1374

OFFICERS
President ............................................ Joseph P. Selly
Secy-Treas ................................. Joseph F. Khoe
Vice-President Broadcast Dept .............................. William Bender
ORGANIZATIONS

Publicity Director .................. Charles Silberman
International Representative . Eugene Dupree

PRESIDENTS OFFICES
Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
Phone: LO 4-1251. Mort Bowar, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y.
Phone: CO 7-1734, W. Bader, Chairman.

FUNCTIONS
Independent Union, Broadcast Department devoted
to organization of all employees in the Radio Broad-
Have agreements with thirty stations in the East,
including five contracts in the Metropolitan area of
New York City.

AMERICAN FEDERATION OF
MUSICIANS
570 Lexington Ave., New York 22, N. Y.
Plaza 8-0600

OFFICERS
Pres. .................................. James C. Petillo
Vice-pres. ............................... C. L. Bagley
Secretary ............................... Leo Cuesmann
Treasurer ............................. Harry J. Steeper

EXECUTIVE COMMITTEE
Wm. J. Harris, Stanley Ballard, Herman D. Kenin,
George V. Clancy, Walter M. Munson.

BRANCH OFFICES
570 Lexington Ave., New York 22, N. Y. Phone:
220 Mt. Pleasant Ave., Newark 4, N. J. Phone
Humboldt 2-8010. Leo Cuesmann, Sec.
220 Mt. Pleasant Ave., Newark 4, N. J. Phone
Humboldt 2-8010. Harry J. Steeper, Treas.

AMERICAN FEDERATION OF
TELEVISION & RADIO
ARTISTS (AFTRA)
15 W. 44 St., New York 36, N. Y.

NATIONAL OFFICERS
Chairman ................................ Knox Manning
Co-Chairman ............................ Lawrence Tibbett
National Executive Secretary ........... George Heller

BRANCH OFFICES
Chicago Local—102 E. Hubbard St., Chicago, Ill.;
Raymond A. Jones, Central Regional Director.

FUNCTIONS
Union affiliated with A.F. of L, representing radio
and TV performers (actors, singers, announcers),
for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL
ARTISTS, INC.
276 W. 43 St., New York 18, N. Y.
Londrake 5-7508

OFFICERS
President .............................. Lawrence Tibbett
1st Vice-President .......................... Astrid Varney
2nd Vice-President ........................ Jascha Heifetz
3rd Vice-President ........................ Joselito Harrell
4th Vice-President ........................ Leopold Sachs
Secretary ............................... Abba Bogin
Recording Secretary ................... Elisabeth Hoepel
National Executive-Secretary .......... Hyman R. Faine

BRANCH OFFICES
216 Pine Street, San Francisco, Calif. Phone: SUTter
188 W. Randolph Street, Chicago, Illinois. Phone: State
215 S. Broad St., Philadelphia, Pa. Phone: Kingsley

FUNCTIONS
A labor organization having jurisdiction in the
fields of opera, concert, ballet and dance; a branch
of the Associated Actors & Artists of America.
Its scope is nationwide, covering the United States
and Canada, and its activities consist of protecting
interests and working conditions of its members in
the above fields as well as the furthering and ex-
pansion 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 ............................. Gordon A. Hughes
Vice-President ........................ George T. Grether
Vice-President ........................ H. P. Alsop
Vice-President ........................ Wm. F. O'Dell
Secretary ............................. Ira D. Anderson
Treasurer .............................. Chas. W. Smith

BRANCH OFFICES
33 Chapters in 33 American Cities.

FUNCTIONS
A non-profit organization dedicated to the advance-
ment 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 5-2007

OFFICERS
President .............................. Charles F. McCaughill
Vice-President ........................ George C. Biggers
Secretary .............................. Richard W. Slocum
Treasurer .............................. W. L. Fanning
General Manager ....................... Cranston Williams

BRANCH OFFICE
360 N. Michigan Ave., Chicago 1, Ill. Phone:
Franklin 2-3746; George N. Dale, Manager.
ANPA Research Laboratory, Box 596, Easton, Pa.
Phone: 5159, C. M. Flint, Dir. of Research.

FUNCTIONS
To foster and protect the business and business
interests of daily newspapers.

AMERICAN SOCIETY OF
COMPOSERS, AUTHORS AND
PUBLISHERS (ASCAP)
575 Madison Ave., New York 22, N. Y.
MURray Hill 8-8800

President .............................. Otto A. Harbach
Vice-President ........................ Frank H. Connor
Vice-President ........................ Oscar Hammerstein II
Secretaries ............................ Paul Cunningham
Asst. Secretary ........................ A. Walter Kramer
Assistant Treasurer ..................... Donald Gay

BOARD OF DIRECTORS
Stanley Adams, Fred E. Ahlert, Louis Bernstein,
Saul H. Borne, Gene Buck, Irving Caesar, Frank H.
Connor, Paul Cunningham, Max Dreyfus, Bernard Good-
win, Donald Gray, Oscar Hammerstein II, Otto A.
Harbach, John Tasker Howard, A. Walter Kramer,
Edgar Leslie, George W. Meyer, Jack Mills, Abe Ol-
man, J. J. Robbins, Lester Santly, Gustave Schirmber,
Herman Statt, Deems Taylor, Jack Yellen.

BRANCH OFFICES
In all principal cities throughout the United States.

FUNCTIONS
ASCAP is a performing right society through which
commercial users of music obtain clearance of the
right to perform publicly for profit the copyrighted
works of its members.

ARTISTS REPRESENTATIVES
ASS'N., INC.
1270 Sixth Ave., New York 20, N. Y.
Circle 6-1379

OFFICERS
President ............................. William Kent
Vice-Presidents ........................ H. A. Ramm, E. Elkort,
J. Laneigan, P. J. Iodice
Secretary .............................. Milton Berger
Treasurer .............................. Howard Hausman

FUNCTIONS
Trade association of Theatrical Agents
ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)
25 W. 45th Street, New York 36, N. Y.
Cable Address: MUSICPUB—NEW YORK

FUNCTIONS

Chairman of the Board, Sydney M. Kaye
President & Treasurer, Charles A. Wall
Vice-President, Karl Bauer

BOARD OF DIRECTORS
Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice- President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Storer Broadcasting Co.; Charles A. Wall, BMI.

ASSOC. OF CANADIAN ADVERTISERS, INC.
701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario

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.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of sales, promotes a better understanding and more effective use of advertising as a tool of management and promotes 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 21, N. Y. Tel: Templeton 8-8358

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 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.

FUNCTIONS


THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.
37 West 57th St., New York 19, N. Y.

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.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The other, Westbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Eastbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.
BROADCAST ADVERTISING BUREAU, INC.
270 Park Ave., New York 17, N. Y.
Murray Hill 8-4020

President: William B. Ryan
Vice-President: Kevin B. Sweeney
Dir. of Local Prom.: John F. Hardesty
Dir. of Nat'l Prom.: R. D. Kimble
BRANCH OFFICE
333 N. Michigan Ave., Chicago, I, III. Phone:
Central 6-5066

BOARD OF DIRECTORS
Chairman: Charles C. Cole, WMNB, Peoria, Illinois
Secretary: Simon, Goldman, WJTJ, Jamstown, N. Y.
Treasurer: John Patt, WCAR, Cleveland, Ohio
Charles T. Ayres, ABC, New York
Joseph E. Baudino, Westinghouse Radio Stations, Baltimore, Md.
Kenyon Brown, KWFT, Wichita Falls, Texas
C. W. Ganoe, KFIZ, Fort Worth, Texas
Martin B. Campbell, WFAA, Dallas, Texas
Robert Dunville, WSW, Cincinnati, Ohio
Wm. H. Fineshriber, Jr., Mutual, New York
John K. Herbert, NBC
Edgar Kobak, WTW, Thomson, Ga.
William McGrath, WVDH, Boston, Mass.
John Meagher, KYSM, Mankato, Minn.
Adrian Murphy, CBS, New York
Arch Morton, KJSS, Seattle, Wash.
H. Preston Peters, Free & Peters, New York
William B. Quarum, WAT, Cedar Rapids, Iowa
William B. Ryan, BAB, New York
Robert D. Sweezy, WDSU, New Orleans, La.
Donald Thornburgh, WCAU, Philadelphia, Pa.
Allen M. Woodall, WADK, Columbus, Ga.
Herb Hollister, KBOV, Boulder, Colo.
James J. Moore, WLS, Roanoke, Va.
Arch L. Madsen, KOVO, Provo, Utah
F. Van Konyenburg, WCCO, Minneapolis, Minn.
Ward L. Ingrin, KJH, Los Angeles, Calif.

FUNCTION
The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION
220 Fifth Ave., New York 1, N. Y.
Oregen 9-2968

EXECUTIVE DIRECTOR
Ronald Bridges

DIRECTOR OF TELEVISION
Albert Crews

BUSINESS MANAGER
Arthur W. Sweeney

DIRECTOR OF FILMS
S. Franklin Mack

EDUCATIONAL DIRECTOR
Charles H. Schmitz

RESEARCH DIRECTOR
Everett C. Parker

RECTOR OF RADIO PROD.
John Gunn

DIRECTOR OF TV PROD.
John Baird

SUPervisor Special Events
Arthur Austin

BRANCH OFFICE
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillsdale 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 transcription and television films representative of Protestant and Orthodox Churches.

BROADCAST MUSIC, INC. (BMI)
580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

EXECUTIVE DIRECTOR
Charles A. Wall

OFFICERS
President: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto
Vice-President: Horace N. Stovin, Horace N. Stovin & Co., Ltd., Toronto
Executive-Secretary: Thomas J. Prentiss, Canadian Publishers Association, Toronto

DIRECTORS

FUNCTIONS
To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.
To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.
To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.
To print, publish and distribute to the members the
ORGANIZATIONS

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
Treasurer ......................................................... Mills Ten Eyck, Jr.

FUNCTIONS
The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION
1022 Munsey Bldg., Washington 4, D. C.
METROPOLITAN 0023

OFFICERS
President ......................................................... Arthur W. Scharf
1st Vice-President .............................................. Fred W. Albertson
2nd Vice-President ............................................. Vincent B. Welch
Secretary ......................................................... John C. Spearman
Treasurer ......................................................... Charles F. Duval

EXECUTIVE COMMITTEE
Corwin R. Lockwood, Jr., Joseph F. Zias, Vernon L. Wilkinson, George O. Sutton, Leonard H. Marks, Clyde S. Bailey,
Delegate to Amer. Bar Assn. ................................ William A. Porter

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.

OFFICERS
Chairman ......................................................... Earl J. McGrath
Secretary-Editor ................................................. Gertrude G. Broderick

FUNCTIONS
The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of 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 of educators and between 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 file folder entitled, "what the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers, 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 ......................................................... James M. Mead
Commissioner ..................................................... A. A. Carette
Commissioner ..................................................... Lowell B. Mason
Commissioner ..................................................... John Carson
Commissioner ..................................................... Stephen J. Spingarn
Commissioner ..................................................... John B. Ross
General Counsel ................................................ Wm. T. Kelley
Director, Bureau of Antimonopoly ........................ Joseph E. Sheehy
Director, Bureau of Antideceptive Practices ............... D. J. Murphy
Director, Bureau of Industrial Economics .................. Corwin D. Edwards

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.
182 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

OFFICERS
President ......................................................... Sir Ernest MacMillan, B.A.,
General Manager ............................................... William S. Low

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 rights societies in twenty-seven (27) countries.

CATHOLIC ACTORS GUILD OF AMERICA, INC.
Hotel Astor, New York 19, N. Y.
Circle 6-5556

OFFICERS
President ......................................................... Gene Buck
1st Vice-Pres. ..................................................... Pat O'Brien
2nd Vice-Pres. ..................................................... Jay Jostyn
Recording Secretary .......................................... Ed Bogley
Historian ......................................................... Jane Taylor
Executive Secretary ........................................... George Buck
Chairman of Executive Board ................................ Frank McNellis
Executive Treasurer ........................................... Rev. Francis M. Costello

FUNCTIONS
Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.
128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS
Spiritual Director ................................................. Rev. John B. Kelly
President ......................................................... William Fay
Vice-Pres. ......................................................... Richard Reid
Vice-Pres. ......................................................... Joseph A. 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.

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. Elphicke
Manager ........................................................ T. J. Allard
Secretary-Treasurer ........................................... J. A. Noel
General Counsel ................................................ Joseph Sedgwick
Associate Counsel .............................................. Guy Roberge

BRANCH OFFICE
37 Bloor St., West, Toronto, Ont. Phone: PB 3729.
Director of Adv. & Research ................................... Patrick Freeman

FUNCTIONS
The Canadian Association of Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting stations in Canada.
Dir., Bu. of Industry Cooperation — James M. Horton
Dir. of Trial Examiners — Everett F. Hoycraft
BRANCH OFFICES
Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kelland, Atty., in charge.
Room 1500, 173 Madison St., Chicago 2, Ill., Donald MacDonald, Atty., in charge.
Room 133, Federal Office Bldg., San Francisco 2, Calif., T. Brock, Atty., in charge.
Room 811 U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty., in charge.
Room 333, Federal Temple Bldg., 333 St., New Orleans, La., William B. Ott, Atty., in charge.
Room 904, Customs House, Second and Crestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.
Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.
1114 Commerce St., Dallas, Texas, D. R. Chism, Investigator.

FUNCTIONS
In general, the duties of the Commission are (1) to promote and free 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 result in 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, or other items which are known or should be known to 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 of the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA
972 Fifth Ave., New York 21, N. Y.
Rogent 4-1501

Director.... Pierre Grenesse
Ass’t. Dir. . . . . Alice Lewitin
Manager . . . . Suzanne Weltman
Program Director . . . . Jacqueline Landry
Director Public Relations . . . . Nadine Lewin

FUNCTIONS
The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
Ohio State Univ., Columbus 10, O.
UH 3148 Ext. 280

FUNCTIONS
Specifically, the Institute acts as sponsor for an Annual Exhibition of Educational Radio and Television Programs, becoming stations 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.
Rogent 7-9600

President . . . . J. W. McRae
Vice-President . . . . S. R. Kanetek
Treasurer . . . . Dr. W. R. G. Baker
Secretary . . . . Horaden 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.

INTERCOLLEGIATE BROADCASTING SYSTEM
2808 Erie St., S.E., Washington 20, D. C.
Viceroy 7210
706 Sanders Ave., Schenectady 2, N. Y.
Schenectady 3-6028

OFFICERS

DIRECTORS

REGIONAL DIRECTORS
Region 1—New England, Thomas E. Bolger, WRTC. Region 2—New York State, Thornton B. Smallwood, WEOS. Region 3—Middle Atlantic, Richard Muney, WNYU. Region 4—Capital, Henry Suraci, WGTB. Region 5—Southern, WPA. Region 6—Great Lakes, Miss Hartsoe Moore, WRMU. Region 7—Midwestern, Miss Maxine Davis, KCLC. Region 8—Southwestern, John Bernard Meyers, KSAMU. Region 9—Rocky Mountain, Don Hoobee, KDYO. Region 10—Western, Duke Black, KCSC.

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. 44th St., New York 36, N. Y.
Luxembourg 2-1351

OFFICERS
Shepherd . . . . William Gaxton
Boy . . . . . . . . . Fred Waring
Corresponding Secretary . . . . Bobby Clark
Recording Secretary . . . . Herman Philips
Treasurer . . . . Arnold G. Hoffman
Librarian . . . . Harold G. Hoffman

DIRECTORS

LIFE DIRECTORS EX-SHEPHERDS: Bert Lytell, Fred Waring, John Golden.

FUNCTIONS
The object of this club shall be the promotion of social intercourse among persons, engaged professional.

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ly 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.
K-FM 6-6522
Dir.-Gen. Mgr., Station WGBH ….. Parker Wheatley

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 …………………………….. Louis Bernstein
Vice-President …………………….. Jack Mills
Secretary ………………………………. J. J. Bregman
Treasurer ………………………………. Abé Olman
Agent and Trustee ……………………. Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION
822 Victoria Ave., Los Angeles, Cal.

OFFICERS
President …………………………. Mrs. Clara S. Logan
Chief Executive Officer …………. Mrs. Victor Roberts
Vice-President ………………………………….. Mrs. Gertrude Blackstock
Treasurer …………………………………….. Mrs. Annette Breshears

FUNCTIONS
To co-ordinate the interest of civic, religious, educational, business and labor organizations for the purpose of encouraging the presentation of radio and television programs which will maintain high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS
(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)
37 W. 46th St., New York 36, N. Y.

OFFICERS
National Chairman …………………… Mr. Oliver W. Nicoll
National Secretary …………………… Mrs. Elma G. Nicoll
National Treasurer ……………………. Mr. John E. Hoag
National Counsel …………………… Mr. Frederick R. Oxenham
National Counsel …………………… Mr. W. L. Clark
Regional Chairman ………………….. Mr. A. T. Miccoli

COUNCILS
37 W. 46th St., New York 36, N. Y. Phone: LUXemburg 2-5130

OFFICERS
National Chairman …………………… Mr. Oliver W. Nicoll
National Secretary …………………… Mrs. Elma G. Nicoll
National Treasurer ……………………. Mr. John E. Hoag
National Counsel …………………… Mr. Frederick R. Oxenham
National Counsel …………………… Mr. W. L. Clark
Regional Chairman ………………….. Mr. A. T. Miccoli

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 toward legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
119 Gregory Hall, Univ. of Ill., Urbana, Ill.
Urbana 2611

OFFICERS
President …………………………. Graydon Amsden
Vice-President ………………………….. Burton Paulu
Treasurer ……………………………….. Frank Schooley
Secretary ……………………………….. James Miles

DIRECTORS

BRANCH OFFICE
2500 Municipal Bldg., New York 7, N. Y.

WH 3-3600, Seymour N. Siegel, Director-at-large

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
Vice-President ………………………….. Don Voorhees
General Counsel ………………………….. Alfred Rice

FUNCTIONS
To obtain moral and pecuniary rights of performing artists in all commercial uses of such performances.

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, Bernie Pollock, Jack Spatz, Harry Santly, Bob Baumgart, Edgar Burton, Jack Perry, Bernie Albert.

EXEC. SECTY. ………………………….. Robert Miller

BRANCH OFFICES
54 W. Randolph St., Chicago, Ill.

Regional Director ………………………….. Morton Schafer
Regional Directors ………………………….. 516 Glenrock, Los Angeles, Calif.
Regional Directors ………………………….. Lucky Wilber; Sec. Ralph Smithman
Regional Director ………………………….. Dan Murphy
Regional Director ………………………….. Danny Engel

Labor Union.

NATIONAL BETTER BUSINESS BUREAU, INC.
Chrysler Bldg., New York 17, N. Y.
MIrray Hill 6-3535

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ORGANIZATIONS

OFFICERS
Chairman of Board ........................................ Charles H. Watts
President .................................................... Kenneth B. Willson
Vice-Chairman ............................................... Warren Agry
Secretary .................................................... Lowell Shumway
Treasurer ..................................................... Frank F. 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 ..................................................... Miss Helen G. Irwin
1st Vice-President ......................................... Miss Margarette Rawall
2nd Vice-President ......................................... Miss Hazel Palmer
3rd Vice-President ......................................... Miss Grace B. Daniels
Recording Secretary ..................................... Mrs. Queenie Grable
Treasurer ..................................................... Miss Ruth C. Cullin
Executive Director ......................................... Miss Laura Lorraine

FUNCTIONS
The 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 of women, 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.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.
17 East 45th St., New York 17, N. Y.

DIRECTORS

FUNCTIONS
The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION
1900 Rittenhouse Square, Philadelphia 3, Pa.
Pennsy 5-6251

OFFICERS
President .................................................... Benedict Gimbel, Jr.
Treasurer .................................................... Max M. Leon
Secretary .................................................... Patrick J. Santon
Executive Secretary ...................................... Ruth Chilton Burns

FUNCTIONS
To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

PROFESSIONAL MUSIC MEN, INC.
1270 Sixth Ave., New York 20, N. Y.
Columbus 5-7342

OFFICERS
Honorary President ....................................... Rocco Vacco
President .................................................... Robert Miller
Vice-President ............................................. Joseph Santly
Treasurer .................................................... Charles Lang
Executive Director ........................................ Bob Miller
Board of Governors ...................................... Mickey Garlock, Bernie Pollack, Harry Santly, Sam Smith, Jack Spatz, Irving Tzanl, Bob Baumgard, Edgar Burton, Jack Perry, Bernie Albert

BRANCH OFFICES
54 W. Randolph St., Chicago, III.
Regional Director ......................................... Morton Schaefer

Regional Director ......................................... Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director ......................................... Danny Engel

FUNCTIONS
Charitable and Benevolent Organization.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.
Temporary address, Room 5047
70 East 45th Street, New York 17, N. Y.

OFFICERS
President ..................................................... Chester F. X. Burger
Secretary .................................................... Jack Fern
Treasurer ..................................................... David B. Tullen

FUNCTIONS
A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Membership is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc.

THE RADIO PIONEERS CLUB
580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

OFFICERS
President ..................................................... J. R. Poppele
First Vice-Prs. ........................................... P. W. Morency
Vice-Prs. .................................................... Arthur B. Church
Vice-Prs. .................................................... Raymond Guy
Vice-Prs. .................................................... Martin Campbell
Vice-Prs. .................................................... O. H. Caldwell
Vice-Prs. .................................................... Charles A. Wall
Secretary .................................................... Samuel R. Dean
Treasurer .................................................... James E. Wallen

FUNCTIONS
"To establish a membership organization of persons who have held, 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 in-
formation would make a valuable contribution to the public interest."

The organization 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, November 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.

**ORGANIZATIONS**

**RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)**

114 East 52nd St., New York 22, N. Y.
Plaza 3-4300, Ext. 214

International President .................................. Dick Mack
Int. First Vice-Pres. ........................................... Oliver W. Nicoll
Int. Second Vice-Pres. ........................................ Arthur Hanna
Int. Third Vice-Pres. ......................................... Hal Miller
Int. Secretary ................................................... Kenneth W. MacGregor
Int. Treasurer .................................................. Francis Buss

**NATIONAL BOARD**

Joseph W. Browne, Wash.; Francis Buss, New York;
Lee D. Davis, Philadelphia; Shields Dierkes, Detroit;
Alan M. Fishburn, Chicago; John Gueld, Hollywood;
Kenneth W. MacGregor, New York; Sherman A. Mac-
Gregor, New York; Dick Mack, Hollywood; Hal Miller,
Chicago; Oliver Nicoll, New York; Ernest D. Ricca,
New York; Franklin J. Schaffner, New York; Lester
Vail, New York.

National Executive Director ............................................ Norman H. Burnett
General Counsel ...................................................... Charles Ballon

**LOCALS**

New York Local—114 East 52nd St., New York 22,
Plaza 9-0875, President, F. J. Schaffner.

Hollywood Local—1655 N. Cherokee Ave., Hollywood
28, Calif., Granite 5866, President, Ted Bliss.
Chicago Local—1413 N. Dearborn St., Chicago 10,
Ill., Delaware 7-4867, President, Alan M. Fishburn.
Detroit Local—1426 Hulic Bldg., 533 Griswell St.,
Detroit, Michigan; Woodward 2-1422, President,
Shields Dierke.
Washington Local—6433 Fairfax Rd., Chevy Chase,
Md., Oliver 1957, President, Heyward L. Siddons.
Cleveland Local—14232 Athens Ave., Lakewood
7, Ohio, Lakewood 1-8073, President, Thomas E. Arend.

**FUNCTIONS**

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

**RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.**

420 Lexington Ave., New York 17, N. Y.
Lexington 2-3988

President ...................................................... Robert W. Sarnoff, NBC
1st Vice-President ............................................ Fritz Snyder, CBS
2nd Vice-President ......................................... G. W. Johnstone, NAM
Secretary ....................................................... Claude Barrere, BAR
Treasurer ......................................................... S. W. Dean, CBS
Exec. Secy. ...................................................... Elizabeth Clarkson

**BOARD OF GOVERNORS**

Robert L. Craft, General Manager, WOR, N. Y.;
Franklin Fink, Jr., Ernest Lee Johnke, Donald McClure, Bruce Robertson, Elliott

1. To create a lasting fraternity of persons profession-
ally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members.

2. To provide a forum for the exchange of ideas and discussions of problems affecting the broadcasting radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium.

3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry.

4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

**RADIO-TELEVISION MANUFACTURERS ASSOCIATION**

(See Page 1244)

**RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA**

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1536

**OFFICERS**

President ...................................................... A. B. Hunt
Executive Director ............................................ S. D. Brownlee
Chairman, Parts Division .................................... J. R. Longstaffe
Chairman, Receiver Division ................................. C. A. Pollock
Chairman, Tech. Products Division .......................... S. G. Paterson

This Association is a non-profit and co-operative organization to promote the interests of the radio-
tv manufacturing industry in Canada.

**THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**

WOW-TV, 33th & Farnam, Omaha 3, Nebraska
WE 3400

**OFFICERS**

President, Tom Eaton, Hartford, Conn., WTIC; 1st
Vice-President, Jim Byron, Ft. Worth, Texas, WBAP;
Treasurer, Sheldon Peterson, Denver, Colo., KLZ, Exe-
cutive Secretary, Soren Munkhof, Omaha, Neb., WOW-
TV; Editor, NARND Bulletin, Art Barnes, Univ. of
Iowa, Iowa City.

**FUNCTIONS**

Publishes monthly bulletin and booklets on radio
news. Basic purpose to advance standards of radio and television as news media.

**RADIO-TELEVISION PROGRAM MATERIALS**

EXEC 6300, Ext. 2897

Chief .......................................................... Franklin Dunham
Radio-TV Education Specialist ......................... Gertrude C. Broderick

The exchange is designed to promote more effective
local broadcasting by educational and civic organi-
izations 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.

**THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.**

2 East 23rd St., New York 10, N. Y.
GRamer 7-9190

**OFFICERS**

National President ......................................... Hector Chevigny
Eastern Region Vice-Pres .................................... Phil Higley
Western Region Vice-Pres .................................... Ben Starr
Midwestern Region Vice-Pres ................................. Russ Bonsly
Eastern Region Exec-Sec .................................... May Bohnover
Western Region Exec-Sec .................................... Michael Davidson

**BRANCH OFFICES**

188 W. Randolph St., Chicago 1, III.
I. Meyers, Attly.
1655 N. Cherokee, Hollywood 28, Calif.
M. Davidson, Exec. Secy.
**ORGANIZATIONS**

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 may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

**SOUTHERN CALIFORNIA BROADCASTERS’ ASSN.**


**OFFICERS**


**FUNCTIONS**

Represents 58 member stations and networks, located in Southern California and Southern Mexico, from San Diego to Los Angeles 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**

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.

**OFFICERS**


**STATION REPRESENTATIVES ASSOCIATION, INC.**

101 Park Avenue, New York 17, N. Y.

**OFFICERS**

President . . . Joseph Weed Vice-President . . . Eugene Katz Secretary . . . Adam J. Young, Jr. Treasurer . . . Wm. Weldon, III Managing Director . . . T. F. Flanagan

**FUNCTIONS**

To develop the use and increase the sale of National Spot Radio and Television Advertising.

**UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION**

United Nations, New York, N. Y.

**OFFICERS**


**BRANCH OFFICES**


**FUNCTIONS**

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

**SCREEN ACTORS GUILD, INC.**


Hollywood 9-7311


**BRANCH OFFICES**

67 W. 44th St., Rm. 610, New York 36, N. Y.


102 E. Hubbard St., Chicago, Ill.

Delaware 7-7017, Mr. Ray Jones, Chicago Rep.

323 Jefferson, Marine City, Mich.

Mr. William Saunders, Detroit Rep.

**FUNCTIONS**

Trade union of all motion picture actors, affiliated with American Federation of Labor, representing actors employed in television films and all other types of motion pictures; has collective bargaining contracts with all film producers.

**SESAC INC.**

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

Murray Hill 5-3565

**OFFICERS**

President . . . Paul Heleneke Secretary-Treas. . . . R. C. Heleneke General Manager . . . K. A. Jadassohn

**FUNCTIONS**

Licensing the use of copyrighted music transcribed library service, syndicated transmitted programs.

**SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS**

40 West 40th St., New York 18, N. Y.

Longacre 5-0172

**OFFICERS**


**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 publication.

**SONG WRITERS’ PROTECTIVE ASSOCIATION (SPA)**

158 W. 55th St., New York 19, N. Y.

Circle 6-2536

**OFFICERS**


**MEMBERS OF THE COUNCIL**

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.

SCREENING—Bonded's Film Center Theatre available for day and night 16mm and 35mm screenings.

For additional information, call JUdson 6-1030.
1000 TITLES from UNITY!

- 300 FEATURES
- 52 LAUREL & HARDY comedies
- 52 CHARLIE CHASE comedies
- 100 CARTOONS
- 40 WESTERNS
- 30 SERIALS

starring - CAREY GRANT • GENE TIERNEY • VICTOR MA1
LINDA DARNELL • JAMES MASON • MERLE ODERON • "ROCHI
CONSTANCE BENNETT • ROLAND YOUNG • JOAN BLONDELL
EMLYN WILLIAMS • FRANCES LANGFORD • WALTER HUSTON, etc

UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 18, N.Y. • LOngacre 4-8234