RADIO
ANNUAL
TELEVISION
YEAR BOOK
ZIV's "HOUR OF STARS"

Tony Martin

Up to 75 spots per week sold in "HOUR OF STARS"

Look at these station sell-outs!

WSAI Cincinnati, Ohio
"HOUR OF STARS"... Sold Out!
75 spots weekly on first auditions to these alert advertisers...
- Albers Super Market
- Pepto-Cola
- Jumbo Peanut Butter
- Hotpoint Appliances (dealer)
- Bavarian Brewing Co.
- Mr. Mustard
- Worthmore Soup
- Dorrel's Flour

All 8 sponsors new to WSAI

KLMR Lamar, Colorado
"HOUR OF STARS"... Sold Out!
75 spots weekly to this great group of sponsors...
- Flora Rexall Store
- Milne Insurance Co.
- Lamar Light & Power Co.
- Peery Electric
- Power's Firestone Store
- Cut Rate Grocery & Market
- Don Westfall Credit Bureau
- Main Cafe
- Morans Hardware Store

Hour of Stars Creates New Business!

WDOV Dover
"HOUR OF STARS"... Sold Out!
75 spots weekly to this great group of alert dealers...
- Emmanuel's (ladies')
- Dover Hardware
- Philco Dealer
- Vogue Shoe Shop
- Dannemar's (Mill Run)
- Nap & Spence (Furnishings)
- Sanders Jeweler
- Western Auto Store
- General Electric Dealer
- Huber Bread
BIGGEST show... The LOWEST price... in History

EXCITEMENT!

PULLING SPONSORS AND PROFITS FOR STATIONS IN OVER 300 MARKETS!
BE SURE YOUR MARKET, YOUR STATION IS IN THE MONEY WRITE, WIRE OR PHONE
ZIV's "HOUR OF STARS"

The BIGGEST show... The LOWEST price... in History

Tony Martin

Dick Powell

Peggy Lee

Up to 75 spots per week sold in "HOUR OF STARS"

Look at these station sell-outs!

WSAI Cincinnati, Ohio

KLMR Lamar, Colorado

WDOV Dover, Delaware

KRESI S & T0

General Mills Flour

Colgate Ved

Maxwell House Coffee

Fletcher's Castoria

Zenith TV

7-UP Bottling Co.

Ford Dealer

Pottos Dealer

Oodee Dealer

B-C Headache Powder

Hoover Appliance Distributors

Barberton Appliances

National Premium Beer

General Electric Dealers

NATIONAL ADVERTISERS LIKE THESE:

WING. Dayton, Ohio

WSAZ, Huntington, W. Va.

KSD, St. Louis, Mo.

WFAA, Dallas-Ft. Worth

WDYT, Bluefield, W. Va.

WSPD, Toledo, Ohio

WHOO, Orlando, Fla.

WMC, Memphis, Tenn.

WDSP, Maine City, Mich.

KXYZ, Houston, Texas

Pulling sponsors and profits for stations in over 300 markets!

Be sure your market, your station is in the money. Write, wire or phone

Frederic N. Ziv

Radio Productions

1529 Madison Road - Cincinnati 6, Ohio

NORTWOOD
"CHANCE OF A LIFETIME"

DENNIS JAMES

Personal Management
AARON B. STEINER
Presents

1954 RADIO ANNUAL

SEVENTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

Copyright 1954 by RADIO DAILY CORP., 1501 B'way, New York 36, N. Y.
Nothing unusual, things are always poppin' at NBC SPOT SALES!
Foreword

THIS year's edition of Radio Annual is a progress report on radio broadcasting. Page after page tells the moving story of radio's continued gains despite the growth of television. The wealth of information about networks, stations, programming agencies and allied services is proof positive that radio as a commercial communications service is vital and continues to prosper.

☆

THE enthusiastic support received from the radio broadcasting industry in compiling this seventeenth annual edition be-speaks their sustained interest in the volume and their confidence in the future of radio. It is documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.

☆

AGAIN we are grateful to all who have contributed to the success of this volume. Without their contributions the dramatic story of a growing service could never have been so completely told.

JACK ALICOATE
Editor-in-Chief
FOR WORLD-WIDE NEWS...
FOR CLEAR, COMPREHENSIVE COVERAGE...

FOR:
AM-FM-TELEVISION

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

AND HIS

MAKE BELIEVE BALLROOM

STARTING ITS

20th YEAR

NOW ON

WABC — N. Y.

AND ABC RADIO NETWORK

SELLING BLUE CHIP ADVERTISERS TO AMERICA

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ATTENTION!

ALL TELEVISION and RADIO STATIONS ...  

A PLUS SERVICE FOR YOUR SPONSORED PROGRAMS ...  

WRITE-WIRE-TELEPHONE

CENTURY NEWS PHOTO SERVICE

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

BARRY FIRKSER
Telephone:
ACademy 2-1750

• NEW ACCOUNTS
• ADDED INCOME
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BEVERLY KELLEY
DIRECTOR of RADIO and
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH
Expansion of Communications
Highlights FCC Annual Report

For Fiscal Year Ended June 30, 1953

Rosel H. Hyde
Chairman

HISTORICALLY, the fiscal year 1953 marked the 25th anniversary of early television experiments, pioneer trans-ocean radiophoto transmission, inauguration of the first police municipal radio system, and the initial functioning of the Federal Radio Commission which preceded the Federal Communications Commission.

Currently, the 19th year of the Federal Communications Commission closed with nearly 1,100,000 radio authorizations on its books. Over 255,000 of these were for safety and communication purposes on land, sea, and air, almost 5,500 others were broadcast, and the remainder consisted of various types of radio operator authorizations. The radio station authorizations cover the use of about 600,000 transmitters, of which number more than 430,000 are mobile.

Television—In the first 12 months of processing applications for new TV stations following the lifting of the freeze, 398 new TV stations were authorized and about 600 applications (mostly competitive) were pending. Eighty-nine of the new grantees received authority to go on the air with interim equipment, to augment the 108 pre-freeze operating stations. Of the post-freeze TV grants, 256 were for operation in the new UHF (Ultra High Frequency) bands, and 142 were for VHF (Very High Frequency) operation.

Seventeen grants were made to non-commercial educational TV stations, one of which started operating. Municipalities in which channels have been reserved for noncommercial educational use were increased to 245.

TV stations have been authorized in all states except Vermont (where the only two applicants were in competition), and grants have been made in Hawaii and Puerto Rico. TV authorizations at the year end totaled 500.

In mid-1953 the Commission received various petitions to adopt the National Television System Committee (NTSC) "compatible" color TV specifications to replace the present "noncompatible" standards.

AM.—The older commercial AM (amplitude modulation) broadcast service continued to expand. The 2,584 authorized stations at the close of the year was an increase of 164 over 1952. Most of the newcomers were low-power daytime stations.

FM.—The number of authorized and operating FM (frequency modulation) stations continued to decrease — to 601 and 551 respectively — which was a loss of 47 construction permits and 31 licenses during the year. However, noncommercial educational FM gained 12 stations.

Miscellaneous. — In addition to the broadcast services mentioned previously, there were 250 auxiliary TV stations (an increase of 38); 1,305 remote pickup stations (a gain of 130); 47 studio-transmitter links, 1 developmental station, and a fluctuating number of international broadcast stations.

Safety of life and property at sea, in the air and on the land is aided by many of these services. There are nearly 40,000 transmitters in the marine services, more than 39,000 in the aeronautical services, and over 13,000 land public safety stations such as police, fire, forestry-conservation, highway maintenance and special emergency. The marine services use nearly 39,000 transmitters; the aeronautical services, over 44,000, and the public safety services, nearly 142,000. Of the latter number, more than 97,000 are employed for police communication.

The land transportation services embrace nearly 10,000 stations and 116,000 transmitters. They are utilized by railroads, city transit systems, intercity buses, taxicabs, highway trucks, and automobile emergency services.
GUY LOMBARDO
and his
Royal Canadians
AMERICA'S NUMBER ONE BAND

PRODUCER
1954-1955
"ARABIAN NIGHTS"
SPECTACLE
JONES BEACH, NEW YORK

HOTEL ROOSEVELT GRILL, NEW YORK
ON TELEVISION FOR LINCOLN-MERCURY
F. W. ZIV CO. TRANSCRIPTIONS
DECCA RECORDS
CONCERTS

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin
34
Broadcasting Industry Nears Billion Dollar Mark

By FRANK BURKE
Editor
Radio-Television Daily

WHEN Hal Fellows, President of NARTB, recently made the prediction that the broadcasting industry would have its first billion dollar year in 1954 he was not amiss, for indications are that both radio and television will enjoy their greatest year of revenue in the months ahead.

The NARTB president thinks that television will gross over $500 million during the 1954 business year and that radio will come close to matching that figure. This forecast holds prospect of coming true and leaders of both the radio and television industry share his enthusiasm.

With about 2½ radios for every American home and upwards of 2,500 radio stations now on the air the coverage and commercial impact of radio has reached an all-time high. Over 13,000,000 radio sets were manufactured in 1953.

The television story is even more impressive. Upwards of 27,000,000 receivers are now in American homes and the prospects are that the total will be well past the 30,000,000 mark before year's end. During the past year approximately 7,250,000 TV sets were produced by RETMA manufacturers and production for this year should be comparable, if not higher than in 1953.

Match the production and distribution of TV receivers with the rapid expansion of TV stations in key center cities and secondary areas of the United States and you obtain a greater appreciation of phenomenal growth of the sight and sound medium. On January 1st there were 343 VHF and UHF stations in operation and about 25 others testing to go on the air. By next January the total number of TV stations in operation should come close to reaching the 500 mark with virtually all the nation's population within range of a TV transmitter.

Television's expansion was given added impetus last December when the Federal Communications Commission approved National Television System Committee's standards for compatible, electronic color television and allowed the commercial networks to proceed with color programming. The subsequent developments have been significant. NBC and CBS have begun experimental commercial colorcasting and major manufacturers have been tooling up for production of color receivers using the new tri-color tube. Already some sets have been produced and before year's end about 100,000 color receivers are expected to be on the market.

The outlook for color expansion is not the only aspect of the progress of television. Recently RCA at their Princeton Laboratories gave a dramatic demonstration of use of tape recording both in color and black and white and stressed the economic savings that would follow when the system is released for commercial use. On the west coast Bing Crosby Enterprises have also perfected a system of tape recording which they forecast will be ready for commercial use this year.

While television has pretty much held the spotlight during the past year Broadcast Advertising Bureau has been hard at work driving home the potency of commercial radio. Their campaigns have been productive of good and many new clients have been attracted to radio especially on the level of local stations. NARTB, like BAB, criticized by some of its membership for having devoted too much time to television at the expense of radio, took steps at the recent board meeting to establish an office of vice-president in charge of radio to further the industry organization's crusading for the medium.

The year 1953 was a good year for the broadcasting industry and the year 1954 promises to be better. This outlook, without question, dispels some of the pessimistic prophecies that we are in for a business recession.
JACK BENNY
## NETWORK RADIO-TV BILLINGS:
### ESTIMATES FOR YEAR 1953

**Editor's Note:** These figures do not represent accurate revenues to networks who decline to divulge their actual net dollar incomes. They are compiled by the Publishers Information Bureau and are based on one-time network rates before discounts.

### NETWORK TELEVISION—January-December 1953

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$1,604,892</td>
<td>$7,083,619</td>
<td>$982,794</td>
<td>$7,604,638</td>
<td>$17,275,943</td>
</tr>
<tr>
<td>Feb.</td>
<td>$1,481,032</td>
<td>$6,621,629</td>
<td>862,299</td>
<td>$6,876,029</td>
<td>15,840,989</td>
</tr>
<tr>
<td>Mar.</td>
<td>$1,728,446</td>
<td>$7,739,812</td>
<td>1,054,857</td>
<td>7,998,131</td>
<td>18,521,246</td>
</tr>
<tr>
<td>Apr.</td>
<td>$1,640,597</td>
<td>$7,770,181</td>
<td>850,658</td>
<td>7,513,430</td>
<td>17,774,866</td>
</tr>
<tr>
<td>May</td>
<td>$1,813,985</td>
<td>$7,622,432</td>
<td>903,945</td>
<td>6,876,029</td>
<td>18,392,907</td>
</tr>
<tr>
<td>June</td>
<td>$1,607,320</td>
<td>$7,399,078</td>
<td>1,054,857</td>
<td>7,324,315</td>
<td>17,166,481</td>
</tr>
<tr>
<td>July</td>
<td>$1,299,471</td>
<td>$7,783,813</td>
<td>742,665</td>
<td>6,564,841</td>
<td>16,336,312</td>
</tr>
<tr>
<td>Aug.</td>
<td>$1,244,993</td>
<td>$8,503,620</td>
<td>678,302</td>
<td>7,837,467</td>
<td>18,395,406</td>
</tr>
<tr>
<td>Sept.</td>
<td>$1,376,017</td>
<td>$7,422,337</td>
<td>592,890</td>
<td>6,902,092</td>
<td>16,336,312</td>
</tr>
<tr>
<td>Oct.</td>
<td>$2,297,862</td>
<td>$9,381,816</td>
<td>1,462,143</td>
<td>10,267,232*</td>
<td>23,409,053*</td>
</tr>
<tr>
<td>Nov.</td>
<td>$2,396,203</td>
<td>$9,756,593*</td>
<td>1,790,981</td>
<td>9,654,023*</td>
<td>23,597,803*</td>
</tr>
<tr>
<td>Dec.</td>
<td>$2,619,862</td>
<td>$10,381,879</td>
<td>1,617,058</td>
<td>10,062,808</td>
<td>24,681,607</td>
</tr>
</tbody>
</table>

**Total** $21,110,680

### NETWORK RADIO—January-December 1953

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,674,622</td>
<td>$5,157,148*</td>
<td>$1,786,134</td>
<td>$4,260,555</td>
<td>$13,878,459*</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,538,663</td>
<td>$4,670,833*</td>
<td>$1,638,075</td>
<td>$3,813,602</td>
<td>12,661,173*</td>
</tr>
<tr>
<td>Mar.</td>
<td>$2,797,544</td>
<td>$5,527,290*</td>
<td>$1,995,478</td>
<td>$4,342,082</td>
<td>14,662,394*</td>
</tr>
<tr>
<td>Apr.</td>
<td>$2,637,364</td>
<td>$5,375,987*</td>
<td>$2,008,930</td>
<td>$4,196,009</td>
<td>14,218,350*</td>
</tr>
<tr>
<td>May</td>
<td>$2,593,923</td>
<td>$5,334,225*</td>
<td>$2,038,210</td>
<td>$4,141,070</td>
<td>14,107,428*</td>
</tr>
<tr>
<td>June</td>
<td>$2,113,725</td>
<td>$5,227,026*</td>
<td>$1,926,865</td>
<td>$3,979,471</td>
<td>13,247,087*</td>
</tr>
<tr>
<td>July</td>
<td>$2,030,989</td>
<td>$4,670,833*</td>
<td>$1,830,467</td>
<td>$3,494,330</td>
<td>12,226,249*</td>
</tr>
<tr>
<td>Aug.</td>
<td>$1,958,633</td>
<td>$4,791,044*</td>
<td>$1,738,248</td>
<td>$3,219,250</td>
<td>11,707,225*</td>
</tr>
<tr>
<td>Sept.</td>
<td>$2,156,806</td>
<td>$4,990,142*</td>
<td>$1,792,736</td>
<td>$3,205,675</td>
<td>12,145,359*</td>
</tr>
<tr>
<td>Oct.</td>
<td>$2,671,103*</td>
<td>$5,478,455*</td>
<td>$2,185,598</td>
<td>$3,493,950*</td>
<td>13,829,106*</td>
</tr>
<tr>
<td>Nov.</td>
<td>$2,798,532</td>
<td>$5,404,281*</td>
<td>$2,090,007</td>
<td>$3,374,112*</td>
<td>13,666,932*</td>
</tr>
<tr>
<td>Dec.</td>
<td>$2,854,169</td>
<td>$5,554,313</td>
<td>$2,127,192†</td>
<td>$3,630,971</td>
<td>14,166,645</td>
</tr>
</tbody>
</table>

**Total** $29,826,123

* Revised as of Jan. 1, 1954. † Preliminary.
MR. TELEVISION
Favorites of 1953

As Selected by Nation’s Radio-TV Editors

Radio

MAN OF THE YEAR

JACK BENNY
CBS-Radio

WOMAN OF THE YEAR

EVE ARDEN
CBS-Radio

DRAMATIC SHOW OF THE YEAR

NBC BEST PLAYS
NBC-Radio

COMEDY SHOW OF THE YEAR

JACK BENNY
CBS-Radio

VARIETY SHOW OF THE YEAR

BREAKFAST CLUB
ABC-Radio

MUSICAL SHOW OF THE YEAR

NBC SYMPHONY ORCH.
NBC-Radio

COMMENTATOR OF THE YEAR

EDWARD R. MURROW
CBS-Radio

DOCUMENTARY OF THE YEAR

CORONATION COVERAGE
ABC-BBC

QUIZ SHOW OF THE YEAR

YOU BET YOUR LIFE
NBC-Radio

SPORTSCASTER OF THE YEAR

BILL STERN
ABC-Radio

CHILDREN’S SHOW OF THE YEAR

LET’S PRETEND
CBS-Radio

DISC JOCKEY PROGRAM OF THE YEAR

MARTIN BLOCK
WNEW, New York

SONG HIT OF THE YEAR

EBB TIDE
ASCAP

Television

MAN OF THE YEAR

JACK WEBB
NBC-TV

WOMAN OF THE YEAR

LUCILLE BALL
CBS-TV

DRAMATIC SHOW OF THE YEAR

U.S. STEEL HOUR
ABC-TV

COMEDY SHOW OF THE YEAR

COLGATE COMEDY HOUR
NBC-TV

VARIETY SHOW OF THE YEAR

TOAST OF THE TOWN
CBS-TV

MUSICAL SHOW OF THE YEAR

VOICE OF FIRESTONE
NBC-TV

COMMENTATOR OF THE YEAR

EDWARD R. MURROW
CBS-TV

DOCUMENTARY OF THE YEAR

YOU ARE THERE
CBS-TV

QUIZ SHOW OF THE YEAR

WHAT’S MY LINE!
CBS-TV

SPORTSCASTER OF THE YEAR

MEL ALLEN
NBC-TV

CHILDREN’S SHOW OF THE YEAR

DING DONG SCHOOL
NBC-TV

DISC JOCKEY PROGRAM OF THE YEAR

PETER POTTER
ABC-TV

SONG HIT OF THE YEAR

SONG FROM MOULIN ROUGE
BMI
HOPE

1954
GENERAL FOODS
AMERICAN DAIRY ASSOC.
Chronology of Color Development from 1941 to 1953

1941: FCC allocates spectrum space for black and white television.

1945: FCC expands frequency bands for black and white television; reserves ultra high frequency bands for future expansion of black and white and color TV.

1946-47: CBS petitions for commercialization of color TV. After lengthy hearing, FCC denies request.

Sept. 26, 1949: First phase of TV hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by commission.

Feb. 23, 1950: Comparative color demonstrations held by FCC; systems shown by CBS, RCA and Color Television Inc.


Sept. 1, 1950: FCC issues its “First Report” on color TV favoring CBS system but advancing plan for manufacture of TV receivers with “bracket standards” as means of delaying final decision to permit further studies.


Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against FCC on color decision in U. S. District Court in Chicago.

Nov. 16, 1950: Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA’s side, grants temporary restraining order.

Nov. 20, 1950: National Television System Committee, all-industry group of engineers and technicians, appoints committee to study the possibility of developing color TV standards.

Dec. 22, 1950: Chicago District Court, in a 2-1 decision, upholds FCC’s approval of CBS color system, but prohibits start of commercial operations pending a ruling by the Supreme Court.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and two subsidiaries.

March 26-27, 1951: Supreme Court hears oral argument on color TV case.

May 28, 1951: Supreme Court, by 8-0 vote, affirms lower court ruling in favor of CBS color.

June 25, 1951: First commercial color telecast by CBS.

Oct. 19, 1951: At request of Defense Mobilizer Wilson, manufacturers agree to cease color equipment production for duration of Korean War.

March 6, 1953: Sen. Edwin C. Johnson (D-Colo.) charges “powerful interests” are seeking to delay introduction of color TV.


March 24-27, 1953: House Commerce Committee holds inquiry into status of color TV.

March 26, 1953: National Production Authority revokes ban on manufacture of color TV equipment.

April 14-15, 1953: House Commerce Committee views compatible color TV in Princeton, N. J., and New York City, demonstrated by RCA, CBS and Chromatic Television Labs Inc.

June 25, 1953: Petition to authorize NTSC compatible color TV standards filed with FCC by RCA and NBC.

July 21, 1953: NTSC approves final specifications for compatible color TV signal.

July 22, 1953: NTSC files petition with FCC asking authorization of its compatible color TV signal specifications.

Aug. 7, 1953: FCC issues notice of proposed rule-making relative to authorizing NTSC specifications for color TV.


Oct. 15, 1953: Comparative color TV demonstration held in New York for FCC by NTSC and industry members.

Dec. 17, 1953: FCC approves NTSC compatible color TV signal specifications, effective 30 days after publication in the Federal Register.
Red Skelton
TEN TOP RADIO-TV NEWS EVENTS OF 1953

The Radio-Television Daily selections of the top ten news events of 1953, covered by Radio and Television follow:

1—Inauguration of President Eisenhower.

2—Death of Josef Stalin.

3—Coronation of Queen Elizabeth.

4—Korean truce and POW exchange.

5—The Rosenbergs' execution.

6—Kidnap-murder of Bobby Greenlease.

7—Death of Sen. Robert A. Taft.

8—The riots in Berlin.

9—The Harry Dexter White case.

10—The Soviet hydrogen bomb.

Outstanding Broadcasts

ABC Radio—Fair and Colder (documentary).

ABC TV—Coronation coverage with BBC.

CBS Radio—Feature Project Series.


Du Mont—Professional Football Coverage.

Mutual—World Series Coverage.

NBC Radio—Challenge of Our Prisons.

NBC TV—Ford Anniversary Show.
PICTURES — TELEVISION — RADIO — RECORDS
AND
JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD
GROWTH OF BROADCASTING REVEALED IN FCC TABLES

Editor's note: At the close of each fiscal year the Federal Communications Commission issues a comprehensive report on the year's activity in the field of broadcasting. Statistical information, presented on this page, is taken from the 19th Annual FCC Report for the fiscal year ended June 30, 1953.

The number of authorized and licensed commercial AM, FM, and TV broadcast stations at the close of each fiscal year for the past 11 years is shown in the following table:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Authorized</td>
<td>Licensed</td>
<td>Authorized</td>
<td>Licensed</td>
</tr>
<tr>
<td>1943</td>
<td>912</td>
<td>911</td>
<td>48</td>
<td>37</td>
</tr>
<tr>
<td>1944</td>
<td>921</td>
<td>912</td>
<td>52</td>
<td>45</td>
</tr>
<tr>
<td>1945</td>
<td>953</td>
<td>931</td>
<td>53</td>
<td>46</td>
</tr>
<tr>
<td>1946</td>
<td>1,313</td>
<td>961</td>
<td>456</td>
<td>48</td>
</tr>
<tr>
<td>1947</td>
<td>1,793</td>
<td>1,298</td>
<td>918</td>
<td>48</td>
</tr>
<tr>
<td>1948</td>
<td>2,634</td>
<td>1,693</td>
<td>1,030</td>
<td>142</td>
</tr>
<tr>
<td>1949</td>
<td>2,179</td>
<td>1,963</td>
<td>865</td>
<td>377</td>
</tr>
<tr>
<td>1950</td>
<td>2,503</td>
<td>2,118</td>
<td>732</td>
<td>193</td>
</tr>
<tr>
<td>1951</td>
<td>2,385</td>
<td>2,218</td>
<td>659</td>
<td>531</td>
</tr>
<tr>
<td>1952</td>
<td>2,120</td>
<td>2,333</td>
<td>648</td>
<td>582</td>
</tr>
<tr>
<td>1953</td>
<td>2,584</td>
<td>2,139</td>
<td>601</td>
<td>551</td>
</tr>
</tbody>
</table>

Broadcast Authorization Deletions

Commercial broadcast station deletions in fiscal 1953 numbered 108 as compared with 72 in 1952 and 161 in 1951. FM deletions rose from 36 in 1952 to 79 in 1953. The 23 AM deletions in 1953 were 2 less than the year previous. There were 6 TV deletions in the past year; 1 in 1952. Monthly figures for 1953 were:

<table>
<thead>
<tr>
<th>Month</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>Monthly total</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1952</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>August 1952</td>
<td>1</td>
<td>5</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>September 1952</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>October 1952</td>
<td>1</td>
<td>5</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>November 1952</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>December 1952</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>January 1953</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>February 1953</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>March 1953</td>
<td>3</td>
<td>5</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>April 1953</td>
<td>2</td>
<td>12</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>May 1953</td>
<td>2</td>
<td>11</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>June 1953</td>
<td>2</td>
<td>12</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Year's total</td>
<td>23</td>
<td>79</td>
<td>6</td>
<td>108</td>
</tr>
</tbody>
</table>

45
RED BUTTONS
Impact of Compatible Color Will Highlight New Year

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

THE date December 17, 1953, on which the Federal Communications Commission approved standards for the commercial broadcasting of compatible color television, will be remembered in the annals of communications along with the historic date of April 30, 1939, when RCA-NBC introduced all-electronic black-and-white television as a new broadcast service to the public at the opening of the World's Fair in New York.

RCA is proud of the leadership its scientists and engineers achieved in developing the all-electronic compatible color television system and the RCA tricolor tube.

Fortunately, the color television system developed by RCA is compatible. This means that existing television sets can receive color programs in black-and-white without any changes or additional devices. For this principle and feature of compatibility in television, RCA fought hard and long, not only to achieve it scientifically, but to advance such a system as the only logical and practical service in the interest of the public and the television industry.

Because of compatibility, no one need hesitate to buy a black-and-white television set. It will not be obsolete because of color, and it will perform many years of service. Color television sets at the outset will cost from $800 to $1,000, and production will be in relatively small quantities until the industry is geared for mass production.

The National Broadcasting Company has completed program plans for color television's introductory year that call for each of NBC's regular productions to be broadcast in color at least once during the year—at the average rate of two programs a week.

Intensive color production activities are under way at NBC's Colonial Theatre, world's first fully equipped studio for compatible color. At the Colonial, NBC's color corps has pioneered in techniques of lighting, staging and make-up. NBC also has in operation another color studio in Radio City, and plans have been laid for conversion to color of studio facilities in Brooklyn and in Burbank, California.

Television stations throughout the country are alert to the tremendous possibilities of color television and by slight modifications in their transmitting equipment they are enabled to pick up from the network and broadcast color shows. Five NBC-owned stations and 65 NBC affiliated stations have announced their intentions of doing so and more will follow in 1954.

Orders have been accepted by RCA Victor from one or more stations in 57 cities for color broadcast equipment. Throughout December, color equipment was air expressed as rapidly as completed and tested while crews of the RCA Service Company rushed the installations. As a result, 30 stations were equipped for colorcasts by December 31.

Color television presents a myriad of opportunities for broadening the services of electronic communications. Color adds a new dimension to the entertainment arts. It gives a new power to advertising and greatly increases merchandising opportunities through the use of television.

A new realism is added to journalism. Television as a social and educational force is greatly intensified by color, thereby opening the way for significant advances in broadcasting.

During the past year television service was expanded and improved. Today, there are more than 27,000,000 receiving sets, or almost 60 per cent of American homes are television equipped.

Progress continues in television programming, as both the art and science of this great new medium advance hand in hand.

Progress in the use of UHF (ultra high frequencies) in television broadcasting during 1953 is convincing evidence that expansion of television in this direction will continue during 1954. Already

(Continued on Page 97)
SONG HITS OF 1953

January 1, 1953 to January 1, 1954

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 1953. (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 1952 are noted by the 1952 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>I Believe (Cromwell)</td>
<td>34,339</td>
<td>36</td>
</tr>
<tr>
<td>Song From Moulin Rouge (Broadcast)</td>
<td>33,272</td>
<td>37</td>
</tr>
<tr>
<td>April in Portugal (1952) (Chappell)</td>
<td>29,310</td>
<td>43</td>
</tr>
<tr>
<td>*No Other Love (Williamson)</td>
<td>29,007</td>
<td>31</td>
</tr>
<tr>
<td>Side By Side (Shapiro-Bernstein)</td>
<td>28,983</td>
<td>38</td>
</tr>
<tr>
<td>Don’t Let the Stars Get in Your Eyes (Four-Star)</td>
<td>25,769</td>
<td>24</td>
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<tr>
<td>Till I Waltz Again With You (Village)</td>
<td>25,271</td>
<td>26</td>
</tr>
<tr>
<td>Pretend (Brandon)</td>
<td>24,458</td>
<td>31</td>
</tr>
<tr>
<td>*Vaya Con Dios (Ardmore)</td>
<td>24,121</td>
<td>28</td>
</tr>
<tr>
<td>Your Cheatin’ Heart (Acuff-Ro e)</td>
<td>21,870</td>
<td>31</td>
</tr>
<tr>
<td>*You You You (Mellin)</td>
<td>21,138</td>
<td>27</td>
</tr>
<tr>
<td>*Ebb Tide (Robbins)</td>
<td>20,754</td>
<td>22</td>
</tr>
<tr>
<td>Ruby (Miller)</td>
<td>19,013</td>
<td>27</td>
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<tr>
<td>I’m Walking Behind You (Leeds)</td>
<td>18,651</td>
<td>29</td>
</tr>
<tr>
<td>*Oh (Feist)</td>
<td>17,731</td>
<td>24</td>
</tr>
<tr>
<td>Doggie in the Window (Santly-Joy)</td>
<td>17,392</td>
<td>26</td>
</tr>
<tr>
<td>Keep It a Secret (1952) (Shapiro-Bernstein)</td>
<td>17,059</td>
<td>17</td>
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<tr>
<td>Why Don’t You Believe Me (1952) (Brandon)</td>
<td>16,868</td>
<td>18</td>
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<tr>
<td>*Many Times (Broadcast)</td>
<td>15,084</td>
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<tr>
<td>How Do You Speak to An Angel (Chappell)</td>
<td>14,447</td>
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<td>*I Love Paris (Chappell)</td>
<td>13,024</td>
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<tr>
<td>I’m Sittin’ on Top of the World (Feist)</td>
<td>12,683</td>
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<td>Because You’re Mine (1952) (Feist)</td>
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<tr>
<td>*Ricochet (Sheldon)</td>
<td>12,029</td>
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</tr>
<tr>
<td>*Rags to Riches (Saunders)</td>
<td>11,764</td>
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<td>Just Another Polka (Frank)</td>
<td>11,493</td>
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<tr>
<td>P. S. I Love You (La Salle)</td>
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<td>20</td>
</tr>
<tr>
<td>Wild Horses (Simon)</td>
<td>11,391</td>
<td>20</td>
</tr>
<tr>
<td>Lady of Spain (1952) (Sam Fox)</td>
<td>10,611</td>
<td>25</td>
</tr>
<tr>
<td>*Stranger in Paradise (Frank)</td>
<td>10,163</td>
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<tr>
<td>Nearness of You (Famous)</td>
<td>9,920</td>
<td>25</td>
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<tr>
<td>Hush-A-Bye (Remick)</td>
<td>9,442</td>
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</tr>
<tr>
<td>Crying in the Chapel (Valley)</td>
<td>9,231</td>
<td>17</td>
</tr>
<tr>
<td>*That’s Amore (Paramount)</td>
<td>9,215</td>
<td>13</td>
</tr>
<tr>
<td>*Granada (Peer)</td>
<td>9,039</td>
<td>27</td>
</tr>
</tbody>
</table>

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BILL NIMMO
Announcer - M.C.

SCHICK COMMERCIALS • "THE JACKIE GLEASON SHOW"
"THIS IS SHOW BUSINESS" • "PABST BLUE RIBBON"
CBS-TV

Management:
CHARLES CONAWAY
JACK LESCOULIE
announcer for
JACKIE GLEASON
DAVE GARROWAY
BUICK
Best Wishes

DEAN & JERRY
THE Canadian Association of Radio and Television Broadcasters starts 1954 with its membership at the highest level in its history—120 member stations out of a potential of the 140 non-government stations located in Canada.

Formerly known as the Canadian Association of Broadcasters, a change in name was effected during 1953 because of the Association's activities bearing fruit in one most important direction. There are now four television stations operating in Canada, apart from government TV stations, due to the CARTB's attempts to secure non-government TV licensing. Hence application was made to the proper authorities to have the name officially changed to "The Canadian Association of Radio and Television Broadcasters."

Although government policy now permits licensing of non-government TV stations in some areas, the CBC still maintains its own television monopoly in the six major cities of Canada. During 1954, a large part of CARTB's efforts will be designed to rectify this unfortunate situation.

Another forward step marked the past year in the semi-political field. Following the customary CARTB presentation to the now annual Parliamentary Radio Committee, that body recommended that the CARTB's case for a "separate regulatory body" merited further study. Previous pleas of CARTB for such a non-competitive regulating body have been dismissed. There now seems hope that the government of Canada is studying with greater care and sympathy the CARTB's often reiterated request for a "separate regulatory body," similar to the FCC, which would hold regulatory authority of proper degree and extent over both CBC and the non-government stations, in place of the present situation wherein CBC holds the regulatory authority, a monopoly on all networks and network arrangements, and competes with the non-government stations at the same time for both audience and business.

While not agreeing with the CARTB case concerning a separate regulatory authority, the CBC itself seems to be showing signs of desiring greater cooperation with the non-government stations on operating problems and policies. The new CBC regulations are an improvement on the old, and an even greater improvement upon the new proposals originally published.

In the year just past, the CARTB undertook an extensive and ambitious job-analysis and cost accounting survey of broadcasting stations in Canada. The survey set up job specifications, gave average ranges, and undertook detailed analysis, by types of business, of station sales, costs and like statistical material.

The Sales office of the Association widened its presentations to agencies and advertisers, outlining the benefits of broadcast advertising. An accurate listing was prepared which gives, for the first time in Canada, a detailed accounting of what accounts and types of accounts do and do not purchase broadcast advertising, and the extent to which all accounts invest in any type of advertising.

Arising from action taken at an Annual Meeting of CARTB, plans are being explored in Canada to set up an impartial research directorate to outline standards for program popularity polls, to validate this and other types of research, to set up a sort of "good housekeeping" seal of approval for research companies which meet these standards, and to provide information to agencies and advertisers on the use of researchers figures. This research directorate, it is planned, will function under the general direction of the Bureau of Broadcast Measurement, jointly supported and financed by broadcasters, agencies, and advertisers.
Regards from Robert Q. Lewis

Exclusive Representative: TED ASHLEY ASSOCIATES

Press Relations: SOLTERS-O’ROURKE ASSOCIATES
THE growing importance of the radio-television industry in the progress of America was demonstrated convincingly in 1953. New dimensions of television and sound, in particular, and the continuing electronic requirements of government and military services, provided major areas of development and production. The industry reached an annual going rate estimated at nearly $8 billion.

It proved an excellent year for the Radio Corporation of America, with sales of products and services attaining an all-time high volume, well over the $800 million mark.

RCA's dollar backlog of government orders at year-end was the largest in the company's history, exceeding by a considerable margin that of the World War II period.

Abundant sales opportunities are ahead in such fields as black-and-white television, compatible color television, industrial TV, transistors, high fidelity phonograph instruments and records, office and home communication systems, radio sets, and electronic equipment for industry and military uses, as well as the older lines of communication apparatus.

RCA recognizes that American merchandising reached a significant turning point in 1953, presenting new challenges and opportunities for the coming year—a year that can be good for business.

The new trend in merchandising represents a closer approach to normal business operations. The 14-year old sellers' market is gone. Many industries are now adjusting their operations to meet the demands of a buyers' market. Careful planning and hard work are needed to maintain the sales volume developed during the years that business enjoyed a sellers' market.

The changed market condition requires evaluation by business leaders, not only along economic lines, but in overall strategy of operations.

RCA is charting a positive course of action to maintain relatively high volumes in production and sales during 1954. Among major steps being taken to achieve this aim are:

1. Reshaping of productive capacity to meeting changed merchandising trends and to increase efficiency so that values of products may be enhanced for the consumer.
2. Streamlining of operations and selling organizations.
3. Establishment of closer teamwork between retailers, wholesalers and manufacturers.
4. Strengthening of distribution system so that consumer demands in certain areas can be more readily met by wholesale outlets nearer to dealers.
5. More assistance to dealers.

Television continued to expand and improve its service to the American public during 1953, with more than 27 million black-and-white receivers in use by year-end. This represented an increase of approximately six million over the previous year.

Two significant trends were reflected in consumer television buying patterns—one was the increasing popularity of larger screen sets, such as the 21-inch RCA Victor models, and the other was the impact of UHF (ultra high frequency) television stations as added programming outlets. Many of the sets sold were equipped to receive both VHF (very high frequency) and UHF transmissions.

RCA expects sales of black-and-white television sets to continue in the millions, during the orderly introduction of compatible color television in 1954, and plans to accelerate promotional activities to achieve this. The importance to the public of compatibility in television cannot be over-emphasized. It means that color programs can be received in black-and-white on all existing sets, at no additional cost to set owners, and without added devices. Color sets can also receive black-and-white programs in black-and-white.

(Continued on Page 121)
Kate Smith
1953 NETWORK NEWS SELECTIONS

The network's evaluation of the top ten news stories follows:

— ABC RADIO —
1—The signing of the Korean truce.
2—The death of Premier Stalin.
3—Execution of the Rosenbergs.
4—The Harry Dexter White case.
5—Russia's hydrogen bomb.
6—The Greenlease kidnap-murder.
7—Inauguration of Eisenhower.
8—Coronation of Queen Elizabeth.
9—Death of Senator Taft.
10—Yankees win fifth Series.

— ABC-TV —
1—Korean Truce.
2—Eisenhower takes over.
3—Stalin's death and Red unrest.
4—McCarthy vs. Eisenhower.
5—Taxes.
6—Atomic crisis.
7—White case.
8—Rosenbergs' execution.
9—Queen's coronation.
10—Taft dies.

— CBS RADIO —
1—Inauguration of Eisenhower.
2—Death of Stalin and rise of Malenkov.
3—Armistice and Prisoner Exchange in Korea.
4—Coronation of Queen Elizabeth.
5—The Rosenberg Case.
6—Death of Senator Taft.
7—Harry Dexter White Case.
8—Big Three Conference.
9—Eisenhower world atomic stockpile plan.
10—Battle for European Defense Community.

— CBS-TV —
1—Power shift in Russia—death of Stalin, Malenkov's accession, ouster of Beria.
2—Signing of Korean Armistice, and subsequent negotiations, prisoner return, prisoner explanations.
3—Eisenhower speech to UN on atomic controls.
4—Berlin riots.
5—Coronation of Queen Elizabeth.
6—Harry Dexter White case.
7—Inauguration of Eisenhower.
8—Execution of the Rosenbergs.

9—Death of Senator Taft.
10—Greenlease kidnapping.

— DU MONT-TV —
1—Korean Truce.
2—Death of Stalin.
3—Soviet Hydrogen Bomb.
4—Eisenhower Address to U.N.
5—Inauguration of Eisenhower.
6—Greenlease Case.
7—Rosenbergs' Execution.
8—Dutch Floods.
9—Death of Senator Taft.
10—Coronation.

— MUTUAL-RADIO —
1—Armistice ends fighting in Korea.
2—The death of Stalin.
3—Coronation of Queen Elizabeth.
4—The Harry Dexter White case.
5—East German Riots.
6—Execution of the Rosenbergs.
7—The death of Sen. Taft.
8—The Greenlease kidnapping.
9—The Eisenhower Atomic Plan.
10—Changes in the United States Supreme Court.

— NBC RADIO —
1—The Inauguration.
2—The Coronation.
3—The Berlin riots.
4—The Greenlease kidnapping.
5—The McCarthy-Dulles Conflict.
6—Korean coverage: atrocities, POW's: Mrs. Howe and her son; reluctant GI's, and the POW exchange.
7—Death of Stalin.
8—Brownell-Truman.
9—Death of Senator Taft.
10—Farmers' fight on Benson.

— NBC-TV —
1—Inauguration of Eisenhower.
2—Coronation of Queen Elizabeth.
3—The Greenlease kidnapping.
4—Death of Stalin.
5—Berlin riots.
6—Korean truce and POW exchange.
7—The Harry Dexter White case.
8—The tornadoes.
9—The Trieste problem.
10—The McManus case.
JIMMY NELSON
DANNY O'DAY
"THE MAHOGANY KID"
and
HUMPHREY HIGSBYE

EXCLUSIVE BOOKINGS

MCA

PERSONAL MANAGEMENT

LOUIS W. COHAN

1776 BROADWAY
203 N. WABASH AVE.
NEW YORK, N. Y.
CHICAGO, ILL.

FARFEL
Surveys Uphold Constancy of Television Audiences

By JAMES W. SEILER
Director
American Research Bureau

WITH the television industry well out of its swaddling clothes and now passing into a rapidly achieved adult state, the myriad questions which could not be answered during the youngster’s uncertain infancy are receiving increased attention.

American Research Bureau, Inc., in the course of its individual market and nation-wide audience surveys for the last four and a half years, has been coming up with many of the answers.

Certainly one of the long-standing $64 questions has involved the constancy of television audiences. Would they love the medium in December as they did in May?

In the late 1940’s, it took something less than a gross of slide rules or a mechanical brain to determine that the family’s first television set was likely to be in almost constant use. Practically all program fare was received enthusiastically. Dire predictions that prolonged small-screen viewing could lead to myopia or spots (20-second) before the eyes, failed to curb an audience prepared to take all that the tube could bear.

Such immediate response, however, could not quiet an ever-present fear in the industry that the first flush of enthusiasm would subside. The peak of viewing time among owners of new sets, many felt, would inevitably be followed by a substantial drop to a much lower plateau of hours spent watching TV once the novelty had worn off.

ARB studies now indicate these fears were unfounded.

Since 1949, ARB has been conducting diary surveys of television viewing and publishing reports which have gained acceptance among those who must have reliable and statistically accurate figures. During these sampling operations, respondents have been asked to supply the purchase date of their sets. By now, ARB has on file thousands of week-long viewing records of families of all categories in terms of length of set ownership.

ARB reports from a group of representative markets where television programming has been in effect for a few years quickly lay to rest the fear that enthusiasm for the medium is short-lived. The accompanying chart shows today’s average viewing hours per family in these areas, broken down by date of set purchase, both for the Monday through Friday daytime hours and for the evening hours of the entire week.

<table>
<thead>
<tr>
<th>FAMILY VIEWING HABITS</th>
<th>DAYTIME</th>
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<tr>
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<td>hrs. M-F</td>
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<tr>
<td>1949 or earlier</td>
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</tr>
<tr>
<td>1950</td>
<td>7.8</td>
</tr>
<tr>
<td>1951</td>
<td>7.8</td>
</tr>
<tr>
<td>1952</td>
<td>8.1</td>
</tr>
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<td>1953</td>
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<table>
<thead>
<tr>
<th>EVENING</th>
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</thead>
<tbody>
<tr>
<td>Set purchased</td>
</tr>
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<td>1950</td>
</tr>
<tr>
<td>1951</td>
</tr>
<tr>
<td>1952</td>
</tr>
<tr>
<td>1953</td>
</tr>
</tbody>
</table>

These figures amply demonstrate that there is not too wide a variance in time devoted to viewing among families who bought their sets in recent years. True, the weekday viewing in homes where the set was purchased in 1953 exceeds that of the family who acquired a set in 1950 by over 20 per cent. It is to be expected, however, that the impetus of new set ownership must reveal itself to some extent. Yet the same comparison with 1949 purchasers of sets shows only 18 per cent more viewing during the daytime period by those who became set owners in 1953. And the 1949 purchasers are now watching television 0.7 more hours per week during the evening than the Johnny-come-latelies whose purchase of a set was made last year.

The figures put the viewing picture into focus.

The complete picture is a cheerful one for the industry, cancelling out the stereotype of the jaded set owner increasingly turning away from television once the first rapture of enthusiasm has passed.
New Production Records
Set by Manufacturers

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

The radio-TV and electronics industry broke all production records in 1953 by turning out sets, electronic equipment, transmitters, and tubes and parts with a combined factory value of more than $5 billion. This was $1 billion more than the industry's output in 1952.

About one million more television receivers and about two million more radios were manufactured in 1953 than during the preceding year. While neither production was an all-time high, their combined value was exceeded only by that of 1950 when the outbreak of the Korean War started a buyers' panic due to fear of wartime shortages.

Preliminary tabulations show that about 7,250,000 television receivers and 13,500,000 radios, including auto sets, were produced in 1953. Their total factory sales value was more than $1.5 billion.

The broadcast equipment segment of the industry experienced a boom as the Federal Communications Commission surprised everyone by the rapidity with which it issued TV construction permits.

Sales of replacement parts through jobbers and service shops continued to rise as TV set ownership throughout the United States passed 27 million.

An upsurge in public demand for good music in the home brought high fidelity equipment from the custom shops to the mass ready-made market. Even the radioless phonograph—with high fidelity accessories—returned to the high price shelf.

The most significant long-range development in 1953, however, was in the engineering research field. The National Television System Committee, which was formed by the Radio-Electronics-Television Manufacturers Association three years before, did what many thought impossible in 1950 and recommended to the FCC tested standards for transmission of a compatible color television signal. The Commission, which had previously approved non-compatible standards proposed by the Columbia Broadcasting System promptly adopted the new specifications.

Indicative of the expanding character of the industry, the manufacturers' trade association added the word "electronics" to its title only three years after it incorporated "television." Thus the radio industry which existed before World War II and which did an annual business of $250 million (factory sales) became the radio-electronics-television industry with a yearly output valued at more than $5 billion.

The essentiality of electronic equipment in modern warfare and defense was responsible for the greatest part of the expansion of plants and facilities since 1950. Much of this type of manufacturing is expected to turn to new industrial and commercial electronic equipment once military procurement declines. However, there appears little prospect that this decline will occur in 1954 or for several years to come.

The outlook for 1954 TV set production is not as clear as heretofore due to the uncertainty of the effect of color television on black and white receiver sales.

Many manufacturers believe that the display of a few "sample" color sets at from $700 to $1,000 in 1954 actually will stimulate the buying of black and white sets. They believe the comparison of prices and values of black and white against color sets, together with the limited number of color programs, will win over many persons who have been waiting for color in the mistaken belief that it would be as cheap and have as large screens as black and white.

Set and parts manufacturers in an informal poll following a RETMA meeting estimated that about 5,000,000 black and white sets and under 200,000 color receivers will be manufactured in 1954.

Radio receiver production, which has maintained a remarkably high level in spite of television, is expected to continue at twice the rate of the TV set output.
Progress On The Overseas Information Front

By THEODORE C. STREIBERT

Director

U. S. Information Service

On August 1, last, the President formed the U. S. Information Agency to carry on the overseas information program of the United States. The new Agency has responsibility for programs formerly conducted by the Department of State and the Mutual Security Agency. The Director of the new Agency is responsible to the President through the National Security Council.

In a public announcement on October 22, the President gave the new Agency its mission. This was the first time in history that any government had ever announced to the people of the world what it was trying to accomplish through its overseas information program.

The President has given the new Agency the job of presenting factual evidence to the other peoples of the world that the U. S. shares with them the same aspirations they have for freedom, peace, and progress. Further, the Agency has the job of trying to persuade these people that they can best achieve their legitimate aspirations in cooperation with the U. S.

In doing its job, the U. S. information Agency is directed to concentrate on objective, factual news reporting and appropriate news commentaries. Distortions or misrepresentations of fact are not permitted. Use of a strident, antagonistic tone must be avoided.

This does not mean that the U. S. Information Agency is going to be “soft” about communism. Quite the contrary. The Agency will continue to hit hard at Soviet lies about the United States.

But by sticking to the facts, not haranguing, we should be able to do a better job. For if we are to succeed, our message must be credible if it is to be convincing. Facts and comments associated with facts are, of course, far more compelling than accusations or mere assertions.

Our radio broadcasts to Russia and the satellites provide a good example of the new policy in action. Important distinctions are being made in the contents of our broadcasts to these areas.

In our broadcasts to Russia, the attempt will be made to gain a reputation for credibility and factual news reporting, instead of being only anti-Soviet.

In the satellite countries, the situation is somewhat different. Here there are captive peoples who have known a better system than communism. The U. S. Information Agency will give them straight news too. But it will also hit hard at Soviet imperialism and try to keep alive their hopes that someday they will again be free.

The radio operations are one example. Less reliance than before is being placed on long range, short-wave broadcasts from the U. S. Instead, more emphasis is being placed on relaying short wave broadcasts on the standard band from points closer to our listening audiences.

The broadcasting service of the U. S. Information Agency is also providing our overseas missions with prepared programs on tapes and recordings. These are being placed on local stations abroad.

In addition to these radio activities, the broadcasting service is also supplying TV material regularly to 15 countries.

The revised program of the new U. S. Information Agency also gives much greater emphasis to the importance of the cooperation of business and civic groups. To date, over 750 private organizations have participated in projects of value to our overseas information effort. Their cooperation has saved American tax-payers several million dollars. More important, they have accomplished things which the Government would not have done.

Active participation is needed by more civic groups and industrial organizations. Non-government resources must be utilized to a far greater extent to help in the big job there is to do.

The U. S. Information Agency is striving in every way possible to stimulate and assist this private participation.
DON McNEILL'S BREAKFAST CLUB
Now on ABC Television and ABC Radio

rom the Terrace Casino Room of the Morrison Hotel Chicago 8 to 9 a.m.
Neither Boom Nor Gloom in Broadcasting’s Destiny

By HAROLD E. FELLOWS
President
NARTB

To me, the current hue and cry concerning this nation’s economic outlook is reminiscent of the period six scant years ago when prophets of doom were chanting that radio was a “dead duck.”

Perhaps this is an inevitable result of long-standing American custom of heralding in each new year with backward analyses and forward prophecies. So-called experts are called upon to bespeak themselvest with authority and all at once ’til they have to shout over the crowd to gain audience.

“Downward curve,” “levelling-off,” “recession” whatever the pessimistic definition, may, as I have indicated, be likened to the year of 1948 when television suddenly swept into popular acceptance and radio was labeled a “dead duck.” History has since written that radio was not destined to be so labeled—any more than newspapers were destined to lock their doors when radio appeared.

Such shouting from the roof-tops about recession is a claxon call to arms—it heralds clashes, controversies, sometimes temporary bitterness, but the final, end product is readjustment—then the renewed march forward.

Personally, I am not convinced by the gayer economists that business will soar to new heights in 1954, nor am I persuaded by the sadder among this gentry that we shall descend into the slough of depression. But some place between those two extremes, it would appear, lies our destiny in the field of business activity for 1954.

In too many of our approaches to the daily problem of living, we are frenetically trying to run forward while looking backward. Forward lies the challenge—forward where one can see even more prosperous living for all of our people; expanding markets; new developments in transportation, in housing, in communications. Forward lies the challenge to men who are so dissatisfied with this day that they would make tomorrow better.

And therein lies the forward challenge of media—all media, newspapers, magazines, outdoor, direct mail, radio and television. Perhaps media muscles got a little flabby during the immediate post war years when we were in a sellers’ market. Now in 1954, the pendulum has swung to a buyers’ market and it is up to media to move the goods.

Indisputably, this nation has the finest advertising talent in the world. Moreover, this nation is blessed with the kind of leadership in its industries which does not falter in the face of adversity.

The goal before all media is consumption. Since people are the ultimate consumers, it bodes well that the field of research has at long last come into its own. It is through research that we can study the consumer and his motives for buying.

The markets of America will be served even more widely by the great communications media of radio and television in 1954. As this is written, FCC statistics show that at the conclusion of 1952 there were on the air 2399 AM stations, 672 FM stations and 137 TV stations. At the end of 1953, the FCC reported on the air 2521 AM stations (an increase of 122); 560 FM stations (a decrease of 52); 356 TV stations (an increase of 219).

As for the NARTB, we’re 1116 strong in AM against 1024 at the end of 1952. In FM, we’ve dropped from 365 to 340—nearly holding our own despite the fact that many FM stations went off the air. In TV, we’ve gone up from 102 to 229.

The figures will be even greater next year this time. The broadcasting industry has never stood still. It never will. We’re moving ahead. There will be color tubes and vest-pocket radios, new horizons in broadcast education and service to the public. There will also be new and continuing problems. If we stick together and work together as an industry, we’ll handle them all. That’s a challenge and a promise.
YOUR SHOW OF SHOWS
HAL JANIS
YOUR SHOW OF SHOWS
SID CAESAR

"O Boy O Boy"
IMogene Coca

"What a Beautiful Gesture"
YOUR SHOW
OF SHOWS

CARL REINER

BILLY WILLIAMS QUARTETTE
YOUR SHOW
OF SHOWS

HOWARD MORRIS  JOAN WALKER

MELL TOLKIN — LUCILLE KALLEN — MEL BROOKS
TONY WEBSTER — JOE STEIN — DANNY AND DOC SIMON

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

Max Liebman
Producer-Director
"Your Show Of Shows" — WNBT
The Radio Revolution; Analysis of Programming

By FREDERIC W. ZIV
President
Frederic W. Ziv Company

The revolution in radio has been taking place for several years now. It is a peaceful revolution, although a far reaching one. And it has been going on long enough now so that certain patterns have emerged and taken shape.

It is increasingly evident to all, even the most pessimistic, that the radio industry will not only survive the television revolution, but that it will emerge as an infinitely more stable and perhaps, even stronger entertainment and advertising medium.

It is at the local and regional level that radio is vitally alive. It is here that radio is setting new records and giving ample promise of new goals yet to be reached. And we of the Ziv Company are keenly aware that it is our function to supply, at the local and regional levels, the new, modern programming techniques that radio demands.

Our "Hour Of Stars" series is an outstanding example of the success which awaits those who program in the new way for today's radio. At this moment the "Hour Of Stars," is being broadcast by 527 radio stations in the United States. But more important, never before in our history, have we received so many glowing and enthusiastic reports from the stations, telling us of their success in securing local, regional and national spot advertisers. The decision to program an hour long segment of time, every weekday — to program it imaginatively and with showmanship, has certainly paid off for our stations. It was our belief that a show with four of America's greatest stars — Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee — presenting the kind of entertainment America loves best, just couldn't fail. It didn't.

Encouraged by the success of the "Hour Of Stars," we determined to take an even bigger step. What we wanted was one of the top three radio stars of all time. We wanted in short, a comedian who had sky-rocketed to success in radio. We were convinced that one of radio's top comedians, a man who had always been able to command a tremendous listening audience, could, if programmed in the new and modern technique, rise to even greater heights.

We have been fortunate to secure the services of Red Skelton. Red is indeed, one of the three all time comedy greats of radio. And we have been able to make Red Skelton available in a half-hour show to stations, agencies and sponsors on a five time a week basis. I think you will agree that the impact of the "Red Skelton Show," programmed five times a week across the board, is exciting to contemplate. And because of the vitality and growth of local and regional radio, we can look forward to extending this program into more markets than we have ever reached before and thereby offer it to each station or sponsor at prices that are among the lowest in our history.

As this piece is written, we have been offering the "Red Skelton Show" for just two weeks. It has been the biggest two weeks that our company has ever enjoyed from a sales standpoint.

This is the new radio. This is radio's dynamic answer to the demand of its audiences and advertisers for a new approach — a top comedy star in five half-hour programs every week — a form of programming not contemplated in the 1940s, never before available to the stations and sponsors on a local and regional basis. The immediate, enthusiastic response to this new plan for radio programming and selling today is a real tribute to the growing vitality of this medium.

These successes are not ours. They are industry successes. They stand, I believe, as testimony to the strength and power of radio, to its ever increasing appeal as an advertising medium. They stand too, as evidence that radio still offers a challenge to the showman and to the salesman. And further, that new successes and new achievements await those who successfully meet the challenge.
FIRST, let us remember always, that advertising is bought, whether it is in a newspaper, magazine, billboard, radio or television, for just one reason; that is to help an advertiser sell his services or product. For years advertising media of all kinds have created and presented glowing presentations of the selling effectiveness of their medium. However, in most cases when the order was booked they considered their responsibility discharged and when any advertiser asked for help in merchandising his advertising at the point of sale and moving his product, the howls were long and loud. This was particularly true in radio and television. However, during the past two and one half years the picture in this field has changed.

When NBC launched its Merchandising Department on January 1, 1952 no other network offered a complete merchandising service and few stations had embraced merchandising, despite the pioneering of the granddaddy of them all, WLW in Cincinnati, for over 17 years. Being a subject that was new to most broadcasters, merchandising erupted in the industry during the past two years in many and sundry forms and concepts. Unfortunately, in many cases, much of this so-called merchandising is designed to impress the advertiser, with nothing concrete being done about the real target, SALES. Further, in many cases, these merchandising plans have constituted a form of rate cutting. However, gradually the sounder merchandising techniques are prevailing and merchandising, a subject to which scant heed had been paid in the past, is becoming firmly established.

Although we are concerned with network merchandising, emphasis here is being placed on the growth of merchandising among stations because a network’s affiliated stations make a most important contribution to network merchandising. This is for the simple reason that all merchandising is local and no advertising medium could afford to foot the bills accruing to the establishment of local merchandising operations in all of the key markets. However, a network, and only a network, can present a well rounded and sound media merchandising service to national advertisers because it is represented in these markets by its affiliated stations. When a sound cooperative program between a network and its affiliates is established in the interests of network sponsors then, and only then, is true network merchandising effectiveness achieved.

Obviously, an understanding of the advertiser’s problems, his sales goals and his methods of distribution are essential to the cutting of a merchandising pattern suitable to his individual needs. This requires experience and the “know-how” of professional merchandising men. Accordingly, the NBC merchandising field force is made up of men who average better than twenty years of advertising, sales, marketing and merchandising experience and are fully qualified as sales and merchandising, consultants. Further, any merchandising plan in which the promise is not performed is bound to lead to distrust and, to say the least, loss of interest on the part of sponsors. Therefore, one of the most important functions of the NBC Merchandising District Supervisors is the policing of the cooperative agreements with retail factors which they have obtained in the interest of our advertisers.

The importance of merchandising is fast being recognized by both advertisers and agencies and the demand upon media growing. Daily the case histories are piling up as indisputable evidence of sound merchandising’s value and place in today’s sales battle. In brief, the day has passed when advertising media can consider their obligation to the advertiser fulfilled when they have made the sale of time or space.
DANNY THOMAS

"MAKE ROOM FOR DADDY"

ABC-TV
for
LUCKY STRIKE CIGARETTES
and
DODGE-PLYMOUTH DEALERS
On October 4th of this year, the Inter-American Association of Broadcasters was eight years old. This date has been christened in this Hemisphere as “Broadcasting Day” and it marks, shall we say, the reaching of age of this wonderful medium of diffusion.

In fact, the great progress and maturity reached by radio in the different countries of America had not had, prior to that time, an organized entity for the purpose of determining and summarizing the duties of the broadcasters toward the people whom they serve and to point out the moral responsibilities inherent in the privilege of addressing them and to accept as one of those duties, undoubtedly the most sacred one, the defense of the ideals of liberty, democracy and respect of human dignity, as the most secure path to permanent peace and tranquility.

The IAAB also promoted liberty of expression and made a reality of it through practice, which in its double aspect of free communication of ideas and the rights of the people to free access to all events and opinions, without obstacle or deviation, should be considered as the most efficient guaranty and safeguard of the rest of the essential rights of man. The IAAB proclaims that there are no theoretical liberties. Each individual is entitled to practice and enjoy all of them and it is liberty of expression which in great measure contributes to strengthen in men the consciousness of their rights, enable them to repudiate lies and deceit and save them from becoming new victims of ideologies that poison the spirit and spread destruction.

Notwithstanding all the formulae of protocol which, it is assumed, are international obligations, the IAAB, as well as its twin sister, the Interamerican Press Association, has a very difficult task to perform, because day by day liberty of expression is a victim of violations and abuses in one place or another, and has become in some countries a permanent victim of a dictatorial will built upon a sole and supreme law.

In all its activities the IAAB proclaims and supports the principles of living together, solidarity and cooperation, which serve as a basis for the United Nations Organization and the Organization of American States. In summation, all of its work is but the application and defense of the purposes and goals of such organizations. Thus the IAAB has been recognized and has been given the category of a non-governmental cooperative medium, by virtue of which it maintains a permanent contact with them.

During the coming year of 1954, intensive work awaits all Directors of the IAAB. Furthermore, we are creating special commissions with representatives of all regions of the Continent who, together with the Committees of the Interamerican Press Association, will keep vigil over liberty of expression and the application of the “Panama Doctrine.” These Committees will be permanent and it is expected that their performance will contribute, in a very effective way, to the aims of the Press Association and our Association.

We also have before us the task of persuading the Organization of American States to call a conference to unify, in broadcasting matters, the legislation of the countries of this Hemisphere, not in its technical aspects which have been the subject of several world, continental and regional treaties now in existence, but as to the contents of the transmissions themselves, in order that the domestic legislation of each country confirm and guarantee the liberty of expression.

The IAAB is filled with great faith and an indefatigable persistence. It places both at the service of liberty, within the formulae which the people of our countries have chosen as the best to reach their fulfillment.
Best Wishes

Martha
NTSC and Color Television
A Review of Developments

By DR. W. R. G. BAKER
General Electric Vice President and Chairman
National Television System Committee

COLOR television, long-awaited and much discussed, today is a living, growing monument to more than 200 top electronics scientists and engineers from several score television and broadcast companies and laboratories.

In what must be an unparalleled example of industry cooperation, more than one million man-hours and an estimated $10,000,000 was expended in the development and the testing of the technical signal specifications for color television proposed by the National Television System Committee. No one company, nor any single individual can claim the credit for the development of the FCC approved color television standards. It must be shared by all.

Certainly Chairman Charles A. Wolverton of the House Committee on Interstate and Foreign Commerce expressed it well when he said that the words of former Chairman Fly of the FCC concerning the work of the first NTSC on monochrome television "are as appropriate today as they were when he uttered them." Chairman Fly said, "This is another example of the best that is in our democratic system, with the best in the industry turning to on a long and difficult job in an effort to help the government bodies in the discharge of their functions so that a result may be achieved for the common good of all."

The National Television System Committee concerned itself solely with a significant and highly challenging technical problem; how best to achieve the optimum in terms of a color television system. Those persons on the Committee and associated with its work were scientists and engineers of special technical qualifications, or others with a deep interest in the progress of color television. The Committee did not concern itself with any phase of production equipment, nor with considerations involving the proprietary interests of members or companies in the industry.

Taking two fixed points; (1) the 6-megacycle bandwidth established by the FCC for this service, and (2) the physiological and psychological characteristics of the human eye—the NTSC attempted to evolve the finest conceivable system, one not only practical for the immediate public interests to be served, but one which also contains the necessary growth potential for the long-range public interests.

In the development of the standards for a compatible color system, the NTSC had the full and complete cooperation of the companies comprising the industry. The source of an idea was disregarded completely. The only questions were: Is this the best idea? Is this the best way to do the job? During its two and a half years of active work the NTSC produced a number of significant contributions, not only on a system basis, but also in details. The standards evolved by the NTSC provide first, the transmission of excellent pictures in full color to color receivers. The detail is practically equal to that of monochrome telecasts. In chromatic quality—that is, fidelity of color reproduction—the color television images match or excel color movies.

Secondly, the NTSC system fulfills the compatibility requirements. It produces the program on monochrome receivers, producing images in black and white which are better than those provided by standard monochrome broadcasts. The investment of the public in 25 million monochrome receivers is fully protected. No modification of these receivers is required, in fact, no adjustments whatever are needed except the normal operation of the front panel controls used in monochrome reception.

This is the successful result of the work of the NTSC and of the engineers and the scientists of the television industry.
ROBERT MONTGOMERY

Presents

YOUR LUCKY STRIKE THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION       MONDAYS 9:30 - 10:30 PM EST
Future of Tape Recording in Television

By BASIL F. GRILLO
Executive Vice President
Bing Crosby Enterprises, Inc.

This year—1954—looks like the year for introduction of television recording on tape. And we mean not just another “demonstration” of technique but a practical, commercial device such as our VTR (Video Tape Recorder), that will accomplish the promises we made and revealed physically more than a year ago.

In July of this year, we illustrated near perfection of our black and white picture. It was a picture that any technician working in this newest field of electronics would be proud to achieve in such a comparatively short period of experimentation as we have experienced.

Readers of the Yearbook may ask: "What's this fellow talking about black and white tape recording when everybody else is working on color?"

The best answer to that is, "First things first." Let it hastily be added that we are taking second place to none in the development of color TV tape recording.

The most important thing about the perfection of black and white tape recorders is the extent to which they will advance color television programming. We believe that our VTR will so revolutionize the TV industry and its present system of black and white broadcasting, that by virtue alone of the tremendous savings it will enjoy through simplification of techniques, resources now employed in present methods may be put to use in developing color programs.

The ability of the television industry to achieve a great transformation from black and white to color TV has been questioned, in view of the motion picture industry's inability to accomplish a general switch to color after more than 20 years of trying. We feel the impracticability of such a transformation is just as real to TV as long as expensive color film must be employed. But, with the introduction of color tape and its comparative minor cost, this change may be expected with little effort.

What are Bing Crosby Enterprises doing about color tape?

It might better be asked: What are manufacturers doing about color receivers?

For, until suitable receivers are obtained for color broadcasts at costs that are within reach of a majority of viewers, color tape is virtually a surplus commodity.

That doesn't mean that we are sitting idly by waiting the day of general color TV broadcasting nor until everybody in America has a color receiver. Our engineers have virtually perfected tape recording of black and white television signals. To include color is a matter of a few refinements that already are known and being perfected. It is a matter of present minor concern because we know we have answered this need and will supply it when the industry is ready to adopt it.

One other new factor worth consideration in the rapidly changing picture of TV broadcasting is the possible general advent of subscription type receiving, now undergoing trial in various communities of the nation. Unquestionably, the American public is usually a discriminating audience on most occasions. It has not proven particularly so with respect to television, perhaps because it still is quite a novelty in many areas. TV on tape may prove extremely helpful in the promotion of subscription viewing however, and the profitable conduct of this type of operation.

Tape recording will also eliminate expensive filming processes and provide numerous and timely duplicate pictures for many widespread areas.

After all, viewers can look at only one show at a time. So what happens when two or more first rate productions are in direct competition. Some advertiser must be a loser. But, if he can salvage his production on tape, he can salvage audiences by showing it again at another time or another place, and, with tape he achieves the highest quality duplicate at extremely low cost. That's the real beauty of this coming process—tape recorded TV.
THIS IS YOUR LIFE
for
Hazel Bishop — NBC TV

TRUTH OR CONSEQUENCES
for
Pet Milk — NBC Radio

TARGET PRODUCTIONS
GEMINI PRODUCTIONS
Casting for Television
As Viewed by Expert

By MILO O. FRANK, Jr.
CBS-TV Talent and Casting Director

CASTING for Television involves public relations on an international scale. Let us start out by saying that the Casting Director is generally not the most popular man in the world. It is true that at certain times with certain people he is very popular, but this is liable to change as quickly as one is able to say "no." No matter what nationality the actor may be, "no," seems to be understood in any language. Unfortunately, part of a Casting Director's job is to say, no. The above is on the negative side and actually there are many wonderful and exciting things in casting for television.

Obviously we deal in actors; however, many strange and varied performers come our way. Among these, one of the most notable was a horse which waited patiently outside the building. We do not have many horse parts, so there was not much we could do.

Seriously though, the actual method of casting is to the best of our ability a fast and accurate process. A script is broken down, a budget is applied to the breakdown, a casting meeting is held with the producer and the director of the show, the choices of actors are made, the availabilities ascertained, the offer made to the agent, the deal is set, the contracts are drawn, and we are ready for the next show. Probably one of the most interesting phases of casting is the ever increasing search for new talent. In my opinion, Mr. Hubbell Robinson deserves a great deal of credit for his planned thinking in this respect. Being Vice-President in charge of the CBS-TV Program Department, he is a pretty busy gentleman, but nevertheless he always finds time to discuss and think about new talent. CBS approaches this problem in three ways:

1. Auditions
2. Artist's Representatives
3. Field trips

We hold auditions twice a week; on Tuesday—Variety auditions, and on Thursday—Dramatic auditions. These are open to any and all artists who wish to appear on CBS Television. The appointments are secured by interview, letter, or phone. Appointments are given for specific times and we generally are booked some time in advance. For the dramatic audition an individual must furnish his own material. This is necessary because we want the performer to do whatever he likes and feels he is best in. It would be impossible for us to have on hand sufficient material to cover this wide range. We are always glad to suggest material if a performer is doubtful about what to do. The actor prepares his own scene, memorizing the lines, and presents it at the appointed time. The audition board consists of two or more Casting Directors who are qualified to determine the value of a performer. A written report is made and the actor is notified whether or not he has passed the audition.

The Variety audition is run in a similar manner, with the one exception that we furnish a piano and accompanist if the artist desires.

All of the members of the Casting Department attend as many of the forms of entertainment as frequently as they can. Field trips are made and every possible avenue of new talent is looked into. These field trips are not limited to the state of New York, but extend as far as necessary.

It is interesting to note that the CBS Casting Department goes beyond the call of duty in that we suggest performers for night clubs, legitimate stage, and other allied media. For this the network gets no monetary gain; however, we gain in another direction. We have the good will of the actor and we enable the actor to gain more experience and become more proficient in his chosen field.

Contrary to many opinions, Casting Departments are anxious and ready to help actors. They do not wish to cut an actor's salary, nor do they wish to cut his billing. They only wish to get the best possible show on the air within the limitations imposed upon them by the nature and budget of the show.
SAMMY KAYE

RADIO: Cameo Serenade Room — ABC
       Sunday Serenade — MBS

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

MANAGEMENT: David Krengel

607 Fifth Avenue        New York City        Plaza 3-2636
IT no longer is news to the broadcasting industry that news has become firmly established as a primary rather than supplementary factor in station programming. Polls of the past year have rather clearly indicated that radio stations with good news programming were the first to emerge from those television-inspired doldrums that settled over some areas. And television stations are beginning to learn that there is no more readily marketable commodity than intelligently presented news programs handled by competent newsmen.

The Radio-Television News Directors Association is not inclined to take undue credit for this most satisfactory turn of events. Its officers and members know full well that there still remains room for considerable improvement. But RTNDA does feel its aims now have become the industry’s goal to a remarkable degree, and that the association’s opportunity for service both to news departments and station management never was greater.

During 1953 RTNDA sponsored jointly with the Medill School of Journalism, Northwestern University, Evanston, Illinois, a television news seminar whose praises still are being sung by those who attended. Faculty members were drawn from the top bracket of television newsmen who provided a wealth of visual and oral material on “how to do it.” A great part of the seminar’s value lay in the fact that the problems of the “beginners” were placed foremost, and that the entire program was arranged in full awareness of the fact that there are more small- and medium-size stations than large ones.

The jointly-sponsored seminars are to be continued annually under the direction of Prof. Baskett Mosse of Medill.

Other services to newsmen and management in the broadcasting field are being expanded as RTNDA itself expands. Five regional vice-presidents provide “field” representation for the organization and they, together with RTNDA’s other officers and board members, frequently are called on for talks to journalism students, regional and state radio and television news organizations and civic bodies.

The continuing work of RTNDA’s Freedom of Information Committee has received recognition not only within the industry itself but within similar committees set up by other news media as well. The right of the radio and television newsmen to carry the tools of his trade into many places is still being resisted by some. But the determination of the organization to see to it that radio and television news people receive equal access to the news now has been fully established and more bans are lifted every year. These benefits accrue to all radio and television newsmen and women whether members of RTNDA or not.

Membership in RTNDA provides radio and television news directors with correspondents and reporters all over the country. The association has stressed since its beginning the value of inter-station cooperation in news.

The 1954 convention of the association will be held at Chicago in line with RTNDA’s ever-present desire to meet in the city most readily accessible to most members. Under a recommendation adopted by the 1953 convention the association’s annual meetings henceforth will be held at Chicago in alternate years.

Since its organization in October of 1946, RTNDA has had as its first objective the establishing of all possible methods of help to its members and their stations in presenting radio and television news accurately, fully and interestingly. This and other objectives of the association have the endorsement and full support of many of the leading managers and owners of radio and television stations, and of other organizations which concern themselves with the progress and general well-being of the broadcasting industry as a whole.
AWARDS

I LOVE LUCY
MAKE ROOM FOR DADDY
EVE ARDEN
VIVIAN VANCE

(Academy of Television Arts & Sciences — 1953)

The same superior quality and excellence of production that helped to earn these awards are now available for the filming of commercial subjects.

Desilu Productions, Inc.
846 No. Cahuenga Blvd.
Hollywood 38, California
**U.N. Radio Does World-Wide Job of Serving Listeners**

By DOROTHY LEWIS  
Coordinator  
U. S. Relations, United Nations Radio

Perhaps the most important factor in diplomacy is that mass public opinion is a living force in international affairs. News reaches us from all corners of the globe almost as quickly as if we had been eye-witnesses. We are parties to an action practically at the very moment it is undertaken. It is the expression of a democratic mass civilization that is still in its infancy, giving to the man in the street and to group reactions a new significance in foreign policy."

These comments made by United Nations' new Secretary General, Mr. Dag Hammarskjold, during his address before the Foreign Policy Association on October 21, 1953, indicate his awareness of media's role and particularly that of radio and television as instantaneous means of intelligence transmission. This new factor of public opinion and government action inspires increasing responsibility on the international staff of the United Nations. Moreover, each year that horizons of the United Nations and its specialized agencies are extended, thus requiring greater skills in accurate interpretation. The year 1953 saw the cessation of hostilities in Korea. United Nations Radio watched and reported on this day-to-day drama with circuits from Korea, from Paris and many U. N. Information Centers around the world. These furnished the daily recorded news interviews and proceedings for inclusion in all daily U. N. Radio broadcasts in 25 languages, to member states.

Of special note were two documentary programs aired over ABC entitled “The Korea Story.” Narrated by Dick Powell and Helen Hayes, these broadcasts gave the political history, as well as an account of Korean Reconstruction. During the summer, U. N. Radio produced another series of six documentaries called “We Saw Tomorrow,” aired over NBC, based on recordings made in eight Latin American countries on a 25,000 mile tour by a U. N. information team.

In cooperation with NARTB and the U. S. Committee, U. N. Day, October 24, was celebrated with special radio and television programs. Of particular note was a transcribed documentary “The Grand Alliance,” narrated by Joseph Cotten, which was released to 2,800 U. S. stations and a spectacular television tour of United Nations Headquarters entitled “U. N. Open House,” produced by CBS jointly with the U. N. Department of Public Information, carried coast to coast, giving to millions a glimpse of the setting for the sixty government operation.

Human Rights Day, December 10, was highlighted by a documentary program entitled “Letter from Father,” narrated by Sir Laurence Olivier, produced by U. N. Radio and UNESCO in cooperation with the American Broadcasting Company and heard during the week over 600 independent stations. A survey of 2,300 U. S. stations yielded a 29 per cent return from 48 states and Alaska and Hawaii. An average of 1,000 U. S. stations carried the regular prize-winning network programs: MBS—“U. N. Today”; CBS—“U. N. On The Record” and transcribed series “U. N. Story.” As a result of the survey, 100 more subscribing stations were added. In addition, 380 more stations requested the “Weekly News Summary” for their news directors and 263 women broadcasters’ names were added to the 3,500 subscribers for the monthly “U. N. News for Women Broadcasters.” U. N. Radio will add another service in 1954 in the form of regular news releases to radio editors of local newspapers coast to coast.

U. N. television coverage reached an all time high during the special session of the Seventh General Assembly. CBS carried a daily half hour coverage of the entire Eighth General Assembly sessions. Climaxing this operation was the full TV and AM network coverage of President Eisenhower’s address on December 8, kines and circuits of which were sent around the world.
ROBERT ALDA
STARRING IN
"SECRET FILE U.S.A."
FOR TV
90
Italian-American Market Wields Weighty Influence

By RALPH N. WEIL
Exec. Vice-President
WOV

The growing Italian influence on the overall American market has caused some advertisers to re-examine the potentialities of the Italian-American consumer group... popularly known as "The Italian Market." Springboarding into the "trend" subject from Webster's definition we find it reads: "TO HAVE or (TO) TAKE a particular direction." Applying this to the current market picture it becomes clear that:

(a) Within the past few years the entire American market has TAKEN a new direction. The Italian Influence is evident in everything from a girl's hair-cut to the latest designs in automobiles.

(b) For as long as Italian-Americans have comprised an entity they HAVE followed Italian inspiration. The Italian mode, to quote Webster further, is the group's "Underlying or prevailing tendency or inclination." Economically sound, this large group (over 2,000,000 persons of Italian extraction in the New York area alone) is spending more money every year.

KNOW-WHAT is as important as KNOW-HOW. Since WOW is frequently in the position of having a waiting list of potential advertisers, (and the station carries 10½ hours of Italian broadcasting daily) obviously many advertisers are very knowing about the rich prospects of the Italian Market. A newcomer to the subject, however, is in for a lot of surprises. For the sake of discussion we'll start with his impression of "Italian-Americans and the food they eat." Mr. Advertising Newcomer thinks that Italian-Americans subsist on spaghetti, pizza pie and wine. Well they certainly do like these things but: spaghetti and pizza pie are pretty apt to be side dishes in a fairly costly and varied menu. Wine in an Italian-American home means an assortment of wines. Beer? Most definitely, Mr. Newcomer. The traditional beverage accompaniment for the honored pizza pie, both in Italy and with Italian-Americans is beer! Naturally it follows that the advertiser who wants his beer sitting alongside a pizza must beam his advertising specifically to the Italian Market.

Like the general consumer, Mr. Advertising Newcomer thinks that the coffee machinetas popping up in sleek gift shops were invented yesterday. But for the Italian-American housewife, after dinner espresso is part of her heritage. When one machinetta wears out, she'll buy her next one from a specialty shop which has carried them for years, and which has directed its advertising to her ears season after season. If the sleek gift shop wants to compete for her trade—and she's most definitely a good prospect—it will have to get her attention through the Italian-language medium.

Having informed Mr. Advertising Newcomer that the Italian Market is not rigid in its tastes, we have one more misconception to clear up. Seems he's several generations out of date on his idea of its economic status. This is a stable middle-class and upper-middle-class economic group with money to spend. Italian language radio successfully sells them such high-cost items as automobiles. (The Willys dealers marvelled at the actual sales resulting from their WOW broadcasting). Italian-Americans do not confine their big vacation expenditures to trips abroad. Some of them will want to holiday in California perhaps but their choice of an air line will be the one they've heard an Italian language announcer advocate. He speaks their language, therefore if he plugs Airline X, that's the airline for them.

Everybody might like a summer cottage. Few people actually need one and they do cost money. Yet thousands have been sold in the past few years via Italian language radio because the continuous sales story has taken hold of the imaginations of Italian-Americans. They have the money to spend and they spend it when the sales story is told them in the language they listen to by choice.
ROY ROGERS
"King of the Cowboys"
AND TRIGGER

Radio—NBC Coast-to-Coast
Sponsored by your
Dodge-Plymouth Dealer

Television—NBC Coast-to-Coast
Sponsored by Post Cereals
A Division of General Foods

RCA Victor Recording Artists

Exclusive Management
ART RUSH, INC.

Public Relations
A. L. RACKIN

Commercial Tie-Ups
ROY ROGERS ENTERPRISES

1418 North Highland Avenue — Hollywood — California
Local Radio Reported
“Healthier Than Ever”

By PIERRE WEIS
General Manager
World Broadcasting System, Inc.

“MORE than 1,000 Radio Stations now
subscribe to World.” This announcement was made by the World Broadcasting System at the end of 1953. Radio’s health and radio's success are reflected in this new record, as well as in a tremendous increase in local sales reported by World affiliate stations during the past year.

In spite of the competition of television, radio has continued to grow and it is estimated that the total radio revenue for 1953 will have reached a new high and be in the neighborhood of 490 million dollars. When analyzing these figures, it is most interesting to note that the greatest increase was made by the local radio stations in their billings to local and regional advertisers. Ingenuity in programming and aggressive sales efforts at the local level not only offset the reduction in so-called national business but also enabled the stations to show a substantial increase in their billings, in scores of cases to new record highs.

Gone are the days, however, when radio station salesmen were merely selling time. To be successful today, a salesman must be equipped with ideas, have the proper tools to enable him to attract a local sponsor; he must have a definite plan which has been tested and at the same time be able to back the on-the-air campaign with the proper merchandising and promotion which will insure its success. With this in mind, in 1953 World furnished its affiliate stations with a great number of diversified new features, and station managers continuously report that with the help of our sales features their business is steadily increasing and they have been able to secure a host of new sponsors who, up to this time, had not been using radio.

The function of a transcription service has completely changed in the past few years. No longer does it supply only new music accompanied by script shows. A successful transcription service today must be a constant well of new ideas designed to help the sales department as well as the program department—to open up wide new areas of business from new advertisers and expanded schedules from veteran radio users.

A typical example—World’s new telephone quiz show, “YOU WIN!” was released in mid-year, and by the end of the summer over 3 million dollars in local business was reported by World affiliate stations selling this show. Stations reported selling the program to individual sponsors, but in many instances they expanded the earnings potential by offering it on a participating basis either 30 minutes or one hour a day on a 52 week schedule. “YOU WIN!” brought as many as 30 participating advertisers to many World stations, which reported a waiting list of dozens more anxious to get on this show’s return through sales to spot advertisers at premium rates ranging upwards of 25 per cent above the station’s one-time spot announcement rate, and the net figures reported ranged from $3,000 to more than $10,000 in a 52-week period.

The need for aggressive selling on the part of radio stations in 1954 will be greater than ever. World affiliates will be ready to meet this challenge. We have allocated the largest budget in the history of our Company for the release of new features of unusual appeal and entertainment and selling value designed to produce sales returns far surpassing anything that has ever been attempted before.

The business is there—it is up to us to build sales tools to help the local radio station get it.

World’s next premiere feature, soon to be announced, will be another step forward and will top by far anything that has ever been done in the transcription field. The magnitude of this new project is definite proof of the confidence that this Company has in the future of local radio.

Yes! Local Radio Is Healthier Than Ever.

93
RALPH PAUL

"STRIKE IT RICH"
CBS-TV

"SOUND STAGE"
NBC-TV
Canadian Broadcasting Corp.
Activities in 1953

By DAVIDSON DUNTON
Chairman, Board of Governors
Canadian Broadcasting Corporation

The tempo of the past year’s broadcasting activities has produced considerable advances in both Canadian sound broadcasting and the development of television. Naturally, the greater impetus was evident in the latter field, but this did not detract from improvements in Canadian radio. During 1953 several new repeater stations were added to CBC radio networks in the continuing effort to complete radio coverage in all remote parts of Canada. These repeater stations now number thirty-five. More independent private stations joined CBC networks during the year as well, bringing to 94 the total of private stations now receiving CBC network program service.

CBC radio schedules in 1953 continued to offer the same quantity and variety of program fare as in the past. Among the special program highlights was CBC participation in radio coverage of the Coronation in June. The interest of sponsors in Canadian radio programs saw very little change, despite the advent of TV.

In the International Service, the CBC’s shortwave service, expansion continued with the addition of two more language transmissions—Ukrainian and Polish—bringing to 16 the number of different languages in which I. S. presently transmits. The International Service is now reaching 30 countries around the globe.

While Canada’s domestic and shortwave facilities continued to grow steadily throughout the past year, the most dramatic expansion was recognized in Canadian television. By January, 1953, four months after the CBC’s first Canadian television stations opened in Toronto and Montreal, the program schedule had grown from 18 to 30 hours a week. In January also live shows from American networks joined the Canadian schedule for the first time with the completion of the microwave relay link between Buffalo and Toronto. By the end of May the microwave facilities between Toronto, Ottawa and Montreal were ready for service and in June the first Canadian TV network connecting these points became a reality. This brought a new CBC station, CBOT in Ottawa, into operation on Coronation Day. Thus, in less than a year, Canadians had built three television stations (two of them major production centres) to carry Canadian TV to one-third of Canada’s population.

This year has also seen the commencement of work on CBC stations in Vancouver, Winnipeg and Halifax, and a second transmitter (for telecasts in English) in Montreal. The Vancouver station, CBUT, is expected on the air by the middle of December. Fourteen privately-owned stations have also been authorized in the past twelve months, in Sydney, N. S., St. John, N. B., Rimouski and Quebec City, P. Q., Kingston, Hamilton, London, Kitchener, Windsor and Sudbury in Ontario, Regina and Saskatoon, Sask., and Calgary and Edmonton in Alberta. Two of these, CKSO-TV, Sudbury and CFPL-TV, London have commenced operations within the past two months.

The seven CBC and fourteen privately-owned television stations now authorized will, upon completion of construction, bring Canadian television within range of 75 per cent of Canada’s population within the next two years. Until the microwave relay reaches from coast to coast in Canada—it is expected to reach Windsor, Ontario on the west and Quebec City on the east sometime in 1956—all Canadian television stations beyond the present network will receive about 10½ hours of kinescoped CBC programs each week. All Canadian TV stations are required to serve as outlets of the national television service in addition to producing their own programs.

It is reasonably safe to assume that the pace established in television in the past year will continue to be more than matched by public interest in the medium in the year ahead. In fact, we look to a decided increase in the tempo of CBC sound and television activities for some time to come.
HELEN (Barbara Welles) HALL
there are 120 UHF stations in operation, included in the total of more than 350 TV stations now on the air.

Radio broadcasting in 1954 moves into its 34th year and during that period has become intimately integrated with American life. Naturally, over such a long period, any service undergoes fundamental changes to keep pace with the times, and in the case of radio it has confronted television as a new competitive service.

Nevertheless, radio has continuing economic opportunities for it performs where television and other media of communication and information do not reach. Today there are more than 45 million radio families in the United States. There are 26 million automobile radios, and many millions of portable sets. In 1953 alone, 13 million radio sets, including nearly 5 million auto radios, were produced.

Since the end of World War II, great advances have been made in the military application of communications, radar, missile control, airborne television and many other phases of electronics which fit into the modern ramparts of our Nation's security. Our objective is not only to produce electronic weapons and instruments, but through research and engineering to keep the United States at the forefront of science in its relationship to military electronics.

A new era of "Electronic Photography" was ushered in during 1953 when on December 1, RCA demonstrated magnetic tape recordings of both black-and-white and color television. This is a development of great significance to the motion picture world as well as television.

Eventually magnetic tape recording of video signals should make it possible for television set owners to make their own recordings of television pictures in the home. Then they can be "performed" over and over through the television receiver just as a phonograph record is played at will. Many more new uses will undoubtedly be developed as means are found for the packaging of magnetic tape in low cost cartridges.

Transistors, introduced only 5 years ago, already have proved their worth in many varied applications. Because of their small size and low current demands they will make possible smaller electronic computers as well as more compact radio and television receivers. The transistor is finding increased use in equipment for the Armed Forces especially where size, weight and battery consumption are vital factors.

Electronics, the advent of which began with discovery of the electron in 1897, has progressively expanded into four great fields—(1) Communications; (2) Radio Broadcasting; (3) Radar and other military applications; (4) Television. Each of these has signified new and expanded services for some segment of our national life, and from each have stemmed discoveries and inventions which have motivated each succeeding era.

The year 1953 brought into focus the electronic developments which augur expansion into a new or fifth great area—electrionization of industry. Electronics, by performing tasks that relieve human drudgery and make the most efficient use of man's productive efforts, promises to make manufacturing plants far more automatic than ever before.

Major developments such as rapid freezing have provided food of improved quality at lower year-round cost. Now the technique of sterilization of these foods with high-voltage electrons offers the possibility of increasing benefits such as reduction of waste through spoilage and less expensive packaging. Tests reveal that this influence of electronic sterilization may first be felt in the preservation of grain. Annually throughout the world a substantial percentage of the grain harvested is lost through the ravages of insects, bacteria and other organisms. Electronic sterilization, therefore, is expected to reduce such infestation.

RCA now enters its 35th year dedicated, as in the beginning, to pioneering and steadfast in purpose to give America preeminence in communications. Pioneering, vision and scientific research are vital factors in long-range planning. The opportunities ahead for business and industry, for employment, for new and useful services to the public are truly great. We will continue our efforts to do our part to advance and to merit the faith and confidence the American people have in "RCA" as an emblem of quality, dependability and progress.
Frankly, we don't know, but it takes a great many. And a great many of anything — whether they be hairs or homes — are valuable. That is why an advertising franchise on ABC Radio is growing increasingly valuable. Today, ABC's morning schedule delivers more homes than a year ago...more than two years ago...and no other network can make that statement. (Nielsen)

Not only are more homes listening to ABC's morning programs,
Barber, barber, shave a pig

how many hairs will make a wig?

but they are *better* homes. Better for the advertiser because there is a larger proportion of young-housewife homes, and of large-family homes in the ABC audience than that of any other network. *(Nielsen)* These homes use bigger market baskets.

If you want to fill *your* basket with audience bacon...if you want to shave costs-per-thousand instead of pigs...ABC Radio is *your* advertising razor.*

**ABC Radio Network**

*and you can invest the savings (if you wish) in the prettiest peruke this side of Pocatello.*
Barber, barber, shave a pig
down how many hairs
will make a wig?

Frankly, we don't know, but it takes a great many. And a great
many of anything — whether they be hairs or homes — are
valuable. That is why an advertising franchise on ABC Radio is
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is your advertising razor.  

ABC Radio Network

*And you can invent the savings (if you wish) in the prettiest peruke this side of Pocatello.
Marschall & Pratt Co. ........................................ 6-2022
J. M. Mathes, Inc. ........................................ 2-7450
McConnell-Erickson, Inc. ................................ 6-3400
Emil Mogul Co., Inc. ..................................... 2-5200
Morey, Humm & Johnstone, Inc. ......................... 4-2240
Morse International, Inc. ................................ 7-2100
George Murray, Inc. ....................................... 5-5430
Peck Adv. Agency, Inc. .................................... 3-0900
Pedlar & Ryan, Inc. ....................................... 5-1500
Fletcher D. Richards, Inc. ................................ 6-5400
Ruthrauff & Ryan, Inc. .................................... 6-6400
Sherman & Marquette, Inc. ................................ 7-6400
Street & Finney, Inc. ...................................... 4-8500
Sullivan, Stauffer, Cowell & Bayles, Inc. .............. 9-2600
J. D. Tarcher & Co., Inc. ................................ 6-2626
J. Walter Thompson Co. .................................. 3-2000
J. Franklin Viola .......................................... 2-2546
Warwick & Legler, Inc. .................................... 4-5800
William H. Weintraub & Co., Inc. ....................... 1-0900
Weiss & Geller, Inc. ...................................... 3-4070
Ward Wheelock Co. ........................................ 3-7120
Young & Rubicam, Inc. .................................... 9-5000

Publications
Advertising Age .............................................. 6-8180
Advertising & Selling ...................................... 5-3320
Billboard, The ............................................. 7-1110
Broadcasting ................................................. 5-8354
Editor & Publisher ........................................ 9-3052
Film Daily .................................................. 7-1717
Printers’ Ink ................................................ 3-6500

RADIO-TV DAILY Wisconsin 7-6336
Radio & Television Weekly ................................. 5-2576
Sales Management ......................................... 5-2576
Sponsor ....................................................... 8-2772
Standard Rate & Data Service ............................. 9-6620
Television Magazine ....................................... 7-5671
Tide .......................................................... 3-7700
Variety ....................................................... 2-2700

News Associations
Associated Press ............................................. 7-1111
International News Service ................................ 7-8800
Press Association .......................................... 7-1111
Reuter ......................................................... 9-8558
United Press Associations ................................ 2-0400

Talent Agencies
Affiliated Artists .......................................... 3-1862
Columbia Artists Management, Inc. ..................... 7-6900
Consolidated Radio Artists, Inc. ......................... 5-3380
Frank Cooper Associates ................................ 6-5661
Fanchon & Marco, Inc. .................................... 4-3956
Gal, Inc. ..................................................... 7-7100
William McCaffrey Agency ................................ 5-1076
Management Corp. of America ............................ 9-7500
Music Corp. of America .................................. 9-7500
Majestic Morris ............................................. 4-6644
William Morris Agency, Inc. ............................. 6-5100
National Concert & Artists Corp. ....................... 9-6000
Robbins Bros. .............................................. 7-2093
Shaw Artists Corp. ........................................ 8-2230

Organizations, Unions and Government Agencies
Actors’ Equity ............................................. 7-7660
American Federation of America ......................... 2-1760
AAAA ........................................................ 2-7980
American Communications Assn. ....................... 1-3734
American Federation of Musicians ........................ 8-0600
ARFA ........................................................ 2-1810
ASCAP ....................................................... 8-8800
AMPA ........................................................ 2-1790
Broadcast Music, Inc. ..................................... 7-1800

Federal Communications Comm. ......................... 4-1000
Federal Trade Commission ................................. 3-8000
Institute of Radio Engineers .............................. 7-7100
Music Publishers’ Protective Association Circle .... 6-3084
NAPA ........................................................ 7-8194
Professional Music Men, Inc. ........................... 5-7362
Radio Writers’ Guild ....................................... 9-2500
SESC, Inc. .................................................. 5-5365
Society of Singers .......................................... 6-2536
Station Representatives Assn. ......................... 5-4141

RADIO-TV PROGRAM AND TRANSCRIPTION COS.
Advance Television Pictures Service .................... 5-6873
Affiliated Program Service, Inc. ......................... 7-1831
Air Features ................................................. 9-5900
Alton Alexander Productions ................................ 8-3100
American Institute Food Products ........................ 6-7600
Apex Recording Studios, Inc. ............................ 7-0767
Associated Program Service .............................. 7-7100
Audio-Video Recording Co. ............................... 7-3091
Barry & Enright Productions, Inc. ....................... 2-3660
Basch Radio & Television Productions ................ 2-7177
V. S. Becker Advise & Service ............................ 2-1040
Ford Bond Radio Productions ............................ 7-2236
The Bruce Chapman Co. ................................ 7-9244
Cinelmatics, Inc. ........................................... 6-4200
Coastal Recording Co. .................................... 6-3900
Columbia Transcriptions ................................. 8-2082
Louis G. Cowan, Inc. ..................................... 9-3700
Fredric Damrau, M.B. ..................................... 5-3638
Gordon M. Day Productions .............................. 9-3595
Decco Records, Inc. ...................................... 5-2300
Roy DeGroat, Counsel, Inc. ............................... 7-6465
Empire Broadcasting Corp. ............................... 9-4500
Allen A. Funt Radio Productions ....................... 7-5237
Gale, Inc. .................................................. 7-7100
General Artists Corp. ..................................... 9-6820
John E. Gibbs & Co. ...................................... 7-5959
Harry S. Goodman Radio Productions .................. 5-6131
Laurence Hammond Productions, Inc. .................. 9-2210
Arthur Henley Productions ................................ 9-6729
Humert Radio Features .................................... 9-5900
International 16mm Corp. ................................. 7-2265
Konger Key Enterprises ................................ 3-0549
Keystone Broadcasting System, Inc. .................... 7-1460
Lang-Worth Feature Programs, Inc. ..................... 6-5700
Bob Loezi Productions, Inc. .............................. 5-0958
Phillips H. Lord, Inc. .................................... 5-1041
Charles Michelson ......................................... 7-0695
William Morris Agency, Inc. ............................ 6-5100
Motion Picture Stages, Inc. ............................... 3-4840
Music Corp. of America .................................. 9-7500
Muzak Corp. ................................................ 7-7700
NBC Radio Recording Div. ................................ 7-8300
National Concert & Artists Corp. ....................... 7-6090
Nelson Productions, Inc. ................................ 6-5862
Press Association, Inc. ................................... 7-1111
Proctor Productions, Inc. ............................... 6-4830
Radio Artists Corp. ....................................... 8-0940
Radio Features of America ............................... 2-5130
Reemack Enterprises, Inc. ............................... 7-7979
Reeves Sound Studios, Inc. .............................. 9-3550
Rockhill Radio ............................................. 9-7979
Bernard L. Schubert, Inc. ................................ 8-0940
SESAC, Inc. ............................................... 5-5365
K. R. Smith ................................................ 2-1760
Henry Souvaine, Inc. ..................................... 7-5666
Richard Stark & Co. ....................................... 6-7337
Television Screen Productions, Inc. .................... 5-0808
Transcribed-Radio Shows ................................ 2-2400
Transfilm, Inc. ............................................ 2-1400
United Press Associations ............................... 2-0400
Thomas J. Valentino, Inc. ................................ 6-4675
Chick Vincent Co. ......................................... 7-4634
Von Baumann Studio ....................................... 4-5508
Roger White Productions ................................ 5-3560
Wolf Associates, Inc. ..................................... 8-7620
World Broadcasting System, Inc. ........................ 8-4700
Wright, Wynn Associates .................................. 3-8577
Frederick W. Ziv Co., Inc. ............................... 8-4700

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Radio and Television

TELEPHONE NUMBERS
in CHICAGO

AM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Phone</th>
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<tbody>
<tr>
<td>WRAF</td>
<td>Randolph</td>
<td>6-1932</td>
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<td>WATT</td>
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<td>WBBM</td>
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<td>WEAW</td>
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<td>WEDC</td>
<td>Rockwell</td>
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<td>WEHR</td>
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<td>Superior</td>
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<td>WSBC</td>
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FM Radio Stations

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Television Stations

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<td>WENR-TV</td>
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<td>WGN-TV</td>
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<td>7-0100</td>
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<td>WNBO</td>
<td>Superior</td>
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National Networks

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<tbody>
<tr>
<td>American Broadcasting Co.</td>
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<tr>
<td>Columbia Broadcasting System</td>
<td>Whitehall</td>
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<tr>
<td>Keystone Broadcasting Co.</td>
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<tr>
<td>Mutual Broadcasting System</td>
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<tr>
<td>National Broadcasting Co.</td>
<td>Superior</td>
<td>7-8300</td>
</tr>
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Station Representatives

Avery-Knodel, Inc. | Andover 3-1710
John Blair & Co. | Superior 7-8659
The Boling Co. | Dearborn 2-5277
The Branson Co. | Central 6-5726
Burn-Smith Co. | Central 6-4437
Copper Public. | Central 6-5977
CBS Radio Sales | Whitehall 4-6000
Thomas F. Clark Co. | St. Louis 2-1663
Crosley Broadcasting Corp. | Superior 7-0502
Everett-McKinney, Inc. | Rockford 2-0366
Ford & Co. | Delaware 7-1874
Free & Peters, Inc. | Franklin 2-6373
Headley-Red Co. | Franklin 2-4686
George P. Hollinger | Andover 2-3636
H-R Representatives | Randolph 6-6431
The Katz Agency | Central 6-7343
Joseph Herhey McGilvra, Inc. | St. Louis 2-3922
J. P. McKinney & Son. | Superior 7-9866
Robert Meeker Associates, Inc. | Central 6-1742
National Broadcasting Co. | Superior 7-8300
John E. Pearson Co. | State 2-7494
John H. Perry Associates | Harrison 7-8085
Edward Petry & Co., Inc. | Whitehall 4-0011
William R. Rambou & Co. | Andover 3-0800
Paul H. Raymer Co. | Superior 7-4473
The Taylor Co. | St. Louis 2-5260
Sears & Ayer, Inc. | Superior 7-8177
Walker Co. | Andover 3-5771
Weed & Co. | Randolph 6-7730
Adam Young, Jr., Inc. | Andover 3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc. | Financial 6-1600
N. W. Ayer & Son, Inc. | Randolph 6-3456
BBDO | Superior 7-9200
Beaumont & Homan | Central 6-4230
Blackett Hill | Superior 7-6500
Bozell & Jacobs, Inc. | Central 6-0870
Buchanan & Co., Inc. | Andover 3-6611
L. B. Bennett Co., Inc. | Superior 7-8000
Campbell-Ewald Co. | Central 6-1946
Campbell-Mithun Inc. | Delaware 7-7553
Dancer-Fairy-Grayco-Franklin-Welch | Superior 7-6500
W. B. Doner & Co. | Dearborn 2-4674
Doremus & Co. | Central 6-9132
Erwin Wasey & Co. | Randolph 6-4952
Foote, Cone & Belding | Superior 7-6500
Albert Frank-Guenter Law Inc. | Dearborn 2-6424
Goodkind, Joice & Morgan, Inc. | Superior 7-6746
Goodwin, Best, Co., Inc. | State 2-5493
Grant Advertising, Inc. | Superior 7-6500
Henri, Hurst & McDonald, Inc. | Franklin 2-9180
Robert Kahn & Assoc. Inc. | Delaware 7-5480
H. W. Koster & Sons Advertising Co. | Central 6-5331
MacFarland, Aveyard & Co. | Randolph 6-9360
Malcolm-Howard | Andover 3-0022
Maxon, Inc. | Whitehall 4-1676
McCann-Erickson | Webster 9-3701
Arthur Meyerhoff & Co. | Delaware 7-7860
C. L. Miller Co. | Central 6-1640
Nedda, Louis Brobby, Inc. | State 2-5155
Olan Advertising Co. | State 2-3381
O'Neil, Larson & McMahon, Inc. | Andover 3-4470
Presba, Fellers & Presbey, Inc. | Central 6-7683
L. W. Ramsey Co. | Franklin 2-8125
Roche, Williams & Cleary | Randolph 6-9760
Ruthrauff & Ryan, Inc. | Financial 6-1833
Schwimmer & Scott | Dearborn 2-1815
Russel M. Seeds Co. | Delaware 7-1045
Sherman & Marquette, Inc. | Delaware 7-8000
Toothman-Laird, Inc. | Harrison 7-3700
J. Walter Thompson Co. | Superior 7-0305
Wade Advertising Agency | St. Louis 2-7369
Weiss and Geller | Whitehall 3-2100
Young & Rubicam | Financial 6-0790

Radio-TV Program and Transcription Cos.

Air Shows, Inc. | Superior 7-0506
Louis G. Cowen & Co. | Randolph 6-3627
Columbia Records Corp. | Whitehall 4-6000
Decca Records, Inc. | Moline 4-8900
Feature Productions | Michigan 2-6031
Green Associates | Chicago 4-1164
L. S. Toogood Recording Co. | Central 6-5275
William Morris Agency | Whitehall 3-1744
Jewell Radio Productions | Financial 6-4975
Herbert S. Laufman | Whitehall 4-2370
Radio and Television

TELEPHONE NUMBERS
in CHICAGO

Les Leer Productions Corp. ................. FRanklin 2-7840
Monogram — Chicago ......................... ANdover 8-7169
Morton Radio Productions, Inc. .......... CCentral 6-4144
Music Corp. of America ..................... DElaware 7-1100
NBC Radio Recording Division .......... SUperior 7-9200
RCA Manufacturing Co. ..................... WHitehall 4-4600
Standard Radio Trans. Service, Inc. ...... CCentral 6-0041
Hal Tate Radio Productions ............... Financial 6-5450
Frederic W. Ziv Co. ....................... RAndolph 6-9318

News Agencies and Ass’ns.
Associated Press ....................... State 2-7700
International News Service .......... ANdover 3-1234
Press Associates, Inc. ............... SUperior 7-0907
RADIO-TV DAILY .................... FRanklin 2-8961
United Press ....................... RAndolph 6-4172

Radio, Television and Government

TELEPHONE NUMBERS
in WASHINGTON

Federal Departments and Agencies
American National Red Cross ............. RRepublic 7-8300
Archives, National ......................... RRepublic 7-7500
Capitol, U. S. (Senate, House of Reps.) .................. National 8-3120
Census, Bureau of The ...................... LUDlow 4-3000
Commerce, Department of ............... STerling 3-9200
Copyright Office, Library of Congress .......... STerling 3-0400
Court of Customs and Patent Appeals National 8-4696
Defense Mobilization, Office of .......... Executive 3-3300
Executive Mansion (White House) ....... National 8-1414
Federal Communications Commission ........ 3-3620
Federal Trade Commission ................. Executive 3-6800
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Army, Department of The ................. Liberty 5-6700
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National Press Club ......................... RRepublic 7-2500
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Association ......................... National 8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.) District 7-1760
Westinghouse Radio Stations .......... STerling 3-0903

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WARL ....................................... Jackson 7-7800
WEAM ....................................... Jackson 7-7100
WFAX ....................................... Jackson 7-7000
WGAY ....................................... JUNiper 9-1050
WGMS ....................................... Executive 3-8676
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WMAL ....................................... KElllogg 7-1100
WOL ....................................... Metropolis 8-0010
WOOK ....................................... RRepublic 7-8000
WPIK ....................................... WOolver 3-3000
WRC ....................................... ADams 4-5400
WTOP ....................................... EMerson 2-9300
WWDC ....................................... STerling 3-3800

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WBUZ ....................................... Yordan 8-1100
WCFM ....................................... RRepublic 7-8688
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WTOP-FM ................................ EMerson 2-9300

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WBW ....................................... ADams 4-5400
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Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

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<thead>
<tr>
<th>Station</th>
<th>City</th>
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<td>KBIG</td>
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<td>KFVD</td>
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<td>KHJ</td>
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Television Stations

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<tr>
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Networks

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<tr>
<td>American Broadcasting System (Television Center)</td>
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<td>American Broadcasting System (Radio Center)</td>
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<tr>
<td>Columbia Broadcasting System</td>
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<tr>
<td>CBS-Radio</td>
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CBS Television—Television City               | Webster | 8-3014 |
Mutual-Don Lee Broadcasting System           | Hudson | 2-2133 |
National Broadcasting System                  | Hollywood | 9-6161 |

Station Representatives

American Jewish Broadcasting                     | Hollywood | 2-2748 |
Atkinson Co.                                     | Dunkirk   | 8-8158 |
Avery-Kendall, Inc.                              | Webster   | 3-3963 |
Walter Biddick Co.                               | Richmond  | 6-184 |
John Blair & Co.                                 | Hollywood | 7-6103 |
The Braunh Co.                                   | Webster   | 1-1551 |
Howard C. Brown Co.                              | Hollywood | 2-3223 |
Burn-Smith Co., Inc.                             | Dunkirk   | 2-3200 |
CBS-Radio Spot Sales                             | Hollywood | 9-1212 |
FM Reps., Inc.                                   | Hollywood | 4-2450 |
Forge & Co.                                      | Madison   | 6-8329 |
Free & Peters                                    | Hollywood | 9-2151 |
Gene Grant & Co.                                 | York      | 8-8812 |
W. S. Grant Co.                                  | Madison   | 2-2653 |
Irene Griffin Co.                                | Hollywood | 4-3912 |
Harrington, Rinther & Parsons                    | Hollywood | 5-1515 |
Headley-Reed Co.                                 | Hollywood | 7-7738 |
H-R Representatives, Inc.                        | Hollywood | 7-4180 |
George P. Hollingbery                            | Madison   | 6-3620 |
The Katz Agency                                  | Tulear    | 3-2150 |
Keenan, Hunter & Dietch                          | Dinkirk   | 2-8458 |
Joseph Hershey McGilvra, Inc.                    | Restview  | 5-2022 |
Tracey Moore                                     | Hollywood | 9-5408 |
NBC-KNB Spot Sales                               | Hollywood | 9-6161 |
Oshes, Harlan G., Associates                     | Dunkirk   | 2-3200 |
Lee F. O'Connell Co.                             | Restview  | 5-2022 |
John Pearson Co.                                 | Dunkirk   | 2-3488 |
Edward Petry Co.                                 | Michigan  | 8-729 |
Radio Sales                                      | Hollywood | 9-1212 |
Wm. G. Webster                                  | 2-161    |
Paul H. Raymen                                   | Hollywood | 2-2376 |
Walker Co.                                       | Dunkirk   | 2-3200 |
Weed & Company                                   | Hollywood | 4-8611 |
Young, Adam J., Jr.                              | Hollywood | 9-0695 |

Advertising Agencies

Abbott Kimball Co. of Calif.                     | Dunkirk   | 7-3305 |
Ad Associates                                    | Webster   | 3-7107 |
Advertisers Production Agency                   | Prospect  | 7-7761 |
Alber, R. H., Co.                                | Hollywood | 9-8273 |
Allied Advertising Agency                       | Dunkirk   | 3-3311 |
Altman, H., Adv. Agency                          | Bradshaw  | 2-5446 |
Anderson-McConnell Adv. Agency                   | Webster   | 1-1761 |
Associated Advertising Agency                   | Restview  | 4-1725 |
Atchison, R. B., Adv. Agency                     | Prospect  | 1913 |
Atcherton Advertising Agency                    | Webster   | 3-8488 |
Ayer, N. W., & Son, Inc.                        | Hollywood | 4-871 |
Beidelman, B., Adv. Agency                       | Bradshaw  | 2-7126 |
Benning Co.                                      | Dunkirk   | 8-3456 |
Barrett Chace Co.                                | Dunkirk   | 4-1803 |
Barnes, John, & Assoc.                          | Hollywood | 8-0487 |
Batten, Barton, Durstine & Osborne              | Hollywood | 9-3737 |
(Bank of America)                                | Webster   | 1-2134 |
Beaumont & Hohman, Inc.                         | Madison   | 9-2676 |
Bennett, Harry, Adv. Agency                      | Trinity   | 2391 |
Benton & Bowles, Inc.                            | Hollywood | 4-9151 |
Radio-TV Telephone Numbers in Los Angeles

**Radio Program and Transcription Cos.**

- Alexander Film Co. - Hollywood 9-7396
- American Broadcasting Co. - Hollywood 2-3141
- Bates, Glenn - Hollywood 3-6436
- B & B Recording Studios - Pleasant 8-1257
- Berman-Swartz Productions - Hollywood 9-5981
- Bob White Productions - Walnut 5398
- Bracken Productions, Inc. - Arizona 9-3115
- Caston Productions - Crestview 5-0113
- Cheshire & Associates - Hollywood 9-4580
- Columbia Records, Inc. - Bradshaw 2-5411
- Commomore Productions - Bradshaw 2-4493
- Crosby, Bing, Enterprises - Bradshaw 2-2771
- Curio, Inc. - Hollywood 9-0004
- Dudley, Television Corp. - Crestview 1-7258
- Eccles Recordings, Inc. - Hollywood 4-8351
- Electra-Vox Recording Studios - Hollywood 5-2189
- Fairbanks, Jerry, Inc. - Palm Springs 2-1323
- Five-Star Productions - Hemsted 4807
- General Artists Corp. - Crestview 1-8101
- General Television Enterprises, Inc. - Hollywood 5-4146
- Gibson, Grace, Radio Prods. - Hollywood 7-5545
- Gray, Jesse, TV Prod. - Hollywood 4-5720
- Guedel, John, Radio Productions - New York 6291
- Hayes-Keith Productions - Hollywood 9-4584
- Hickox, Andres G., Prods. - Hollywood 9-2281
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- Lawrence & Lee Productions - Hollywood 4-1001
- MacGregor, C. P., Sound Studios - DUnkirk 4-4191
- Marquis, Arnold, Productions, Inc. - Crestview 6-8796
- N-G-I Radio Attractions - Texas 3-3311
- Music City, Inc. - Hollywood 9-5821
- National Film Attractions, Inc. - Hollywood 5-4750
- Oxaar & Stein, Inc. - Hollywood 9-1171
- Patin, Ray, Productions - Hollywood 2-1147
- RCA, Victor Division - Hollywood 4-5171
- Radio Recorders, Inc. - Hollywood 5-3282
- Raison, Dorothy N. - Hollywood 4-0426
- Proszenium Productions, Inc. - WBeaver 1-1417
- Reynolds, Stu, Prod. - Crestview 1-6155
- Rockett, Frederick K., Co. - Hollywood 4-3183
- Rockers, Inc. - Hollywood 7-5713
- Ross, Jack - Hollywood 9-0419
- Rourke, Jack, Productions - Hollywood 3-7178
- Rubens Productions - Hollywood 7-6930
- Sande, Robert - Hollywood 5-6181
- Sclere Records, Inc. - Hollywood 2-3111
- Snader Telecvision Corp. - Hollywood 5-4451
- Song Ads - Hollywood 5-6181
- Standard Radio Transcription Service Inc. - Hollywood 5-2195
- Stakley, Mike, Productions - Hollywood 2-1241
- Studio & Artists Recorders, Inc. - Hollywood 4-8241
- Sutherland, John, Prods., Inc. - DUnkirk 8-5121
- Telefilm, Inc. - Hollywood 9-7205
- Telepix Corp. - Hollywood 4-7391
- TV Ads, Inc. - DUnkirk 8-1323
- TV Spots - Hollywood 5-5171
- TeeVee Co., The - Crestview 5-1076
- Telemount Pictures Inc. - Hollywood 9-8321
- Television Guild Productions - Hollywood 9-2895
- Thomas Co., The - Hollywood 4-6564
- Universal Recorders - Hollywood 9-8282
- Van Rankel Productions, Inc - DUnkirk 7-8184
- WRS Recording Lab. - Hollywood 5-1454
- Western Recorders - Hollywood 3-6811
- Wilding Recorders, Inc. of California - WWebster 0183
- Wiley, Fletcher, Prods. - Hollywood 9-1212
- Williams-Nickolas Animated Productions - Hollywood 9-8948
- Wixson, Herbert - Sunset 2-3580
- World Translating System - Hollywood 3-2421
- Wright, Carter, Enterprises, Inc. - Hollywood 9-0938
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- Ainsworth, Helen - Crestview 62062
- Allen, Larry - Hollywood 3-0421
- Allied Casting - Hollywood 3-7124
- Alivrado, Inc. - Hollywood 8-1311
- American Copyright - Hollywood 6-6201
- American Federation of Radio Artists, Ltd. - Hollywood 4-5125
- Auer, Miles - Crestview 17141
- Barnes, William, Agency - AArizona 9-6647
- Bender-Ward - Hollywood 8-1311
- Bergerman, Stanley, & Co. - Crestview 6-4124
- Jennie, Herman - Crestview 50117
- Bloom, Phil, Agency - Crestview 6-1339
- boranice, Bob, Agency - Hollywood 5-6936
- Business Administration Co. - Crestview 6071
- Columbia Artists Management. - Madison 6237
- Cooper, Emil - Hollywood 2-2529
- Cukor-Lipton - Crestview 6-8989
- Darrow, Agency - Arizona 3095
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- Demling, Gay - Crestview 12616
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- Drew, Virginia - Crestview 54177
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- Famous Artists - Crestview 15222
- Federal Telefilm, Inc. - Hollywood 8-5131
- Feil, Murray, Artists' Manager - Crestview 5-5669
- Feins, Bernard - Crestview 51155
- Frings, Jurtz - Crestview 16115
- Frilick, Freddie - Crestview 1-2142
- Frye, Linton L. - Hollywood 9-4567
- Garfield, Milton, Agency - Crestview 5-0074
- General Artists - Bradshaw 2-1455
- Gertz, Michael - Crestview 45491
- Gold, Sid - Crestview 17149
- Goldstone, Jules - Crestview 51191
- Goldstone, N. - Crestview 4-5451
- Gollob, Harry, Agency - Hollywood 4-0277
- Grashin, Mauri - Crestview 16449
- Gregory Assts. - Bradshaw 23084
- George Greif & Assoc. - Granite 7197
- Greshler, Abner - Crestview 45339
- Grossman, Milton M., Agency - Crestview 6-8413
- Gwynn, Charles E. - Crestview 3-7113
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- Halliburton-Weintraub - Crestview 11137
- Hamilburg, Mitchell - Crestview 54171
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- Hecht, Harold - Crestview 15246
- Henry, Ed - Crestview 50186
- Herndon-Shaw - Crestview 5-4451
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- Kramer, Earl - Crestview 62338
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- Leonard, Fred - Hollywood 4-7546
- Lesser, Ted - Bradshaw 23655
- Levine, M. - Crestview 6-6285
- Lewis, Henry - Crestview 55219
- Lewis-Molson - Crestview 16111
- Link, Leo - Crestview 5-6413
- Longenecker, Robt. - Crestview 6-1093
- McConkey Artists Corp - Hollywood 3-7141
- McMichael, Hazel, Agency - Crestview 1-7781
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- MCA Artists - Crestview 62001
- Manuel-Bow, Agency - Crestview 56807
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- Marx, Burt - Crestview 17171
- Medford, Ben - Crestview 17021
- Messinger, Lili - Crestview 67015
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Meyer, Art
Meyers, Walter
Winter, Ethel
Mishkin Agency
Monter-Grey-Armstrong
Moore, Lola
Morris, William
Names, A. R., Agency
Ochs, Al
Ohman, Ernie
Oliver, Maurine
Orsatti & Co.
Personalities, Inc.
Pomeroy, Jack
Powers, Richard
Preminger, Ingo, Agency
Rocamora, Wynn
Rollo, Joe, Agency
Rosenberg, Geo.
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Rubens & Associates
Rush, Art
Ryan, Frank
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Saphier, James
Sargent, Jan
Silber-Arthur, Agency
Sharpe, Don
Shauier, M. A.
Show-Ingalls
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Shiffrin, William
Short, Antrim
Shurr, Louis
Small, Paul
Schniter-Fritschi
Somlyoa, E. T.
Stempel-Olenick
Stewart, Rosalie
Swanson, H. N.

Swaverland, Harold
Thompson, D. H.
Ullman, George
Vitt, Angie
Wadsworth, J. B.
Weiner, Jack
Weintraub, Murry
Welch, Suzy, Agency
Wendling, Chas
White, Wm. B.
Wiley, Richard
Wilkins, Paul
Winkler, Daniel M.

Hollywood 4-7265
Hollywood 12188
Hollywood 45238
Hollywood 64484
Hollywood 60698
Hollywood 67081
Hollywood 1-1137
Madison 6-3938
Hollywood 62348
Hollywood 46301
Hollywood 54170
Hollywood 16188
Hollywood 17244

Publications

Billboard Publishing Co.
Broadcasting-Telecasting
Hollywood Reporter
Radio Artists Directory

RADIO-TV DAILY

Radio-Television Mirror
TV Guide Publication
TV-Radio Life
TV Time Magazine, Inc.
Televiws Magazine
Variety

UCumbeilin 3-3149
WMoming 3181
Hollywood 3-5653

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.
Facts Consolidated
Moffett Research Co.

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Favorite Stars of 1953
Chronology of Color
Ten Top Radio-TV News Events
Song Hit of 1953
In the Nation's Television & Radio Markets

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Phone: MUrray Hill 7-8837
TO OPEN NEW DOORS
in all the 48 states for profitable selling throughout '54.

the 560 stations of MUTUAL
the network for radio...PLUS!
Radio Girls for Action
As TV Invades Parlor

By MURRAY ARNOLD

LET'S kick off the New Year and this minor radio epic by underscoring a very basic fact—television is calling the shots!

TV's pushed us out of the comfy, all-inclusive living room, and swept us into the exclusive bedroom, bathroom, kitchen, den, and garage. With that fact, we must live, like it or not, forever and a day.

And along with a change of location, TV has radically shifted the frontiers of time-listening, causing an advertising revolution which is just now beginning to come to fruition. I believe that certain very definite patterns have already emerged from this welter of crises, and it is with these changing tides that I wish to confine myself in this paper.

However, before exploring these new facets of broadcasting, and programming for broadcasting, I must get this point through to you. I believe it is extremely imperative that we in radio divorce ourselves from a great chunk of the past. Sales executives from the networks and from many individual stations have spawned many new and intriguing ideas in the commercial field. But the field of exploration has hardly been scratched.

From my own vantage point, it appears that the ideal approach to our problem in broadcasting is to begin clean and spanking new. Suppose we start with the following assumption.

There is no radio. Every home in our area has a TV set. We have been granted an AM license by the FCC, and after the usual tribulations and trials, we bring forth a radio station. Now, Brother Broadcasters, how do we program same? Perforce, our credo must be "as much audience as we can get most of the time."

Do we follow the patterns of radio programming circa 1940, when TV was just a gleam in General Sarnoff's eye? Every station operator in the country will rise with vehemence and shout a resounding "NO!"

Yet, what do we find in radio in this year of 1954? 1940 programming!

And we in radio broadcasting sit back and smugly say to ourselves, "That TV competition is sure brutal!"

But sooner or later, we must swing with the times. And before it is too late, shouldn't we now ask ourselves....

What does the TV audience want for radio fare when it tunes out TV at night?

Are there enough youngsters listening from 5 to 6 to warrant kid shows?

Since TV viewing is comparatively low on Sunday mornings, am I driving radio audiences away with religion instead of Dave Rose or Ralph Flannagan?

Can we step up our value to our listeners by sprinkling in more news headline station breaks? Weather Reports? Traffic Bulletins? The questions are endless; the answers as wide and broad as our own imaginations.

But as sure as you hold "Radio Daily Annual" in your hands right now, those questions will have to be asked; answers will have to be formulated.

If your area has already been smitten by the optical marijuana of video, you know this to be true. If it hasn't, your day is coming, sooner than you think. And even those who already have felt the big blow of the TV hurricane, remember the successive shock waves are still to come..... when color TV smashes through; when subscription TV hits the videolanes; when three-D TV color becomes a reality, when heaven alone knows what else follows these fabulous innovations.

It seems clear that the time has come to take stock of the situation. To review right now the over-all picture, to decide which track we intend to travel on. If we flounder with indecision, we may wake up some morning and find our audience captured by our competition, and we wind up with the buggy whip manufacturers, full of glorious memories and no business.
Funny about radio: the lighter it gets, the more weight it carries.

For no other advertising medium turns up in so many different shapes and sizes, to reach out to so many different customers. And no other's on such intimate terms that it goes wherever the customer goes—from home to car to pocketbook, right up to the point of sale.

All because of one thing: wherever they go, whatever they're doing, Americans like to listen to radio.

*Today—by adding a new outlet every 3 seconds—radio is growing faster than any other advertising medium.*

Radios now fit any pocket…

*Radio always has.*

CBS RADIO NETWORK

*…where America listens most*
...She shall have radio wherever she goes

Funny about radio: the lighter it gets, the more weight it carries.

For no other advertising medium turns up in so many different shapes and sizes, to reach out to so many different customers. And no other’s on such intimate terms that it goes wherever the customer goes—from home to car to pocketbook, right up to the point of sale.

All because of one thing: wherever they go, whatever they’re doing, Americans like to listen to radio.

Today—by adding a new outlet every 3 seconds—radio is growing faster than any other advertising medium.

Radios now fit any pocket... Radio always has.

CBS RADIO NETWORK
...where America listens most
CALLING 26 MILLION CAR RADIOS!

"ROADSHOW" is here, the first national program in radio history beamed directly at Saturday's motoring millions! Popular Bill Cullen emcees contests... cash awards... songs and stars... news... traffic tips... safety limericks, a whole afternoon of service and special entertainment for drivers!

CALLING ALL ADVERTISERS!

Hit the road and hit the jackpot with "Roadshow." Sell cars and car-insurance to car-minded millions, gas while they're checking the gas-gauge, tires while they're worrying about blow-outs, anti-freeze while they're freezing, cigarettes while they're reaching for a smoke. Ride in the front seat when your prospects are in the very mood to buy. The most economical, most productive one-minute participations you can find!

Call your NBC Sales representative.
"Never A Dull Moment"
Describes D.C. Developments

By TED KELLOGG
Washington Bureau, Radio and Television Daily

"NEVER a dull moment" can be applied no more appropriately than to Washington developments affecting radio and TV during 1953, and as 1954 gets underway the quip appears unlikely to lose any of its succinct verity — in fact, the odds are that this year’s developments will be as important to the industry, as well as to its X-million audience, as any since the human voice began traveling the air waves via electronic gadgets built by man.

In the past year we have seen such major "news breaks" as FCC’s adoption of the new compatible color standards, following hundreds of thousands of man-hours of industry research and labor; we have seen the commission dig into the pile of applications for new television stations and bring the number of authorized stations from approximately 300 at the beginning of the year to more than 550 at its end; we have seen the industry "investigated" and given a clean bill of health, and we have seen a new President in the White House who recognizes the value of radio and television reporting.

At the other end of Pennsylvania Ave., radio and television reporting of the activities of Congress and Congressional Committees has been given a wider field of operation, constituting evidence of the recognition by Congress as well as the executive of the increasing importance of radio and television in reporting to the people the story of their government.

These, of course, have been highlights. Between the highlights have come numerous lesser peaks rising above a high plateau of day-to-day activity. Some of these peaks may be ticked off as:

The outstanding coverage given the inaugural parade and other activities in connection with the swearing in of President Eisenhower. It was one of the biggest events in the industry’s history.

Approval by FCC of the merger of ABC-UPT.

Decision of the Commission that theater applicants for transmission of programs by common carrier TV channels would receive consideration on an individual basis, but that specific channels would not be set up for theater-TV.

Departure of Paul A. Walker as chairman of the commission, of which he had been a member for 19 years, and appointment of Rosel Hyde, a veteran of 7 years as a member of the commission and an employee for the FCC and its predecessor FRC since 1928, to the chairmanship.

The marked upswing in activity looking toward establishment and operation of non-commercial educational TV stations, and the first national conference in Washington on educational TV.

One of the few soft spots in the otherwise healthy progress of the industry in 1953, as measurable and possibly correctable from the Capital, has been the plight of the FM’s, and, to a degree, of the UHF TV stations.

Already, just before 1953 expired, the commission has taken at least one step to help the FM stations (which decreased in number by more than two score during the past year) to improve their financial status and at the same time make further use of the FM broadcast band. The step, which became effective early this year, permits the FM broadcasters to engage in certain non-broadcast utilizations of the band. More help may be expected to be forthcoming during the year.

The plight of UHF licensees and permittees, as considered by the commission, is less serious in degree perhaps only because the number of stations is not so great nor so widespread. Both are suffering from the fact that they are Johnnies-come-lately, after AM on the one hand, and VHF on the other, had been established. Stations were operating, receiver manufacture was on a production basis and the new-comers have had an uphill battle.

It has been recommended from several sources, some of them within the commission itself, that sweeping investigations be held of both the suffering media to see if regulatory steps may be taken to correct their ills — these may be among the 1954 highlights.
Capitol
Custom
Recording
and Pressing

- Studios in Hollywood and New York
- Processing and Pressing Plants in Scranton, Pa., and Los Angeles, Calif.

Let us show you how many hours and dollars (and headaches!) you can save by using

CAPITOL RECORDS STUDIO & RECORDING SERVICES AND PRESSING FACILITIES

Large and small studios — audience accommodations — most modern, specially designed equipment — finest mastering, processing and pressing — live and off-the-line recording — skilled and careful tape editors — fastest — most dependable service

get the very best — get Capitol's high fidelity sound!

STUDIO & RECORDING SERVICES SALES DIVISION
CAPITOL RECORDS DISTRIBUTING CORP.

151 West 46th Street
New York 36, New York
Columbus 5-4758
HERB SACHS
Eastern Sales Manager

5515 Melrose Avenue
Hollywood 38, California
Hollywood 3-7114
WALT HEEBNER
General Manager
NEWS SERVICES

Associated Press
New York—50 Rockefeller Plaza .................................................. PLaza 7-111
Executives
Executive Director .......................................................... Kent Cooper
General Manager .............................................................. Frank J. Starzel
Asst. General Manager for Radio ............................................ Oliver Gramling
Secretary ................................................................. Charles Honce
Radio News Editor ......................................................... John A. Aspinwall

International News Service
New York—235 East 45th Street .............................................. MUrray Hill 7-8800
Executives
General Manager .............................................................. Seymour Berkson
Editor-In-Chief .............................................................. Barry Faris
King Features Sales .......................................................... Frank J. Nicht
Business Manager ........................................................... Robert W. Brown
Managing Editor ............................................................... Philip G. Reed

Press Association, Inc. (Associated Press)
New York—50 Rockefeller Plaza .................................................. PLaza 7-111
Executives
President ................................................................. Frank J. Starzel
V.P. ................................................................. Oliver Gramling
Radio News Editor ......................................................... John A. Aspinwall

Reuters
New York—Times Bldg., 229 West 43rd Street .................................. BRyant 9-8558
Executives
Manager ............................................................... D. Kimpton Rogers
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. ......................................................... JUdson 6-2450
President ................................................................. Herbert Scheftel
Exec. Vice-President ......................................................... Alfred G. Burger
General Manager ............................................................. Charles N. Burris
Comptroller ................................................................. A. Douglas Comeaux

United Press Associations
New York—220 East 42nd Street .................................................. MUrray Hill 2-0400
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
George Liberace
Musical Director
PREDICTING business trends can be a risky business, but those staunch citizens who heralded 1953 as a peak year in radio and television manufacturing certainly knew what they were prognosticating about. New television markets, record radio set demands, and hectic requests for television studio and transmitting equipment joined forces to send dollar volume of business soaring well beyond the $2 billion mark.

Manufacturers, hustling to keep pace with their industry, turned out 7,250,000 television receivers, 1,000,000 units above the 1952 total, and more than 13,000,000 radios, a 2,000,000-unit increase. A record harvest of TV set sales was reaped during the year as the FCC introduced more and more new markets to the medium. Radio receiver sales were similarly hopped by vast technical improvements and the now universal realization that “sound-alone” is still a welcome companion in the home.

Transmitter manufacturers, on the other hand, spent 1953 facing up to the Herculean task of supplying needed equipment to the many new post-freeze television stations. This industry facet experienced the most productive year in its history, with the major portion of its work still to be done.

An unusual element amidst all the feverish activity during 1953 was the trend taken by a major portion of the industry stocks on the New York Stock Exchange. With the exception of a few of the more diversified manufacturers, such as General Electric and Westinghouse, a general downhill pitch was felt in stock prices. The trend, however, becomes less significant, when one considers that the stock market, as a whole, spent the most part of the year below sea level. CBS A and B stock turned in the best performance, A going from 39 to 48 ½, and B from 33 ½ to 48. American Broadcasting-Paramount Theater prices showed a slight increase for the last three quarters, running from 14 ½ to 14 ½. Admiral stock was down 30 ½ to 19 ¼, as were the others: Philco, from 35 ½ to 28 ½; RCA Common, 28 ½ to 23 ½; Avco, 7 ½ to 4 ½; Stewart-Warner, 22 ½ to 20 ¼, and Zenith Radio, 81 to 63 ¼.

Bleak as the 1953 stock prices may seem, don’t be misled. There is a brighter and more realistic approach in analyzing the year’s business return. Let’s take a look at a few year-end statements. RCA, for example, reported the largest volume of business in its 34-year history with an $830 million return on its products and services. Seventy per cent of this total was attributed to manufacturing.

Similarly, Emerson Radio and Phonograph Corporation, for the fiscal year, ended October 31, 1953, reported an all-time record volume for the company, amounting to $75,928,546. Magnavox Company, for the last six months of 1953, registered a 37 per cent business increase with sales in excess of $35,500,000. Looking at 1953 from a profit and loss angle there were few, if any, who suffered.

Apart from business volume, the greatest single achievement of the manufacturing industry during the past year was the development of compatible color television standards. December 17, 1953, the day on which the FCC voted its approval of the NTSC-proposed standards, will be looked upon, always, as a red-letter day in the history of television. The effects which the proximity of color-TV will have on the traffic of black-and-white sets, during the coming year, are dubious. Consensus of opinion holds that the new medium will not be ready for mass-consumption, either from an economical or practical standpoint, until, at least, 1956.

Meanwhile, manufacturers are concerning themselves with what the public appears to want “now.” Production schedules for 1954 are optimistically aimed at higher levels than were achieved during 1953. All of the elements which favored the industry throughout the past year, at present, show promise of multiplying rather than diminishing. Will ’54 top ’53? Let’s wait and see.
"Direct From Paris"

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

MUSICAL PROGRAMS
Symphonic
Folklore
Popular

ENTERTAINMENT
Theatre
Arts
Books

WOMEN'S PROGRAMS
Fashion
Cuisine
Home Life

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

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

THE FRENCH BROADCASTING SYSTEM
PIERRE CRENESSE — Director in North America

972 Fifth Avenue • New York 21, N. Y. • REgent 4-150!
Sales Outlook Good in Radio-TV

By FRANK M. FOLSOM

—From Page 55—

“Only because of this compatibility, designed and engineered into color television by RCA, can color and black-and-white television extend their magic harmoniously, without the slightest disruption of service, or inconvenience either to the owners of black-and-white or color TV receivers.

RCA commercial planning for color TV made substantial progress in 1953. Production schedules were mapped to provide more than 30 stations with necessary equipment to broadcast network-originated color programs in key cities by the end of 1953. Pilot production of color components—including the RCA tricolor tube—was underway. Pilot production of RCA Victor compatible color receivers was begun. During the fall of 1953, RCA followed the same policy in preparing for the introduction of color as it did for black-and-white television, making its developments and technical know-how available to the industry by means of clinics and seminars held for broadcasters as well as competing manufacturers.

Sales of radio sets—the “hardy perennial” of home entertainment—continued good in 1953. The industry manufactured nearly 13 million new radio receivers, and the number of sets in use established an all-time high of 115 million. Technical improvements and attractively styled cabinet designs pointed the way toward increased public acceptance.

Particularly in demand were battery-powered portables in lightweight plastic cases available in many colors; clock radios which can function as alarms; and improved table models which found expanding acceptance in almost every room of the home.

During 1954, radio will play a major role as a communication and entertainment service to the public, and sales of receivers can be expected to continue in substantial volume.

A new potentially important market for industrial television was opened by RCA in 1953, with the introduction of the “TV Eye” closed-circuit or “private-line” camera system. With a price of under $1,000, the “TV Eye” is finding widespread acceptance in schools, stores, hotels, prisons, hospitals, small factories and even homes.

A new magnetic sound tape recorder, developed by RCA for non-professional use, was introduced in 1953, and found wide acceptance in homes, schools, and businesses. It incorporates advances that are proving attractive to customers. These include automatic push-button operation; light-weight portability; easy tape-threading; smart luggage-type case; and dual-speed operation for maximum recording time. Also available is a complete line of RCA tape recorder accessories.

The phonograph and record industry is expected to continue its impressive growth in 1954, with a 10 per cent rise in record sales—on top of a 12 per cent increase in 1953—expected to push industry volume past the $250,000,000 mark.

Chief factors in the increase in record sales have been notable improvements in both the making of records and in their presentation to the public.

Records produced today, thanks to recent advances in the art and science of recording and reproduction, mean better sound for music buyers. Introduction of high fidelity instruments and records provided the trade with powerful, new selling ammunition and the public with added musical enjoyment.

One of the most sweeping advances in home entertainment came in the field of high fidelity sound recordings and reproduction. Until 1953, high fidelity—more commonly known as “Hi-Fi”—was the special interest of relatively small groups of music lovers, electronic technicians and hobbyists who made an expensive pasttime of seeking perfection in recorded sound by assembling component parts into a super-quality music reproduction system.

During the fall of 1953, RCA introduced to the public high fidelity “Victrola” phonographs, designed to provide the average family with a new concept of life-like realism and quality in recorded music, at relatively low cost.

Now being mass produced by RCA Victor, these instruments give promise of providing millions of Americans with a whole new world of musical enjoyment. In addition to the complete “Victrola” phonographs, the company also is marketing a full line of intermatched highest quality components for persons desiring to assemble their own high fidelity systems.
Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when your commercials come on... creative ingenuity.

YOUNG & RUBICAM, INC.
ADVERTISING
New York Chicago Detroit San Francisco Los Angeles Hollywood
Montreal Toronto Mexico City London
Business

- AGENCY and SPONSOR NETWORK BILLINGS
- NEWS SERVICES
- ADVERTISING AGENCIES
- STATION REPRESENTATIVES
<table>
<thead>
<tr>
<th>Company</th>
<th>Advertising Expenditures (AM Radio)</th>
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<td>General Mills, Inc.</td>
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<td>Swift &amp; Company</td>
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<td>P. Lorillard Co.</td>
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<td>Church of God</td>
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<td>Willys Overland Motors</td>
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$29,376,799

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**American Broadcasting Co. 1953 Agency Gross Billings (AM Radio)**

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<tr>
<th>Agency</th>
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<td>Dancer Fitzgerald Sample, Inc.</td>
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<td>J. Walter Thompson Co.</td>
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<td>Hutchin Advertising Co., Inc.</td>
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<td>Maxon, Inc.</td>
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<td>Kudner Agency, Inc.</td>
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<td>Leo Burnett, Inc.</td>
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<td>Knox Reeves Advertising, Inc.</td>
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<td>Lennen &amp; Newell, Inc.</td>
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<td>Henry J. Kaufman &amp; Associates</td>
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</tr>
<tr>
<td>Donahue &amp; Coe, Inc.</td>
<td>$219,359</td>
</tr>
<tr>
<td>Ross Roy, Inc.</td>
<td>$298,174</td>
</tr>
<tr>
<td>Walton Butterfield Adv.</td>
<td>$195,007</td>
</tr>
<tr>
<td>O’Lian &amp; Bronner, Inc.</td>
<td>$177,819</td>
</tr>
<tr>
<td>Martin Co.</td>
<td>$148,696</td>
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</tbody>
</table>

125
More Americans saw
BULOVA on tv
than any other product

Thanks to America's Largest Spot Campaign
and Your Fine Cooperation

- Again in 1953, 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 television and spot radio as our principal advertising media. In fact, more than 200 TV stations carried BULOVA messages in 1953! 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.
Batten, Barton, Durstine & Osborn, Inc. .......... 131,334
Young & Rubicam, Inc. .................. 127,060
Dean Simmons .................................. 114,819
Tucker Wayne & Co. ..................... 112,488
Wm. H. Weirnaub & Co., Inc. ............ 109,019
J. M. Camp Co. ..................... 108,123
Ted Bates & Co. ..................... 107,771
Foote, Cone & Belding ............. 99,888
Albert Frank-Guenther Law, Inc. .... 72,598
Sullivan, Stauffer, Colwell & Bales, Inc. .... 71,229
White Advertising .................................. 55,198
Southgate Advertising Agency .......... 46,808
The Buechen Co. ..................... 46,719
Edwards Agency .......................... 46,298
Huntington Pamellec Advertising ........ 32,110
Ewell & Thubrer Associates .......... 31,972
Benton & Bowles, Inc. ............. 28,171
Buchanan & Co., Inc. .......... 21,339
Maxwell Sackheim Co., Inc. ....... 20,971
Television Advertising Assoc. ....... 20,679
Hal Stebbins, Inc. .................. 19,368
Kent Goodman .......................... 14,154
Bazell & Jacobcs, Inc. .............. 12,517
National Mail Order Network ....... 10,211
Walter McCreery, Inc. .......... 8,936
Charles W. Host Co., Inc. ......... 8,159
Erwin Wasey Co. of Canada, Ltd. .... 3,262
Productive Advertising Agency .... 1,591
Russell Harris Wood .................. 1,155
Frank Gold .................... 1,000
Thwing & Altman, Inc. ........... 758
Joseph Perillo Agency ............ 495
Sidney Garfield Association .......... 165

$29,376,799

American Broadcasting Co.
AM Industrial Classifications

Food and Food Products ........ 89,138,211
Drugs & Toilet Goods .......... 6,116,556
Radios, Ref. & Electrical Appliances .... 2,669,111
Religion .................................. 2,631,463
Cigars & Cigarettes & Tobacco Automobiles, Trucks & Accessories .... 2,016,871
---------------------------------------------
1,814,970
Household Furnishing & Accessories .... 1,061,237
Institutional .......................... 965,111
Beverages .................................. 907,411
Insurance & Personal Loans .......... 813,721
Jewelry & Accessories ............. 451,911
Lubricants, Petroleum Products & Fuel .... 315,016
Clothing & Dry Goods ............. 287,532
Miscellaneous ..................... 123,602
Publications .......................... 738

$29,376,799

American Broadcasting Co.
1953 TV Gross Network Sales Sponsors

General Mills, Inc.......................... $3,272,087
American Chicle Co. .................. 1,130,228
Kellogg Co ......................... 1,018,676
Sweets Co. of America, Inc. .. 988,827
Rosefield Packing Co. ............. 950,574

Mars, Inc .................................. 800,553
P. Lorillard Co. .................. 766,907
Procter & Gamble Co. ............ 745,977
S. C. Johnson & Son, Inc. ..... 651,061
C. A. Stimson & Son Co. ....... 606,117
Ralston Purina Co. ............. 605,562
Sterling Drug, Inc. .............. 526,882
Lambert Co. ..................... 461,383
Bayuk Cigars, Inc. .......... 453,911
Derby Foods, Inc. .......... 429,108
Gruen Watch Co. .............. 407,659
Hotz Co. .......................... 361,009
Ekco Products Co. .......... 358,410
Kraft Foods Co. ............. 348,000
Billy Graham Evangelistic Association .................. 325,555
Hazel Bishop, Inc. .......... 305,500
Thor Corp. .......................... 297,365
Sunkist Growers, Inc. ......... 282,530
Brown & Williamson Tobacco Corp. .... 277,666
Faith For Today, Inc. .......... 265,900
Charles Antex, Inc. .......... 251,171
Walter H. Johnson Candy Co. .... 241,415
Ironrite, Inc. .................. 229,790
U. S. Steel Corp. .......... 223,000
E. L. Du Pont De Nemours & Co. .... 218,380
Speidel Corp. .............. 204,866
American Cigarette & Cigar Co. .... 196,638
American Tobacco Co. .......... 196,638
Brown Shoe Co. .......... 190,082
Pepsico-Cola Co. ............ 187,920
Jacques Kedser Mfg. Co. ...... 169,221
Plymouth Motor Corp. ....... 166,722
Ex-Lax, Inc. .................. 151,920
Motorola, Inc. ................ 135,000
B. B. Pen Co. .................. 129,855
Sherwin-Williams Co. ......... 125,720
American Home Products Corp. .... 123,375
Political .......................... 116,670
Duffy-Matt Co. .............. 99,423
Armour & Co. .............. 97,500
Bristol-Myers Co. .......... 96,715
Sealy, Inc. .................. 94,119
Burton-Dixie Corp. ............ 90,175
Standard Oil Company of Indiana .... 89,756
F. W. Amend Co. .................. 85,841
Gemex Co. ..................... 85,045
Carter Products, Inc. ........ 83,360
Fallstaff Brewing Corp. ..... 80,400
Willys Overland Motors, Inc. .... 79,722
Reynier & Bros., Inc. .......... 79,692
Philco Corp. ................ 75,203
Handmaecher Vogel, Co. .......... 74,775
A. C. Jaber & Co. ........ 74,120
Toni Co. .......................... 70,062
Gordon Baking Co. .......... 69,629
Garden Research, Lab. ... 53,503
Voice of Prophecy, Inc. ........ 4,153

$30,329,953

American Broadcasting Co.
1953 TV Gross Network Sales Agencies

Dancer Fitzgerald-Sample, Inc. $4,819,654
Leo Burnett Co., Inc. .......... 2,011,223
Needham, Louis & Brophy, Inc. .................. 1,682,789
Moselle & Eisen ................ 991,045
Gullid, Bascom & Son, Inc. .......... 950,761
Lennen & Newell, Inc. ....... 768,458
Batten, Barton, Durstine & Osborn, Inc. .......... 725,763
Knox Veves Advertising, Inc. .... 714,833
Tatham, Laird, Inc. .......... 613,919
Gardner Advertising, Inc. .......... 605,562
McCann-Erickson, Inc. .......... 198,114

127
Sullivan, Stauffer, Caldwell & Bovles, Inc. ..... 476,821
Lambert & Feasley, Inc. ..... 461,583
Ellington & Co., Inc. ..... 453,814
Heni, Hurst & McDonald, Inc. ..... 382,700
Foote, Cone & Belding ..... 375,119
Maxon, Inc. ..... 361,609
J. Walter Thompson Co. ..... 348,090
Walter F. Bennett & Co. ..... 323,255
The Bown Co. ..... 313,295
Raymond Spector Co., Inc. ..... 305,500
Ted Bates & Co. ..... 277,566
Rockhill Co. ..... 263,899
Television Advertising Assn. ..... 251,170
Franklin Bruck Adv. ..... 241,644
Brooke-Smith, French & Dorange, Inc. ..... 229,789
Young & Rubicam, Inc. ..... 196,935
N. W. Ayer & Son, Inc. ..... 175,672
Herschon-Garfield, Inc. ..... 169,221
Warwick & Legler, Inc. ..... 151,920
Ruthrauff & Ryan, Inc. ..... 135,000
Hilten & Rizzo, Inc. ..... 129,855
Fuller & Smith & Ross, Inc. ..... 120,729
Furman, Feiner & Co. ..... 116,669
Weiss & Geller, Inc. ..... 90,175
Robert Wesley Associates ..... 91,119
Ewell & Thurber, Inc. ..... 27,272
Ketchum, MacLeod & Grove, Inc. ..... 23,862
Hufschlings Advertising Co. ..... 13,200
Carl Reimer Co., Inc. ..... 10,773
Bozell & Jacobs, Inc. ..... 10,380
Haber, Hoge & Sons, Inc. ..... 10,363
Laughlin, Wilson, Baxter & Persons, Inc. ..... 4,153
$20,329,933

American Broadcasting Co. TV Industrial Classifications

Food & Food Products. $7,073,908
Confections. 3,231,108
Cigars, Cigarettes & Tobacco. 1,900,120
Drugs & Toilet Goods. 1,867,521
Laundry Soaps & Cleansers. 1,410,937
Radio, Ref., Electrical Appliances. 1,016,026
Jewelry & Accessories. 866,814
Religion. 395,308
Household Furnishings & Accessories. 433,162
Hardware. 358,410
Beverages. 315,917
Lubricants, Petroleum Products & Fuel. 309,636
Steel. 225,000
Automobiles, Trucks & Accessories. 194,021
Clothing & Dry Goods. 190,682
Miscellaneous. 133,708
Politics. 116,669
$20,329,933

American Broadcasting Co. Gross TV Time Sales—1953 By Months

MONTH 1953 1952
January $1,572,872 $1,527,981
February 1,161,717 2,081,011
March 1,710,525 2,015,739
April 1,610,690 1,600,215
May 1,762,593 1,503,142
June 1,177,727 1,152,555
July 1,251,171 1,004,179
August 1,101,561 980,507
September 1,230,616 1,150,274
October 1,295,631 1,158,065
November 2,371,393 1,102,171
December 2,160,356 1,281,455

$20,329,933 $17,697,140

* November and December Billings Estimated.

American Broadcasting Co. Gross AM Time Sales—1953 By Months

MONTH 1953 1952
January $9,051,050 $3,232,255
February 2,511,883 3,122,688
March 2,753,145 3,321,072
April 2,616,174 3,199,206
May 2,517,616 3,272,251
June 2,083,829 2,966,261
July 1,996,578 2,289,833
August 2,102,015 2,185,611
September 2,630,522 2,905,188
October 2,724,699 2,571,339
December 2,843,196 2,866,932

$29,376,739 $31,391,316

* November and December Billings Estimated.

Mutual Broadcasting System 1953 Gross Network Sales Advertisers*

S. C. Johnson & Son, Inc. $2,115,165
Sterling Drug, Inc. 1,371,500
P. Lorillard Co. 1,332,277
Miles Laboratories, Inc. 1,259,496
American Federation of Labor 1,189,125
Quaker Oats Co. 1,111,349
John-Manville Corp. 830,663
American Home Products 775,348
Falstaff Brewing Corp. 576,270
Wildroot Company, Inc. 571,121
Kellogg Co. 675,791
Liggett & Myers Tobacco Co. 596,038
Motor Products Corp.-Deep-Freeze Appliance Division. 549,174
Derby Foods, Inc. 552,115
VCA Laboratories 524,439
Credit Union National Ass'n. 519,106
Philip Morris Co. Ltd., Inc. 491,615
R. J. Reynolds Tobacco Co. 411,000
Holland Furnace Co. 397,012
Lutheran Laymen's League. 362,831
Radio Bible Class. 365,190
State Farm Mutual Auto Insurance Co. 347,727
Namakeag Steam Cotton Co. 327,274
Christian Reformed Church. 315,841
Union Pharmaceutical Company, Inc. 315,084
Lever Bros. 305,000
Voice of Prophecy, Inc. 290,123
Keen lemon-Puritan Co. 277,639
Consolidated Cosmetics 245,261
Murine Co. 228,176
National Home Corp. 226,198
Gillette Safety Razor Co. 210,541
Dawn Bible Students Ass'n. 185,706
General Mills, Inc. 185,100
Block Drug Co. 179,821
Wings of Healing 167,251
Admiral Corp. 162,038
Swift & Co. 116,273
Kraft Foods Co. 113,729

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Arthur Godfrey
The Coca-Cola Co. ....... 131,584
J. W. Wood & Son Co. .... 120,093
White House Co. ........ 129,247
Motorola, Inc. .......... 119,103
S.O.S. Co. ............. 118,500
North American Van Lines, Inc. .... 109,937
Emerson Drug Co. ....... 108,000
Libby, McNeill & Co. .... 107,432
Bristol-Myers Co. ....... 100,000
Sylvania Electric Products, Inc. .... 82,718
Procter & Gamble Co. .... 78,149
Meccano, Ltd. .......... 62,109
Jacques Kreisler Mfg. Corp. .... 61,500
Sterling Drug Mfg. Co. .... 59,571
Burlington Mills Corp. .... 56,765
A. C. Weber & Co. ....... 53,251
Walking Doll Co. ....... 52,293
Carter Products .......... 52,200
Miller Brewing Co. ....... 39,538
The Scholl Mfg. Co., Inc. .... 35,514
Williamson Candy Co. .... 32,577
Fillex Co. ............. 32,653
Pacific Mills ........... 33,688
Vick Chemical Co. ....... 16,836
General Motors Corp. .... 10,000
Motor Divn. ............ 16,317
General Tire & Rubber Co. .... 16,000
Mutual Benefit Health & Accident Assoc. .... 11,715
Crowell-Collier Publishing Co. .... 7,500
Olson Rug Co. .......... 6,891
Grand Duchess Stores, Inc. .... 6,085
Look Magazine ........... 6,000
Jackson & Perkins, Inc. .... 5,214
Fouadex Products .......... 1,633
Colonial Studios, Inc. .... 3,854
Curtis Circulation Co. .... 3,500
Avco Mfg. Corp.—Crosley Electronics Divn. .... 3,015
Cowles Magazines, Inc. .... 3,000
Crosley White Goods Divn.—Avco Mfg. Corp. .... 2,975
Ulster County Citizens Committee .... 779

*December Billings Estimated

Mutual Broadcasting System 1953 Agency Gross Billings*

Needham, Louis & Brorby, Inc. $3,015,307
Dancer-Fitzgerald-Sample, Inc. 2,187,346
J. Walter Thompson Co. Co. 1,788,573
Batten, Barton, Durstine & Osborne, Inc. 1,500,954
Lemen & Newell, Inc. 1,140,277
Geoffrey Wade Advertising 1,255,106
Furman, Feiner & Company, Inc. .... 1,189,125
Sherman & Marquette, Inc. .... 1,111,349
Sullivan, Stauffer, Colwell & Byles, Inc. 775,348
Leo Burnett Co. .... 675,794
Cunningham & Walsh, Inc. .... 590,838
Reed, Williams & Cleary, Inc. .... 591,478
The Blow Co. .... 494,615
William Esty Co. .... 411,000
Lindeman Advertising Agency .... 397,012
Gotham Advertising Co. .... 389,031
Grey Advertising Agency, Inc. .... 377,193
Kastor, Farrell, Clarke & Mccormick, Inc. .... 371,554
Applegate Advertising Agency .... 365,133
Directed, Inc. .... 336,779
Jackson & Co. .... 325,271
Glenn-Jordan-Steotzel, Inc. .... 315,811
Western Advertising, Inc. .... 290,123
Schwimmer & Seger, Inc. .... 272,629
Stanley G. Boynton, Inc. .... 275,491
Maxon, Inc. .... 210,500
Wm. Gleeson & Co. .... 185,766

Cecil & Presbrey, Inc. .... 179,821
Tatham-Laird, Inc. .... 167,190
Century Advertising, Inc. .... 167,261
Erwin Wasey & Co. .... 162,686
Aubrey, Finlay, Marley & Hodgson, Inc. .... 151,680
D'Arcy Advertising Company .... 131,584
McCann-Erickson, Inc. .... 129,000
Doberty, Clifford, Steers & Shapiro, Inc. .... 100,000
Donahue & Coe, Inc. .... 92,279
J. M. Camp & Co. .... 89,609
Victor & Richards, Inc. .... 88,554
Roy S. Durlstine, Inc. .... 82,718
Benton & Bowles, Inc. .... 79,475
Bozell & Jacobs, Inc. .... 69,968
Foote, Cone & Belding, Inc. .... 61,500
Dume Jones Company, Inc. .... 60,253
Ted Bates & Co. .... 52,520
National Mail Order Network .... 40,893
Mathisson & Associates, Inc. .... 39,538
Harry B. Cohen Advertising Co. .... 18,608
Morse International, Inc. .... 16,826
Kudner Agency, Inc. .... 16,347
Knox-Reeves Advertising Co. .... 14,300
Presba, Fellers & Presba, Inc. .... 6,891
Phill DiNuoscio Advertising Co. .... 6,685
Maxwell Sackheim & Company, Inc. .... 5,214
Ruthrauff & Ryan, Inc. .... 4,635
Radio Advertising of America Co. .... 3,854

Mutual Broadcasting System 1953 Industrial Classifications

Drugs and Toilet Goods $6,616,512
Cigars, Cigarettes & Tobacco 2,856,990
Food & Food Products 2,823,690
Soaps, Cleansers & Polishes 2,156,015
Religious 1,712,115
Building Materials, Equipment & Fixtures 1,453,275
Labor and Politics 1,189,904
Beer 795,808
Major Appliances 649,765
Institutional 535,165
Household Furnishings & Services 465,790
Radios, TV Sets & Phonographs 367,532
Insurance 362,412
Confectionery & Soft Drinks 305,810
Dairy, Poultry & Livestock Feed 239,377
Jewelry 192,105
Miscellaneous 190,544
Wearing Apparel 165,765
Publications 130,909
Automotive 130,334

$23,158,000

* December Billings Estimated

Mutual Broadcasting System Gross Time Sales—1953

Monthly Cumulative
January $1,786,134 $1,786,134
February 1,638,075 3,424,209
March 1,995,478 5,421,687
April 7,228,077 7,228,077
May 2,038,210 9,266,287
June 1,926,865 11,193,152
July 1,339,467 12,532,619
August 1,738,248 14,270,867
September 1,792,736 16,063,593
October 2,183,598 18,247,191
November 21,939,808 21,939,808
December 2,127,192 23,158,000

* December Billings Estimated.
To the people who help us spread the word

It takes as many as 38 people to put together a 20-second chainbreak.

And thousands can be involved in the broadcasting of a network show.

To all you announcers, performers and technicians who help us sell our clients' wares on radio and TV, BBDO sends appreciative greetings.

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

- PERSONNEL
- RADIO ACCOUNTS
- TV ACCOUNTS
THE BUICK BERLE SHOW

Buick Motor Division

This Is Show Business

Schick Incorporated

I LED 3 LIVES

Martin Kane

United States Tobacco Company

The Jackie Gleason Show

Schick Incorporated

TV Football Game of the Week

General Motors Corporation
A. D. ADAMS ADVERTISING
277 Broadway, New York 7, N. Y.
Phone: REctor 26980
ABP
Owner ...................... A. D. Adams
Radio Accounts: Spiraling 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.; Spiraling Products (indoor TV antenna), New York.

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

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Phone: Higate 4-6580
Owner, Radio & TV Director ........ Ad Fried
Radio, TV Time Buyer ........ Phyllis Rose
Music Director, Librarian ........ Elaine Fried
TV Art, Production Dir ........ Gerhard Jacobi
Radio Accounts: American Upholstering Co. (Furniture Mfr.), Oakland; Bower-Smith Co. (Marine Switches), Oakland; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland; Commercial Sales Co. (Trucks), San Leandro; Davi Miracle Foam (Rug Cleaners), Oakland; Betty Elizabeth Shampoo (Shampoos), Oakland; Duplex Dean Plans (Real Estate), Danville; Elemen 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 Furnishings), Oakland; Smith Bros., (MAC Compounds), Walnut Creek; Oakland Police & Firemen (Campaigns), Oakland; Oakland Light Opera Assn. (Musicals), Oakland; Lo Fare Cab Co. (Taxi Service), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Agalite Bronson Co. (Glass Shower Doors), Oakland; Mica-Seal Mfg. Co. (Paint), Berkeley; The Quiet Hour (Religious), Oakland; Lou Winston Co. (Surplus), Oakland; Western Gem Co. (Rutile Gems), Hayward; Lake Merritt Hotel (Dancing), Hayward; Roto-Rooter of Bay Area, Oakland; Span-A-Form (Bldg. Forms), Oakland.

TV Accounts: Bell Smoked Fish Co. (Tarabell Brads), San Francisco; Betty Elizabeth Shampoo (Shampoos), Oakland; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; The Quiet Hour (Religious), Oakland; Lo Fare Cab Co. (Taxi Service), Oakland; G & W Refrigeration Co. (Ice Machines), Oakland; Lake Merritt Hotel (Night Club), Oakland; Oakland Police & Fireman (Campaigns), Oakland; Cochran & Celli (Calif. Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assoc. (Musicals), Oakland.

WILLIAM HART ADLER, INC.
919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210
AAAA—ABP
Pres.-Treas. .............. William Hart Adler
Exec. Vice-President .... Kenneth C. Ring
Secretary ................. Bettilou Sicking
Prod. Manager ............ John Petrie
Art Director ............ Leslie Meyers
Radio Accounts: A. J. Canfield Co. (Beverages), Chicago; Reo Motors (Trucks, etc.), Lansing, Mich.; Aladdin Industries, Inc. (Lamps, etc.), Nashville, Tenn.

ADMASTERs ADVERTISING, INC.
15th and New York Ave., Washington 5, D. C.
Phone: District 7-0551
PAA
President .............. John E. Waterfield
are you selling
a 10-inch idea...
on a 21-inch screen?
TV moves fast.
Are your commercials giving you the jump on competition—or are they lagging a couple of years behind? Think it over. Could be your sales curve is caught in a creative backwater.

McCANN-ERICKSON, Inc.
Advertising
New York • Boston • Cleveland • Detroit
Chicago • Cincinnati • San Francisco
Los Angeles • Hollywood • Portland and offices throughout the world
TV moves fast.
Are your commercials giving you the jump on competition—or are they lagging a couple of years behind? Think it over. Could be your sales curve is caught in a creative backwater.

McCANN-ERICKSON, Inc.
Advertising
New York • Boston • Cleveland • Detroit
Chicago • Cincinnati • San Francisco
Los Angeles • Hollywood • Portland and offices throughout the world
Where millions turn for entertainment

FOR THE BORDEN COMPANY
"Kate Smith Hour"—NBC-TV

FOR PHARMACO, Inc.
"Front Page Farrell"—NBC-Radio
"Dr. Paul"—NBC-Radio (Coast)

FOR BRISTOL-MYERS CO.
"Man Behind The Badge"—CBS-TV
"This Is Nora Drake"—CBS-Radio
"Arthur Godfrey Digest"—CBS-Radio
"Garry Moore Show"—CBS-TV
"Harry Babbitt"—CBS-Radio (Coast)

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

ADVERTISING
350 FIFTH AVE., NEW YORK 1, N.Y.
Exec. Vice-Pres., Director Radio, TV........Pauline Hagen
Secretary ..................Evelyn R. Jones
Dir. of Radio & TV..........Pauline Hagen

Radio Accounts: Gospel Broadcasting
Asn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

DON ALLEN & ASSOCIATES. 
ADVERTISING
409 S.W. 13th, Portland 5, Oregon
Phone: Capitol 9445
ANPA—AP—PPA
President ..................Don Allen
Vice President.................Irvin H. Walsh
Sec./Treas. ....................Everett A. Mitchell
Production Manager..........Robert McCullough

ALLEN & REYNOLDS
1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—APA
ABC—NOAB—PPA

Radio Accounts: Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bakery Products); Byron Reed Company (Real Estate, Farm Management); Merchants Biscuit Company (Bakery Products); T. H. Maenner Company (Real Estate); United States National Bank; Fairmont Foods Co. (Poultry and Livestock Feed); Tekseed Hybrid Co. (Hybrid Corn), Carpenter Oil Co. (Gas, Oil and other Automotive Products), Northrup-Jones (Cafeteria, Bakery); Walnut Grove Products, Inc. (Livestock Feeds); Evans Laundry.

TV Accounts: Omaha Public Power District (Public Utility); Merchants Biscuit Co. (Bakery Products); P. F. Petersen Baking Co. (Bakery Products); Fairmont Food Co.; United States Nat'l Bank.

ALLIED ADVERTISING AGENCIES
167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 7-7331
President ..............W. Fehr Gardner
General Manager...........Stuart Heinemann
Space Buyer...............Maxine Blankenship
Art Director ..............Jack Robbins
Production Manager.......Stuart Heinemann
Account Execs...........Dick Gardner,
Milton Hoffman
Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co. (Furniture & Appliances); Pavode Grande (Turkeys); Pridom Davis (Optometrist); Stylart Card Co. (Greeting Cards); Fisher's Compression Seal (Automatic Compression Seal); Dr. F. E. Campbell (Dental Services); United Radio & Appliance (Sporting Goods & Appliances); West Pico Furniture Co. (Furniture).

TV Accounts: Gold Furniture Co. (Furn. & Appliances); Dr. Pridham Davis (Optometrist); United Sporting Goods (Sporting Goods); Arden Farms (Dairy Products); Pavo de Grande (Turkeys).

ANDERSON & CAIRNS, INC.
488 Madison Avenue, New York 22, N. Y.
Phone: MU 8-5800
AAAA—AP—ANPA—APA
Chairman of the Bd..T. Hart Anderson, Jr.
President ..............John A. Cairns
Executive Vice-Pres........Joseph H. Smith
Treasurer ..............Abraham Fisher
Manager ..................Vernon R. Birtwistle

Radio Accounts: Rootes Motors, Inc. (Hillman Minx Automobiles); National Homefurnishings Show (Exposition), New York, N. Y.; C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.; Baldwin Pianos (Pianos), New York, N. Y.; Brooklyn Paint and Varnish (Paint), Brooklyn, N. Y.; Assoc. Bulb Growers of Holland (Bulbs), New York, N. Y.; Thom McAn (Shoes), New York, N. Y.; J. Martinson & Sons (Coffee), New York, N. Y.

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V.P., Dir. Merch ........... Thomas R. Santaerce
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Comptroller .............. Joseph Allentuck
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Mgr. Print Dept. ........ Edward Grey
Dir. Radio & TV
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Radio & TV Time Buyers ...... Ethel Wieder,
Ken Kearns, Gerard Van Horson
Personnel Director ......... Isabel Meneely
Account Executives ...... Frank Baker,
Louis Berger, Howard Brod. Tom Byrne,
Craig Clark, Warren Dublin, David H.
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feld, C. P. Hirth, Henry Jacobson, Walter
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Waite, R. J. Wallace

Branch Offices
703 Market St., San Francisco 3, Calif.
Phone: GARfield 1-4834
Executive .................... Norman Mork
1606 N. Argyle Ave., Hollywood 28, Calif.
Phone: HEmplest 2377
Executive .................... Jack Runyon
Accounts: American Home Products,
Whitwall Division (Kolynos, Kolynos with
Chlorophyll, Freezone, Melcalose, Anacin.
Heet; Bond Clothes; American President
Lines; Bulova Watch Co.; Eversharp, Inc.
(Pens, Pencils, Razors); General Aniline
(Ansco, Ozalid); Hills Bros.; Langendorf
United Bakers; Philip Morris & Co.
(Philip Morris Cigarettes, Spud and Dunhill.
Bond Street Tobacco); National Distiller-
Products Corp. (PM); National Shawmut
Bank; Pepsi Cola Co.; Procter & Gamble
(Spic & Span, Lava, Joy, Lilt, Teel, Pert.
Shasta, Fluffo); Jacob Ruppert Brewing
Co. (Beer); Lady Esther; Hudson Pulp &
Paper Co.; Denison Food Products;
Gunther Brewing Co.; Armstrong Tire Co.

THE BLAINE THOMPSON CO., INC.
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Phone: LO 4-0800
ANPA—PPA—APA—ABC—NOAB
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Vice-Presidents .......... Fred Golden,
Phillip Solomon
Exec. Vice-Pres ................ Albert Lee Lesser
Copy Director ............. Franklin Hobs
Research Dir., Time Buyer .. Ingram Ash
Production Manager ......... Harry Hendriks

BOTSFORD, CONSTANTINE & GARDNER
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Phone: ATwater 9541
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V.P. & Space Buyer ........ Frankie Coykendall
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Sec.-Treas. .................. Merle W. Manly
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Vice-President ........... W. W. Woodbridge, Jr.
Vice-Pres. .................. Reinhart Knudsen
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Exec. Vice-Pres. ............ S. G. Swanberg
Vice-Pres. .................. David H. Botsford, Jr.
Vice-Pres. .................. William Pearce
Empire State Bldg., New York 1, N. Y.
Phone: B'Yrant 9-4845
Vice-President ............ Elizabeth Ey erly

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & “Small Fry” French Fries), Stockton, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Bank of California, Seattle, Wash.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; The Emporium (Department Store), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

STANLEY G. BOYNTON & SON
159 Pierce St., Birmingham, Mich.
Phone: Jordan 4-5888
President.................. Stanley G. Boynton
Secretary.................. Amelia E. Silvestri
Radio Time Buyer........ Ruth A. Speelman
Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour.

BOZELL & JACOBS, INC.
510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 3803
President.................. Morris E. Jacobs
Exec. V.-P........................... F. C. Miller
Copy Chief..................... Henrietta Kieser
Branch Offices
205 N. LaSalle St., Chicago 6, Ill.
Phone: Central 6-0870
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V.-P., Dir. Radio-TV............ Philip Rouda
1812 N. Meridian St., Indianapolis 2, Ind.
Phone: Wabash 4524
V.-P. & Manager............... Chas. A. Gallup
2123 Smith Tower, Seattle 4, Wash.
Phone: Main 0145
V.-P. & Manager............... R. H. Wensberg
2 W. 45th St., New York 36, N. Y.
Phone: MURay Hill 7-6210
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703 United Gas Bldg., Houston 2, Texas
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V.P. & Manager............... Carleton Storey
813 Thomas Bldg., Dallas 1, Texas
Phone: Randolph 5428
V.P. & Manager............... M. O. Rike, Jr.
702 Sheraton Bldg., Washington, D. C.
Phone: Sterling 2406
Manager.................. Don Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Cland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandes & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, la.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; General Appliance Co., Omaha; Livestock Natl. Bank, Omaha; Major Appliance, Omaha; Omaha & Co. Bluffs Street Railway, Omaha; National Bldg. & Loan Co., Omaha; Mildred Oil Co., Omaha; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Northwestern Tel. Co., Freeport, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; 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. Brandes & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Natl. Bank, Omaha; General Appliance Co., Omaha; Livestock Natl. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Pfaff Sewing Machine Co., Chicago; Earl Hayes Chevrolet Co., Dallas, Tex.; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas.
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Secretary.....................Frances N. Goodwin
Time Buyer....................John A. Lorimer
Radio Accounts: Baird-North, Inc., Oliver
Johnson Co., Inc., Mule Battery Mfg. Co.,
Rocky Point Park, Inc., Roger Williams Sav-
ing Funds & Loan Assoc., Sally’s Fur Studio,
Strand Theater, G. H. Walker & Co., Wey-
bosset Markets.

MICHAEL BRAND ASSOCIATES
8820 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-2991
ABP
President .......................Michael Brand

THE J. CARSON BRANTLEY ADV.
AGENCY
Owen Bldg., Salisbury, N. C.
Phone: 900
Pres.-Radio Dir..............J. Carson Brantley
Sec.-Treas....................A. R. Monroe
Production .....................June Brantley
Art Director..................Glady's Dudley
Radio Accounts: Carolina Beverage Corp.
(Cheerwine, Caravan), Isenhour Brick &
Tile Co., Salisbury; Duke Power Co., Char-
lotte; Owen Drug Co. (O-N for Colds),
Salisbury, N. C., L. B. Coulter Co. (Cos-
etics), Free Enterprise Train.
TV Accounts: Caroline Beverage Corp.
(Wine).

R. C. BRETH, INC.
310 Pine St., P. O. Box 128, Green Bay, Wis.
Phone: HOward 134
ABP—APA—APA
President ....................R. C. Breth
Vice-President ..............Vicor G. Geisel
Vice-President ..............Blaine Williams
Radio Accounts: Woodlot Seed Co., Nor-
way, Mich.; Fairmont Foods, Green Bay,
Wisconsin; WBAY and WBAY-TV, Green
Bay, Wisconsin; D. J. Murray Mfg. Co., Was-
sau, Wisconsin; Miller Electric Mfg. Co.,
Appleton, Wisconsin.
TV Accounts: Fairmont Foods, Green Bay,
Wisconsin.

J. F. BRINLEY ADVERTISING AGENCY SERVICES
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Phones: MADison 8686 & MOhawk 4400
ABP—SNPA—APA—NBP
Gen. Mgr., Dir. of Copy, Sales Prom.,
& Mkt. Tash..................J. F. Brinley
Sec. Treas....................V. H. Brinley
Assoc. Radio Dir............R. G. Dunn
Assoc. TV Dir..............T. E. Light
Assoc. Art Dir................D. Ackley

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Vice-President .............Robert Erisacher
Vice Pres. & Art Dir........Ettore Firenze
Secy. & Treasurer..........Mrs. Emil Brisacher
Copy Chief..................Lester Friedman
Space Buyer..................Glady's King
Media Director..............Richard Clark
Radio & TV Time Buyer.....Mary Liz Loeber
Prod.-Traffic Mgr...........Jules P. Daniel
Radio & TV Producer.......Humphrey Ireland
Dir. of Research............Charles Roach
Public Relations Dir........Robert Hoffman
Controller..................Bryant Mile
Branch Offices
350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600
V.P. & Mgr....................Richard Ide
Radio Accounts: Van Camp Sea Food Co.
(Chicken of the Sea & White Star Tuna),
Terminal Island, Calif.; Herschel California
Fruit Products (Contadina Tomato Paste),
San Jose, Calif.; Richmond Chase Co.
(Hearts Delight Nectars), San Jose, Calif.;
Pietsweet Foods, Inc. (Frozen Foods &
Juices, Canned Corn, Peas and Beans), Mt.
Vernon, Wash.; Wheatena Corp. (Wheatena
Cereal), Rahway, N. J.; Parsons Ammonia,
New York; San Francisco Milk Industry;
California Dairy Industry Advisory Board,
Sacramento; East Bay Producers Council
(Milk), Oakland, Calif.; Langendorf United
Bakeries (Butter-Nut Bread), San Francisco,
Calif.; Sacramento Milk Council; Bay View
Federal Savings and Loan Association, San
Francisco, Calif.; Pacific Intermountain Ex-
press, Oakland, Calif.; San Francisco, Ex-
aminer.
TV Accounts: Van Camp Sea Food Com-
pany, Inc. (Chicken of the Sea & White
Star Tuna), Terminal Island, Calif.; Pict-
Sweet Foods, Inc., Mount Vernon, Wash.;
California Dairy Industry Advisory Board;
San Francisco Milk Industry; East Bay
Producers’ Milk Council, Oakland, Calif.;
Langendorf United Bakeries (Butter-Nut
Bread), San Francisco, Calif.

BROADCAST ADVERTISING
170 S. Beverly Dr., Beverly Hills, Calif.
Phone: Bradshaw 2-4940
President....................Van C. Newkirk
Production Manager..........John G. Fryer
Office Manager...............Betty Lester
Radio Accounts: Bible Institute of Los
Angeles, Los Angeles; Church of the Open
Door, Los Angeles; Morning Chapel Hour,
Los Angeles, Calif.; Haven of Rest; World
Vision, Inc., Los Angeles, Calif.; King’s
Ambassador, Los Angeles, Calif.; Radio Mis-
sonary Movement, Inc., Los Angeles, Calif.;
Dr. William W. Orr, Altadena, Calif.
TV Accounts: Bible Institute of Los
Angeles.
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J. G. Williams, Clarke C. Wilmot
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Phone: MUrray Hill 6-1800
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149 California St., San Francisco 11, Calif.
Phone: YUKon 6-6836
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Treasurer .....................King Harris
Secretary .....................Parker Wood
Radio Accounts: Goebel Brewing Co.,
(Yost Kitchens)
TV Accounts: Mullins Mfg. Corp., The
Ironite Ironer Co., Hudson Motor Car Co.,
Goebel Brewing Co.

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 0538
ANPA—APA—ABP—PPA
Radio............................Mary McCauley
Time Buyer.....................A. R. Brooks
Secretary ......................Barbara Vosburgh
Radio-TV Accounts: Bekins Van and Storage
Company, Western Stove Company.

D. P. BROTHER & CO., INC.
General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250
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NOAB—PPA—ABC—APA
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Executive Vice President....Clarence Hatcher, Jr.
Vice Presidents..............Joseph S. Howell,
Carl Georgi, Jr., Guy S. Warren, Jr.
Media Director................Carl Georgi, Jr.
Dir. of Marketing..............Vincent H. Bergmann
Art Directors..............L. R. Mange, E. J. Bowens
Publicity Director.............T. H. Moriar;y
Radio & TV Director............Kenneth G. Manuel
Radio-TV Accounts: Oldsmobile Division,
General Motors Corporation (Automobiles);
AC Spark Plug Division, General Motors
Corporation (Accessories).

FRANKLIN BRUCK ADVERTISING CORP.
RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: CIRCLE 7-7660
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Secretary ......................M. J. Kleinfeld
Treasurer ......................Mort Heineeman
Radio Time Buyer..............Joseph Gavin
TV Director....................David Davidow
Mds. Director................Herbert Gold

Branch Office
532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HIllwood 3-1153
Manager ......................Howard Blake

Radio Accounts: North American Accident
Insurance Co., Fashion Frocks, SitRoux Tissues.

TV Accounts: Walter H. Johnson Candy
Co., Chicago; Fashion Frocks, Inc., Cincinnati;
Bishop & Co., Los Angeles; Rexor Corp., New York;
Hi-V Corp., Newark; Sitroux, Inc., New York.

CHARLES BRUNELLE ADV. AGENCY
15 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA—APA
President & Treasurer........Charles Brunelle
Vice-President ..................Robinson Smith

BUCHANAN & CO.
1501 Broadway, New York, N. Y.
Phone: BRyant 9-7900
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Account Executives............George Richardson,
John McEvoy, W. Boley, A. Van Brun
Vice President..................Paul Gaynor
Radio-TV Dir....................Nat Strom

Branch Offices
451 N. La Cienega Blvd., Hollywood, Cal.
Phone: CRestview 5-5231
155 Montgomery Street, San Francisco
Phone: YUKon 6-2927

Radio Accounts: Reynolds Metals Co.,
Eskimo Pie Corp., Acoustic, Air France,
New York Paramount Theatre, Western Airlines
Inc., Wilbur Clark's Desert Inn, Paramount
Pictures Corp., Tidewater Associated
Oil Co., Newport Soap Co.

TV Accounts: Lional Corp., Eskimo Pie
Corp., New York; Paramount Theatre, Paramount
Pictures, Western Airlines Inc., Wilbur
Clark's Desert Inn, Tidewater Associated
Oil Co., Regent Canned Food, Newport
Soap Co.

BUCHANAN-THOMAS ADV. CO.
410-412 S. 19th St., Omaha 2, Nebr.
Phone: ATlantic 2125
ABP—ANPA—APA—NOAB—PPA
Partners ......................R. Savage,
R. Foster, C. Harding, R. Dundis
Ptnr., Dir. Radio-TV...........Adam Reinemund

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Phone: WAbash 2-3383
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General Manager ..........S. S. Kain
ADVERTISING AGENCIES

Art Director: Al Jacobs
Production Manager: Don Rubin
Media Manager: Fred Walder
Acct. Executives: S. Grossman, M. Harvis, S. Brighta


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520 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3800
ANPA—APA—PPA

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Vice-President: Phillip D. Simons
Account Executive: Ellis T. Gash
See-Treas.: James H. Kristof
Radio Director: William Coop

LEO BURNETT COMPANY, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5959
AAA

President: Leo Burnett
Exec. Vice-President: Richard N. Heath
Treasurer: E. Ross Gambling
Vice-President in chg. Radio: W. L. Weddell

Branch Offices
675 Fifth Ave., New York 22, N. Y.
Phone: MURray Hill 8-9480
Manager: Stanford Meigs

1680 N. Vine St., Hollywood 28, Calif.
Phone: HOLlywood 4-7474
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. (MilkWay, Three Musketeers, CocoaNut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben’s Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Strike & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben’s Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-I Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, 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), Minneap-olis, 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.; Maggyanne, Inc. (Wearing Apparel), Los Angeles, Calif.; Pulaski Monuments Co. (Monuments), New York, N. Y.

BYER & BOWMAN ADVERTISING AGENCY
66 So. 6th St., Columbus 15, O.
Phone: MAin 3276
ABC—ABP—ANPA—AFA

Partners: Herbert Byer, Gus K. Bowman, Joel Burghalter
Radio Director: John D. Metzger
Account Executives: Reg Testement, Herbert Wise, W. P. Brown, F. W. Munro, Jr.; Nicholas Popa, Gene Hameroff
Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambrinus beer and Augustiner beer), Columbus, O.; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Foods (potato chips), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; The Styron-Begg Co. (food products), Newark.

TV Account: The Ohio Fuel Gas Co. (utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (paper wall cleaner), Columbus.

HAROLD CABOT & CO., INC.
136 Federal St., Boston 10, Mass.
Phone: HAnock 6-7600
AAA—ABP—ANPA—ABC—AFA

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Exec. V.P. & Treasurer: Richard P. Holland
Secretary: Edward Glacy
Production Manager: Robert Griffin
Editorial Chief: H. W. Patterson
Copy Chief: Courtney Crandall
Art Director: Yale Rachlin
Media Director: Kay Chille

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public
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BEST FOODS, INC.
R. J. REYNOLDS CO.
FALSTAFF BREWING, INC.
GENERAL FOODS, INC.
Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Red Coach Grills (Restaurant Chain), Boston; Rock of Ages Corporation (Monuments), Barre, Vt.

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

CAHN-MILLER, INC.
510 St. Paul Place, Baltimore 2, Md.
Phone: Saratoga 7-4466
PPA

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

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Popular Club Beverage Co., Styleplus Clothes.


CALKINS & HOLDEN, CARLOCK.
McCLINTON & SMITH, INC.
247 Park Ave., New York 17, N. Y.
Phone: Plaza 5-6900
AAAA—ABP—ANPA

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President .......................... Harold L. McClintone

Secy-Treas. .................. James Jeffrey
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Copy Director .................. George S. Thomson
Production Manager .............. Fred Oughton
Manager Outdoor Dept ............. F. J. Fitzgerald
Media Director .................. Thomas H. Young
Research Director ............... Thomas P. Crolius
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Director of Radio-TV .............. Henry F. Hull
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Branch Offices
333 No. Michigan Ave., Chicago, Ill.
Manager .................. Philip M. White
Citizens Wilshire Bank,
Los Angeles, Calif.
Phone: Randolph 6-3831

Manager .................. Harry W. Witt

TV Accounts: A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Crane & Company (stationery), Dalton, Mass.; Newcomb Audio Products, Inc. (Hi-Fi), Hollywood, Calif.; Eppen-Smithe Company (coffee & tea), Long Island City, N. Y.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
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ABC—ABP

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Sr. V.-P., Secy-Treas. ......... L. R. Nelson
Sr V.-P., Media Dir ............. J. H. Hartigan
Comptroller ...................... H. P. Cook
V.-P., Copy Chief .............. L. T. Robinson
Sr. V.P. Radio & TV ............ Winslow H. Case

Branch Offices
1 E. 57th St., New York 22, N. Y.
Phone: Murray Hill 8-3190

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Vice-President .................. J. H. Neebe

230 N. Michigan Ave., Chicago 1, Ill.
Phone: CENTral 6-1946

V.P. & Manager .................. E. H. Clements
314 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 6204

Vice-Pres. & Manager ........ R. C. Francis
235 Montgomery St., San Francisco 4, Calif.
Phone: Sutter 1-8736

Vice-Pres. & Manager ........ T. Milburn Johnston
45 Edgewood Ave., Atlanta 3, Ga.
Phone: Lamar 3858

Manager .................. C. G. Thom
1737 “H” St., Washington 6, D. C.
Phone: REPublie 7-7400

Manager .................. Wm. F. Armstrong, Jr.
Bryan & Bullington Sts., Dallas 1, Texas
Phone: RANDolph 2094

Manager .................. George A. Back
4010 Washington Ave., Kansas City 11, Mo.
Phone: Jefferson 8-601

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

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Minn.

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Meal), Minneapolis, Minn.; Gold Seal Com-
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N. D.; Griggs, Cooper & Co. (Food Manufac-
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Co. (Canned Foods), Green Bay, Wis.;
Minnesota Consolidated Canneries, Inc. (But-
ter Kernel Prod.), Minneapolis, Minn.; Zin-
master Baking Co. (Bakery Goods), Min-
neapolis, Minn.; Northwestern Nat’l Bank,
Minneapolis, Minn.; Charmin Paper Mills
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Copy Chief.........................Harriet Carter
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America (Talent School).

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Phone: LExington 2-1711

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Production Manager.............C. F. Lucchese
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<td>Jane Nickum</td>
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<td>Copy Chief</td>
<td>Fred Laderman</td>
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<td>Radio Accounts:</td>
<td>The Wall-Tex Co., (Wall Covering), N. Y. C.</td>
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<td>Miracle Adhesives Corp., (Adhesive Products), N. Y. C.</td>
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<td>Segal Safety Razor Corp., (Safety Razors &amp; Blades), N. Y. C.; Pulpaper Co. (Plastic Wall Coverings), N. Y. C.</td>
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<td><strong>CECIL &amp; PRESBREY, INC.</strong></td>
<td>247 Park Ave., New York 17, N. Y.</td>
<td>Phone: MURRAY HILL 8-1234</td>
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<td>T. J. Maloney</td>
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<td>J. D. Tarcher</td>
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<td>Treasurer</td>
<td>David C. Thomas</td>
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<td>Vice-President:</td>
<td>Edward B. Noakes</td>
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<td>Guild Copeland, Harvey L. Kneeland, David G. Lyon, T. F. MacGrath, John Legler, Archibald M. Foster, J. Frank Gilday</td>
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<td>Media Director</td>
<td>Harry Parnas</td>
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<td>Radio-TV Dir.</td>
<td>J. Frank Gilday</td>
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<td>Exec. Prod. TV</td>
<td>W. C. Patterson</td>
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<td>Time Buyer</td>
<td>Herbert Gruber</td>
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<td><strong>Branch Office</strong></td>
<td>Union Central Bldg., Cincinnati, O. Manager</td>
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<td>R. L. Lowander</td>
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<td>Radio Accounts:</td>
<td>The Block Drug Co., Inc. (Amy-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 &amp; 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 &amp; Ale, 20 Grand Ale), Cincinnati, Ohio; Topps Chewing Gum (Chewing Gum and Candy), Brooklyn, N. Y.; Union Dime Savings Bank, N. Y. C.; Whitehall Pharmacoal Co.; Edna Wallace Hopper, N. Y. C.</td>
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<td>TV Accounts:</td>
<td>Block Drug Company, Inc. (Amm-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 &amp; 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 &amp; Co., Ltd. (Marboro, Philip Morris), N. Y. C.; Redtop Brewing Company (Redtop Beer &amp; Ale, 20 Grand Ale), Cincinnati, Ohio; Sylvania Electric Prod., Inc. (TV Sets, Fluorescent Lighting Fixtures, Photo Lamps, parts), N. Y. C.; Whitehall Pharmacoal Co., Edna Wallace Hopper, N. Y. C.</td>
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<td>Nelson Chesman Company</td>
<td>Phone: 6-4942</td>
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<td>240 East 11th Street, Chattanooga 3, Tenn.</td>
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MILTON BERLE: "This is the greatest group I have ever had the privilege of working with."

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V.P. & Dir. of Radio TV .......... Robert H. Smith

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Secretary .................. Edna Fleischman

Radio Accounts: Bruno-New York, Inc.
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Phone: Circle 6-2800

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TV Copy ...................... Alfred Seaman
Dir. of publicity .......... Joseph Field
V.P. & Dir. of Media ........ Guy Richards
Asst. Media Dir. .......... Frank B. Kemp
Head Time Buyer .......... Henry Clochessy
Time Buyers .......... Martin Hansen, Alfred Ritter, Genevieve Schubert, Donald
Carret, Jeanne Bahr, John Neale

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744 N. 4th St., Milwaukee, Wis.
Manager ..................... Richard Davis
Equitable Bldg., Hollywood 28, Cal.
Phone: Hollywood 9-8107

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Goetz Brewing Company (Country Club
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(Chase & Sanborn Coffee, Instant Chase &
Sanborn Coffee, Tender Leaf Tea, Instant
Tender Leaf Tea).

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Phone: MOhawk 2252

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

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J. Daley, Jr., Grant F. Hess, George B.
Conner, J. Roderick Greig, William L.
Conner, Jr., Robert H. Hedger

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Sponges), 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),
Coca-Cola Bottling Co. of West N. Y.

TV Accounts: Manufacturers and Traders
Trust Company (Banking Services), Buffalo,
N. Y.; Frontier Oil Refining Corporation
(Gasoline & Oil), Buffalo, N. Y.; O-Cel-O,
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461 Market St., San Francisco 5, Calif.
Phone: YUKon 6-0196
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Copy Chief..................Audrey Janisen
Art Director.................Fernando Penalosa
Production Manager...........Marie Scholtz
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TV Accounts: Western Dairy Products; California Turkey Federation.

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1101 Majestic Bldg., San Antonio, Texas
Phone: Garfield 3456
AAAA—ABP—ANPA

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Creative Director.............C. B. Foll
Personnel Dir................F. E. Weinhold
Media Dir...................Robert M. Richards
Art Director................E. E. Ogilvie

Radio Accounts: Anderson, Paul, Co. (Stationery), San Antonio, Texas; Conmal Cottons (Manufacturing), New Braunfels; Fomby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Perry Shankle Co. (Wholesale Dist.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), 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; Mode-O-Day (Ladies Ready-to-Wear), San Antonio, Texas; Ormsby Chevrolet Co. (Automobiles), San Antonio, Texas; Texas Central Airlines (Airline), San Antonio, Texas; H. E. Butt Food Stores (Food Store Chain), San Antonio, Texas.

TV Accounts: Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Sommers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Arthur Murray (Dancing School), San Antonio, Texas; Randall-Christal Co. (Food Brokers), San Antonio, Texas.

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Treasurer...................Irving Herz
Vice-President...............Matty Miller
Dir. TV & Radio...........Charlotte Armstrong

COX & TANZ ADVERTISING

Phone: Lombard 3-1720

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Office Manager...............R. Di Carlo
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Research Director...........L. Louzon

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TV Accounts: Badder & Snake (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.

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527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0940
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Radio-TV Director...........T. H. Moore, Jr.

TV Accounts: Raytheon Mfg. Co. (R-TV Div.).

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913 Washington St., Wilmington, Del.
Phone: 5-6185
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Sec-Treas...................Kathleen A. Walsh
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& Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Group Hospital Services, Inc.; Home Sales, Inc. (Housing), Newark, Del.

TV Accounts: Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Services, Inc.; Home Sales, Inc. (Housing), Newark, Del.

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733 North Van Buren St., Milwaukee 1, Wis.
Phone: DAlly 8-3500

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Exec. Vice-President .............. H. N. Pasteur
Vice-Pres.-Treas. .................... C. W. Faude
Secretary .............................. F. Aumuller
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Radio-TV Director .......... Roger W. LeGrand
Radio-TV Time Buyer .......... Loretta Mahar
Radio-TV Acct. Supers. ............ R. LeGrand,
K. Hegard, J. Pritchard

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TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Blue Cross; Evinrude Motors (Outboard Motors); Heil Co. (Heating Equipment); Humphrey Chevrolet; Wisconsin Plumbing & Heating Co.

CREAMER & COMPANY
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ANPA

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Production Chief ................. J. J. Franz, Jr.
TV Director ..................... Chas. Hutchings

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720 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3061

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V.P., Radio-TV .................. R. D. Cunningham
Vice-President .................... P. J. Johnson
Secretary ......................... C. J. Nesbitt
Media Director .................... E. Groenboom

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ABP

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TV Accounts: Midwest Dairy Products Corp., Chicago, Ill.

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Phone: MUrray Hill 3-4900

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Exec. Vice-President .......... J. P. Cunningham
Secretary ........................... R. L. Strobridge

Branch Office
8820 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131


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347 Madison Ave., New York 17, N. Y.
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1680 N. Vine St., Hollywood 28, Cal.
Phone: Hudson 2-3256
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Dancer-Fitzgerald-McDouggall, Inc.
114 Sansom St., San Francisco 4, Cal.
Phone: DO 2-5107

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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

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75 Eighth St. N.E., Atlanta 5, Ga.
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706 Chestnut St., St. Louis 1, Mo.
Phone: Main 0790-1
PPA—NOAB—APA
Pres., Space Buyer .......... James M. Daugherty
Secretary-Treasurer .......... Pauline Otto Daugherty

Radio Accounts: St. Louis Dairy Co.; Vi-Jon Laboratories, Inc.; Pepsi-Cola Bottlers of St. Louis, Inc.

TV Accounts: General Electric Supply Corp.; St. Louis Dairy Co.; Pepsi-Cola Bottlers of St. Louis, Inc.; Armour and Co.

BEN DEAN ADVERTISING AGENCY
207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APAP—ABP
Owner .......... Ben Dean
Production Manager ...... Mildred Juneau
Account Executive .... Ben Dean, Jr.

HERSCHEL Z. DEUTSCH & CO., INC.
575 Madison Ave., New York 25, N. Y.
Phone: Plaza 3-1788

APB
President ........ Herschel Z. Deutsch
Secy. ............. M. A. Deutsch
Treas. .......... Robert Stone
Research Dir. ....... Shirley Walode
Media Director .... Madeleine Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Landers Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8), Stanford, Conn.

DEUTSCH & SHEA, INC.
230 West 41st St., New York 36, N. Y.
Phone: Longacres 4-5900

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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
Media Buyer .......... Miss G. P. Wagner
Production Manager ....... J. B. Peterkin

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: Bryant 9-0445

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NOAB—PPA—APA

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Exec. V. P., Secy. ...... William E. Steers
Vice-President .......... Francis J. Doherty
Treasurer .......... Nelson O. Argueso
Asst. Secy. .......... Marie L. Brennan
Vice-Presidents .......... William E. Holden, Chester MacCracken, James F. Egan, Harry

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M. Ireland, Dr. Philip Reichert, Robert Hayes, Robert E. Shaw, R. C. Bradley, Frank Dennis, R. W. Glenn, A. M. Menadier

Dir. of Radio & TV—Chester MacCracken


TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, S. Heath, Trushay, Bufferin, Munn), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee); Pharmacoo, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream—Div. of the Borden Co., N. Y. C.

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone: Richmond 3-1113
ABP—APA—SNPA
Pres. Treas. Space Buyer (News)
Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer
Malcolm B. Dombrower
Art Director—Hobart Britton
Radio Dir.—T. Michaux Moody
Media & Space Buyer (Mag.)—Phyllis King

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REPUBLIC 7-1420
Manager—Philip Rosenfeld

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: CL ubus 5-2772
President—E. J. Churchill
Dir. Motion Picture, Radio & TV Div.—C. A. Carl Rigrod
Time Buyer—Clifford Botway

Branch Office
411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAtt 5662
Vice-President—H. L. Morrill


W. B. DONER & COMPANY

Phone: WOodward 5-7400
ABP—ANPA—PPA
President—W. B. Doner
Exec. Vice-President—Charles F. Rosen
Treasurer—Julian A. Grace
Vice-President—Felix Hower
Secretary & Art Dir.—Ben Goldstein

Branch Office
201 N. Wabash Ave., Chicago 1, Ill.
Phone: DE a 4-6766
Exec. Vice-President—Marvin H. Frank

Branch Office
2051 W. Wisconsin, Milwaukee 3, Wis.
Phone: WESt 3-9315
Gen. Mgr., V.P.—Marvin H. Frank


DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WORTH 4-0700
Chairman of Board—Wm. H. Long, Jr.
ADVERTISING AGENCIES

Vice-Board Chairman... Walter H. Burnham
Radio & TV Dir......Edwin R. Rooney, Jr.
Branch Offices
208 LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132
V.P. & Mgr...........Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: Lafayette 3-0770
Senior Vice-Pres........W. J. Sheehan
425 Bush St., San Francisco 8, Cal.
Phone: Yukon 2-4080

V.P. .................Ronald Brindley
Radio Accounts: Chemical Bank & Trust
Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), New
York, Boston & Chicago; Union Trust Co. (Bank),
Washington, D. C.; Calvin Bullock (Brokerage),
New York City; Boston Federal Savings & Loan
Association (Bank), Boston; Boston Five Cents Savings Bank (Bank),
Boston; R. L. Day & Co. (Brokerage), Boston;
Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston;
Waltham Fed. Savings & Loan Association
(Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston;
Seiler's, Inc. (Frozen Foods), Boston; Method-
list Radio Society of Philadelphia, Phila-
delphia; Pennington, Colket & Co. (Bro-
erage), Philadelphia; Provident Trust Co. of
Philadelphia (Bank), Philadelphia; St. Paul
Federal Savings & Loan Assoc. (Bank), Chicago;
Crocker First National Bank (Bank), San Francisco.

TV Accounts: Kidder, Peabody & Co.
(Brokerage), New York, Boston, Chicago;
Union Trust Co. (Bank), Washington, D. C.;
Calvin Bullock (Brokerage), New York;
Cities Service Oil Co. (Dealers), Boston;
The Wellington Co. (Brokerage), Philadelphia;
Smith, Kline & French (Pharmaceuticals),
Philadelphia; Standard Coil, Chicago.

DOREMUS-ESHLEMAN COMPANY
1522 Locust St, Philadelphia 2, Pa.
Phone: Kingsley 5-2590

V.P. ..................Benjamin Eshleman
Vice-Pros. & Mgr......E. Howard York, Ill
V.P. ........................B. Franklin Eshleman, II
V.P. ........................L. H. Greenhouse
V.P. ........................J. J. D. Spillan
Dir. of Mktg. ..........Jos. R. Rollins, Jr.

Radio Accounts: Sears, Roebuck & Co.
(mail order), Philadelphia, Pa.; Sun Ship-
building Co. (shipbuilding), Chester, Pa.;
Provident Trust Co. (bank), Philadelphia,
Pa.; Wellington Fund (mutual investment),
Philadelphia, Pa.; Allan Wood Co. (steel
fabricator), Conshohocken, Pa.

TV Accounts: Sun Shipbuilding Co. (ship-
building), Chester, Pa.; Smith Kline &
French (pharmaceutical), Philadelphia, Pa.;
Wellington Fund (mutual investments),

JOHN C. DOWD, INC.
212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

APNA—NOAB—PPA

Radio & TV Dir..........Joseph L. Tully
Space & Radio Time Buyer..Charles Bucklin

Branch Offices
*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275

President..................John C. Dowd

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning
Co. (Rugs & Carpets), Allston, Mass.; Bos-
ton Edison Co. (Electricity), Boston Mass.;
Cott Beverage Corp. (Soft Drinks), New
Haven, Conn.; First National Stores (Food),
Somerville, Mass.; Martin L. Hall Co. (Coffee
& Tea), South Boston, Mass.; Harvard
Brewing Co. (Ale & Beer), Lowell, Mass.;
National Company (Radio Receivers & TV
Sets), Malden, Mass.; Boston Globe (Newspaper),
Boston, Mass.; Cott Bottling Company
(Soft Drinks), Manchester, N. H.;
Megowan-Educator Food Company (Crank-
ers & Biscuits), Lowell, Mass.; House of Old
Molineaux (Wines), Boston, Mass.; North-
cast Airlines, Inc. (Airlines), East Boston,
Mass.; Paine Furniture Co. (Furniture),
Boston, Mass.; Pepsicin Seltzer, Inc. (Drugs),
Jamaica Plain, Mass.; Workingmen's Co-
operative Bank (Banking), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co.
(Rugs & Carpets), Allston, Mass.; Carpen-
ter-Morton Co. (Paints), Everett, Mass.;
Cott Beverage Corp. (Soft Drinks), New
Haven, Conn.; First National Stores (Food),
Somerville, Mass.; Martin L. Hall Co. (Coffee
& Tea), South Boston, Mass.; Eugene Roth-
mund, Inc. (Sausages & Frankfurters), Som-
erville, Mass.; Boston Edison Company
(Electricity), Boston, Mass.; Boston Globe
(Newspaper), Boston, Mass.; Cott Bottling
Co. (Soft Drinks), Manchester, N. H.; R. C.
Sullivan, Inc. (Cigars), Manchester, N. H.

DOWD, REDFIELD & JOHNSTONE,
INC.
501 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-1275

APNA—PPA—ABP—APNA

President..................John C. Dowd
Exec. Vice-Pros........Edmund F. Johnstone
Treasurer....................Edward D. Parent
V.P., Gen. Mgr..........Michael A. Raymond
Radio-TV Director........Wallace Lancton

Radio Accounts: Block Drug Company
(various drug products), Jersey City; Stahl-
Meyer, Inc. (canned meats), Bonoil Packing
Co. (olive oil products), Albert Ehlers, Inc.
(coffee), Cott Beverage Co. (soft drinks),
New Haven; Bristol Myers Co. (Mom de-
odrant), New York; Rap-i-dol Distributing
Corp. (Blenso1), New York; Continental
Glass Heat Co. (heating panels), Dormin,
Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp.
(Blenso1), New York; Stahl-Meyer, Inc.
(meat products), New York; Block Drug Co. (Omega Oil, Polsmol), 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.

L. J. DuMAHAUT ADV. AGENCY
Phone: WO 2-8246
Owner........ L. Jerome DuMahaught
Copy Chief........ G. B. Deery

DUNDEE & FRANK, INC.
64 West 48th Street, New York 19, N. Y.
Phone: PLaza 7-0750
President........ Ben Frank
Treas. & Sec......... Harold Dundes
Space Buyer........ Daisy Grossworth

ROY S. DURSTINE, INC.
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-1400
NOAB-PPA-APA-ABC
President......... Roy S. Durstine
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Art Director....... J. Burton Stevens
Radio-TV Time Buyer... Maria Carayas
Radio Prod.......... Hubert Wilkie

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.; Van Houten & Zoon, Inc. (cocoa), New York, N. Y.; Clarke-Cleveland, Inc. (Thyroquet), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyroquet), Binghamton, N. Y.; Modgil Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers, gifts), San Francisco, Calif.; American Cyanamid Company (Superset), New York, N. Y.

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

Radio Accounts: Sports Show (Show), Buffalo, N. Y.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Ser-

vice), Buffalo, N. Y.; J. C. Crosby (Lincoln-Mercury), Buffalo, N. Y.; Murray’s Potato Chips, Ft. Erie, Ont.; Lang’s Creamery, Buffalo, N. Y.; Loretto Foods, Olean, N. Y.

TV Accounts: S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; J. C. Crosby (Lincoln-Mercury), Buffalo, N. Y.; Lang’s Creamery, Buffalo, N. Y.; Loretto Foods, Olean, N. Y.

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

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

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

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

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

ELLIS ADVERTISING CO.
Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: CI 6780

ABP-ANPA-APA-NOAB-PPA
Partners............... Michael F. Ellis, Jerome R. Ellis
Radio Director.......... Joanne Taylor
TV Director........... Marvia Daggett

Branch Offices
77 York St. W., Toronto, Ont.
Phone: Wa 9902

Manager............... Al May
Ford Bldg., Vancouver, B. C.
Phone: Ma 2631

Manager............. W. Val Warren

ROBERT J. ENDERS ADVERTISING, INC.
1001 Connecticut Ave., N.W., Washington 6, D. C.
Phone: Sterling 2-2222

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Exec. Vice-President.... Howard A. Enders
Vice-President .......... Rudy Vallee
Secretary-Treasurer......... Melvin Alan Bank
Radio-TV Director........... Margot Phillips
TV Film Director............ Robert L. Friend

Branch Offices
270 Park Ave., New York, N. Y.
Phone: PLaza 5-4952

Vice-Pres................... Howard Enders
6611 Santa Monica Blvd., Hollywood, Calif.
Phone: Hillside 6118

Manager...................... John Swallow


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

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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

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Treasurer.................... James F. O' Connor
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Dir., Radio-TV Creative Prod., Michael Levin
Radio Dir. (L.A.)........... Robert L. Redd
Time Buyer (L.A.)........... Glen Bohannan
Meda Dir. (Chicago)........... John Gwynn

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

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1st National Bank Bldg., Oklahoma City, Ok.
President.................... Howard D. Williams
1170 Bay St., Toronto, Ont., Can.
Manager..................... Ralph L. Lawson
1121 St. Catherine St. W., Montreal, Que., Canada

Manager..................... Ralph L. Lawson

Radio Accounts: Barbosol Co. (Barbosol), 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.; KRO Company (Rodenticides), Springfield, O.; Jacob Ries Bottling Works (Soft Drinks), Minneapolis, Minn.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Table Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

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

WILLIAM ESTY COMPANY, INC.
100 E. 42nd St., New York, N. Y.
Phone: OXford 7-1600

ANPA—ABC—ABP—ANPA—APA

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Exec. V.P. & Secretary.......... G. I. Chatfield
Vice President............. Dr. Wallace H. Wulfek
Secretary-Treasurer........ E. H. Cummings
V.P. Chg. TV Prog............ Samuel Norcross
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, "Flrestone" antifreeze), New York; R. J. Reynolds Tab. Co. (Cigarettes, "Cavalier" Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Paequin, Inc.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co.
EVANS & ASSOCIATES
Dan Waggoner 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 (Southwest Div.).

EVANS-WORK ADV. AGENCY
624 East Capitol Ave., Springfield, Ill.
Phone: 28368
President: Clarence R. Evans
Art Director: John Robert Work
Continuity Director: Imogene Kudlig

EVEL & THURBER ASSOCIATES
23 East Jackson Blvd., Chicago 4, Ill.
Phone: WEBster 9-0911
President: James Cady Elwell
Vice-President: C. E. Rickerd
Copy Director: St. Clair Carver
Production Manager: Bruce Guest
Radio Director: A. J. Engelhardt
Branch Offices
520 Madison Ave., Toledo 4, Ohio
Phone: Main 8205
Exec. Vice-President: Hal H. Thurber
270 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2770
Vice-President: Steve Mudge
6641 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-9494
Manager: Ernest Belt

FARQUHAR AND COMPANY, INC.
First National Bank Building, Utica 2, N. Y.
Phone: 2-6109
President: John T. Farquhar
Vice-President: Ted R. Darvot
Secretary: Roger H. Williams
Treasurer: Jay C. Anderson
Radio-Television: John T. Farquhar
Media Buyer: Eleanor Crimmins
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; Ribyat’s Furniture, Utica.

FEIGENBAUM & WEREMEN
ADVERTISING AGENCY
1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536
ABP—ANPA—NOAP
Partner: Harry Feigenbaum
Partner: David Weremen
Radio-TV Director: Stanley Goldstein
Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Asns. (savings 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. Pinchos & Co. (meat products), Philadelphia; Booth’s Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men’s apparel), Philadelphia.

FELLOWS ADVERTISING AGENCY
410 Larned Bldg., Syracuse, N. Y.
Phone: 2-4175
ABP—APA
Pres., Space & Radio
Time Buyer........Byron F. Fellows, Jr.
Secretary-Treasurer ......Marjorie Hughes
Radio Accounts: Cortland Baking Com-
pany (Cobakco Bread), Cortland, N. Y.;
Norwich Knitting Company (Character
Sweatshirts), Norwich, N. Y.
TV Accounts: Cortland Baking Co. (Co-
bakco Bread), Cortland, N. Y.; Norwich
Knitting Co. (Character Sweatshirts), Nor-
wich, N. Y.

COURTLAND D. FERGUSON, INC.
Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: National 8-7713
APA—PPA
President..........Courtland D. Ferguson
Secty.-Treas. ......... Lucille Pierce Ferguson
Radio Copy Dir. ......George Ely
Executive Asst. ...... Walter J. Kerwin
Art Director ..........Gilbert Meekins
Production Manager...William Cooper
Time Buyer...........Nan Hannum

Branch Offices
45 Rockefeller Plaza, New York, N. Y.
Manager .............Philip N. Jackson
Southern State Bldg., Richmond, Va.
Manager .............Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat
Products), Washington, D. C.; Schindler
Peanut Products (Peanut Butter & Peanuts),
Wash. & Balt.; Mann's Potato Chips, Wash.
& Richmond; Smith's Storage Co., Wash-
ington; Lincoln Warehouse Corp., New York;
Little Tavern Shops (Restaurants), Wash-
ington & Baltimore.

COURTLAND D. FERGUSON, INC.
Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: National 8-7713
APA—PPA
President..........Courtland D. Ferguson
Secty.-Treas. ......... Lucille Pierce Ferguson
Radio Copy Dir. ......George Ely
Executive Asst. ...... Walter J. Kerwin
Art Director ..........Gilbert Meekins
Production Manager...William Cooper
Time Buyer...........Nan Hannum

Branch Offices
45 Rockefeller Plaza, New York, N. Y.
Manager .............Philip N. Jackson
Southern State Bldg., Richmond, Va.
Manager .............Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat
Products), Washington, D. C.; Schindler
Peanut Products (Peanut Butter & Peanuts),
Wash. & Balt.; Mann's Potato Chips, Wash.
& Richmond; Smith's Storage Co., Wash-
ington; Lincoln Warehouse Corp., New York;
Little Tavern Shops (Restaurants), Wash-
ington & Baltimore.

COURTLAND D. FERGUSON, INC.
Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: National 8-7713
APA—PPA
President..........Courtland D. Ferguson
Secty.-Treas. ......... Lucille Pierce Ferguson
Radio Copy Dir. ......George Ely
Executive Asst. ...... Walter J. Kerwin
Art Director ..........Gilbert Meekins
Production Manager...William Cooper
Time Buyer...........Nan Hannum

Branch Offices
45 Rockefeller Plaza, New York, N. Y.
Manager .............Philip N. Jackson
Southern State Bldg., Richmond, Va.
Manager .............Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat
Products), Washington, D. C.; Schindler
Peanut Products (Peanut Butter & Peanuts),
Wash. & Balt.; Mann's Potato Chips, Wash.
& Richmond; Smith's Storage Co., Wash-
ington; Lincoln Warehouse Corp., New York;
Little Tavern Shops (Restaurants), Wash-
ington & Baltimore.

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Radio Copy Dir. ......George Ely
Executive Asst. ...... Walter J. Kerwin
Art Director ..........Gilbert Meekins
Production Manager...William Cooper
Time Buyer...........Nan Hannum

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Southern State Bldg., Richmond, Va.
Manager .............Richard Nall

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& Richmond; Smith's Storage Co., Wash-
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Little Tavern Shops (Restaurants), Wash-
ington & Baltimore.

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Radio Copy Dir. ......George Ely
Executive Asst. ...... Walter J. Kerwin
Art Director ..........Gilbert Meekins
Production Manager...William Cooper
Time Buyer...........Nan Hannum

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Southern State Bldg., Richmond, Va.
Manager .............Richard Nall

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& Richmond; Smith's Storage Co., Wash-
ington; Lincoln Warehouse Corp., New York;
Little Tavern Shops (Restaurants), Wash-
ington & Baltimore.

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Radio Copy Dir. ......George Ely
Executive Asst. ...... Walter J. Kerwin
Art Director ..........Gilbert Meekins
Production Manager...William Cooper
Time Buyer...........Nan Hannum

Branch Offices
45 Rockefeller Plaza, New York, N. Y.
Manager .............Philip N. Jackson
Southern State Bldg., Richmond, Va.
Manager .............Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat
Products), Washington, D. C.; Schindler
Peanut Products (Peanut Butter & Peanuts),
Wash. & Balt.; Mann's Potato Chips, Wash.
& Richmond; Smith's Storage Co., Wash-
ingen.
FLACK ADV. AGENCY, INC.
1110 Hills Bldg., Syracuse 2, N. Y.
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Vice-President ............ Grover Hubbell
Secretary .................. Henry Frasor
Treasurer ................. J. K. Bowman
Account Executives ....... William P. Conklin,
                        Grover H. Hubbell, Alfred Bollinger

FOLEY ADVERTISING AGENCY
N. B. C. Bldg., Cleveland 14, O.
Phone: C.Herry 1-490

President .................. Robert B. Foley
Sec.-Treas. ................ Helen M. Little
Director .................... Robert 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.
1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-1560

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V.P. Gen. Mgr. ............ A. Edward Morgan
V.P. Media Director ....... Weslyning
Copy Director ............. Raymond Barr
Radio-TV Director .......... Frank M. Knight, Jr.
Time Buyer ............... Alice Mooney

Radio Accounts: Abbotts Dairies, Inc.
(Milk, Cheese & Ice Cream), Beneficial
Saving Fund (Banking), Delaware Steeple-
chase & Race Assn. (Horse Racing), Wil-
mington, Del.; Louis Burk Co. (pork prod-
ucts), Phila.; B&O Railroad (Transporta-
tion), Baltimore; Glix Dog Candy, Roches-
ter, N. Y.; Silva Silver Polish, Rochester,
N. Y.

TV Accounts: Abbotts Dairies (ice cream,
milk), Philadelphia; Baltimore & Ohio Rail-
road (passenger travel), Baltimore;
Louis Burk Company (pork products), Phil-
adelpa; R. T. French Company (bird
seed), Rochester; Atlantis Sales Company
(klix Dog Candy and Silvo Silver Polish),
Rochester; Delaware Steeplechase & Race
Assn. (Horse Racing), Wilmington, Del.;
Mrs. Smith's Pies (Pies), Philadelphia.
MARSHALL FORD ADV. AGENCY  
918 11th St., Sacramento 14, Calif.  
Phone: Gilbert 2-3645  
APA  
President: M. J. Ford  
Secretary-Treasurer: Marshall J. Ford  
Art Director: Thomas Fong  
Media Buyer: Hal Kranig  
Radio Accounts: Pureta Sausage Co. (Sausage Products); Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.; Dalton Motors, Inc. (DeSoto-Plymouth Distributor), Home Milk & Ice Cream Co. (Dairy Products), General Beverages Western (Donald Duck Soft Drinks), Monterey; F. Pirrone & Sons, Inc. (Wines), Salida; Seven Up Bottling Co. (Sacramento & Stockton).  
TV Accounts: Pureta Sausage Co.; General Beverages Western (Donald Duck Soft Drinks), Monterey; Brolli Parks Co. (Zenith Radio-TV Dist.), Sacramento.  

ALBERT FRANK-GUENTHER LAW INC.  
131 Cedar St., New York 6, N. Y.  
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Dir. of Radio & TV: Robert W. Day  
Branch Offices  
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Fax: DEarborn 2-4242  
Vice-Pres.: R. W. Dawson  

10 Post Office Square, Boston 9, Mass.  
Phone: HAncock 6-5900  
Vice-President: Joseph R. Hamlen  
Phone: RItonen 6-3915  
Vice-President: Milton T. Kyle  
425 Bush St., San Francisco, Calif.  
Phone: YUKon 6-4641  
Manager: Lucrezia H. Kemper  

FRANKEL, JONES, CO.  
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Phone: DEarborn 2-5745  
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President: Jones B. Frankel  
Account Executives: Jones B. Frankel, A. G. Gaines, Lew Sanders  
Space Buyer: Helen Eich  
Radio-TV Director: Lew Sanders  
Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.  
TV Account: Rosin-Starr.  

FRANKLIN & GLADNEY, INC.  
10 East 49th St., New York 17, N. Y.  
Phone: PLaza 9-7950  
ABP  
President: Dolph Franklin  
Media Dir.: Edith Schless  
Radio-TV Time Buyer: Lucille Master  
TV Accounts: Stern Department Stores; Mason De Many (Furrer), Philadelphia, Pa.; L. Fish Stores (Furniture), Chicago, Ill.; Hecht's Department Stores (Department Stores).  

THE FREDERICK-CLINTON CO., INC.  
545 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-7433  
ABP—ANPA  
President: F. C. Burger  
V.P., Treas.: H. S. Rieff  
V.P., Secretary: R. S. Buckbinder  
V.P., Art Director: E. Gambale  
TV Accounts: Adler Shoes for Men, N. Y. C.; Chock Full O'Nuts (Coffee), N. Y. C.; Vim Radio & Television (Appliances), N. Y. C.  

CURT FREIBERGER & CO.  
1439 Court Place, Denver 2, Colo.  
Phone: ALpine 2048  
AAAA—ANPA—ABP  
President: C. J. Freiberger  
Secretary: Charles A. Haskell  
Treasurer: Doris Fleischer  
TV Director: Bob Swysgood  
Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato


FURMAN, FEINER & CO., INC.
117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-7393

ABP
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GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1, Mo.
Phone: Central 3200

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA


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

Chairman of Board........H. S. Gardner Vice-President..........Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, 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, Ill.
Phone: Superior 7-8388

NOAB
Art Director......................O'Cal Hanson

GAYNOR & COMPANY, INC.
10 East 49th St., New York 17, N. Y.
Phone: PLaza 5-5751

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22nd & Locust St., Philadelphia 3, Pa.
Phone: L'Uest 4-0530

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

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Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: L'Uest 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 5, Calif.
Phone: Garfield 1-1081

AAAA—ABC—ABP—ANPA—NOAB

President...............E. P. Gerth Vice-President..............J. W. Clark Media Director...............Donna Thompson


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.; Ludwig Baumann & Spear's
(furnishings), N. Y. C.; Rotiss-O-Mat Corporation (rotisseries), N. Y. C.

GEYER ADVERTISING AGENCY, INC.
745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-3300

AAA—ABC—ABP—ANPA—AFA

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Exec. V. P. & Gen. Mgr.............. Harold Jaeger
Treasurer........................ John R. Kunz
V. P. & Copy Director.............. Amedee J. Cole
V. P., Mktg. Dir.................... R. C. Robertson
Vice Pres............................ Frank Kearney
Vice Pres............................ Donald Gill
Vice-Presidents...................... A. LaSala,
Sam M. Ballard, C. Dubois
V. P. & Art Director............... W. J. Loveman
V. P. & Art Director............... A. A. Surin
V. P. & Dir. Public Rel............. E. F. Thomas
Director of Radio-TV............... George Wolf
Time Buyers........................ Elizabeth Powell,
Carol Sleeper
Radio-TV, Comm. Dir................ 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., 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 7-6114
Vice President...................... Wright Nodine

Radio Accounts: Nash-Kelvinator Corp.
(Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; U. S. Industrial
Chemical Co., U. S. (Super-Pyro Anti-Freeze); American Home Products (Household
products), N. Y. C.; American Home Foods (Burnett’s Instant Puddings), N. Y. C.;
Tetley Tea Co., Inc. (Tea), N. Y. C.; The Wolcott Co. (Easy-Off oven cleaner), Hart-
ford, Conn.; Weston Biscuit Co. (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tast-
Diet); National Paper Co. (Tissues), N. Y. C.

TV Accounts: Nash-Kelvinator Corp.
(Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home
Products (Household Products), N. Y. C.; American Home Foods, Inc. (Burnett’s In-
stant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Wolcott Co. (Easy-
Off Oven Cleaner), Hartford, Conn.; Ken-
will Corp. (Magi Koter Paint Roller),
Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-
Diet); National Paper Co. (Tissues), N. Y. C.; U. S. Industrial Chemical Corp.
(Anti-Freeze), N. Y. C.

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; Stan-
ley’s Funeral Service (funeral service),
Tulsa; State Federal Savings & Loan Assoc.
iation (savings, loans and investments),
Tulsa; Wertz Biscuit Co. (crackers and
cooking), Fort Smith, Ark.; Tom P. Mc-
Dermott, Inc. (tire sales, service & recapping,
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); Liberty Glass Co.
(milk and beverage bottles), Sapulpa, Okla.;
Pedrick Laboratories, Inc. (Vigo Dog Food),
Sand Springs, Okla.; Southwest Steel Co.
(ornamental iron), Sand Springs, Okla.;
Prayson Candles Co. (candy), Tulsa; Comet
Moving & Storage Co. (moving and storage),
Tulsa; Community Loan & Investment Co.
(loans), Ardmore; Prayson Candles Co.
(candy), Tulsa; Tulsa Cabinet Shop (wood-
en furniture), Tulsa.

TV Accounts: National Bank of Tulsa
(banking and trust services), 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
cooking), Fort Smith, Ark.; Comet Moving &
Storage Co. (moving), Tulsa; Tulsa Cabinet
Shop (wooden furniture), Tulsa; Pedrick
Laboratories, Inc. (Dog Food), Sand Springs;
Southwest Steel Co. (ornamental iron), Sand
Springs.

J. J. GIBBONS LIMITED
200 Bay St., Toronto, Ont., Canada
Phone: Empire 42111

ABC—CDNA—CWNA—CNN & PA

Chairman of Board................ R. A. Stapells
President......................... Mrs. J. J. Gibbons
Vice-President.................... H. M. Tedman
Vice-Pres. & Gen. Mgr............. R. B. Pattinson
V. P. & Scey-Treas................ E. T. Saunders
Production Mgr.................... J. A. Walsh

Branch Offices
924 Dominon 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
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Radio & TV Time Buyer............ Gloria Lubin
Rad-TV Accounts: Bonafide Mills, (Bunny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.

Other Accounts: 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 boating supplies); Safety Zipper Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bonafide Mills, Inc. (Bunny Maid Linoleum), N. Y. C.; Loreonce Salon; Dean Parker, Inc.

GILLHAM ADVERTISING AGENCY
500 Continental Bank Bldg., Salt Lake City
1, Utah
Phone: 4-5516
ABP—ANPA—APA—PPA

President-Treasurer.................. M. C. Nelson
Exec. Vice-President............... Lon Richardson
Vice-President.................... Robert F. Rohlfing
Vice-President.................... Wendell J. Ashton
Secretary......................... Marjorie Farrell
Space Buyer...................... Esther Gook

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; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Friklets, 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; Streater Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; 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
Agriculture Director............. Carlton Stoddard
Industrial Director................ James Costello
Prod. Dir............................. Stewart Carlson
Media Dir............................ Esther Block
Copy Dir............................. Harold Nelson
Ind. Copy Dir....................... Franklin J. Beezley
Office Mgr.......................... Erwin R. Holtz
Radio & TV Dir..................... Gerald L. Seaman

Radio Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers’ Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wise.


GLASSER-GAILEY, INC.
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Phone: DUNkirk 4-2141
AAAA—ANPA—PPA

President............................ G. F. Glasser
Secretary-Treasurer.............. Howard W. Gambrell
Art Director....................... J. Gechel 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

GOLDEN ADVERTISING AGENCY
44 Court Street, Brooklyn 2, N. Y.
Phone: MAIn 4-1375
ABP—ANPA—AFA

President........................ Ben Golden
Account Executive.................. William Goldstein

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

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919 North Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-6746
AAAA—ANPA—ABP

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Treas. & Copy Chief.............. Garrick M. Taylor
Seely & Media Dir...Florence A. Neighbors
Vice President........................Henry Nathan
Vice President......................Joseph J. Klein
Radio Accounts: Plants Nut & Chocolate
Co., Goldenrod Ice Cream Co., Planters
Edible Oil Co., Jewel Tea Co., Inc., The
Illinois Canning Co., C. H. Runciman Co.,
Lowell, Mich.; Humiston-Kelting & Co.,
Radex Corporation, Nutrition Research
Laboratories.
TV Accounts: Goldenrod Ice Cream Co.
(Ice Cream), Chicago, Ill.; The Illinois
Canning Co.; C. H. Runciman Co.,
Lowell, Mich.; Planters Edible Oil Co., Wilkes-
Barre, Pa.; Humiston-Kelting & Co.

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2 W. 46th St., New York 36, N. Y.
Phone: LUXemburg 2-3880
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Vice President............Robert F. Kendall
Vice President.............Arthur F. Connolly
Secretary................Chester A. Priest
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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.; 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 2-40808
ABC—ANPA
Partner........................Jerome B. Gray
Partner........................Edmund H. Rogers
Partner........................Robert W. Graham
Partners......................Sherman G. Landers,
Russell K. Carter, William B. Edwards,
William S. Harvey, Edmond G. Thomas,
Atherton Seeley, David B. Arnold, Thelma
Beresin.
Radio-TV Dept. Head...........Walter M. Ezekison
Radio Accounts: The M. A. Hanna Com-
pany (Coal), Philadelphia, Pa.; Phila-
delphia Saving Fund Society (Banking
Services), Philadelphia, Pa.; American Chemi-
cal Paint Co. (Plant Foods), Ambler, Pa.; As
associated Hospital Service of Philadelphia
(Blue Cross-Blue Shield), Philadelphia; Bell
Telephone Co. of Pa. (Services), Phila-
delphia; Chevrolet Dealers Assn. of Phila-
delphia, Philadelphia; Diamond State Tele-
phone Company (Services); Delaware; Fritz
& La Rue (Carpets), Philadelphia; Lee Tire
& Rubber Co. (Tires), Conshohocken;
Philadelphia Zone Planning Assn. (Chevo-
let Dealers), Philadelphia; Wilen Brothers,
Inc. (Wines), Philadelphia.

GREEN-BRODIE
420 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-3330
ANPA—ABP
Partners........Julian P. Brodie, Alan Green
Space & Time Buyer........Betty Gershon
Art Director..............Cecil Baumgarten
Production Mgr........James West
Radio Accounts: Pieter de Witt, Inc., The
Viking Press, Krasdale Foods, Inc. (Canned
Foods), New York, N. Y.

MONTROSE GRENTHAL CO., INC.
445 Park Avenue, New York 22, N. Y.
Phone: PLaza 9-8640
ANPA—APA—PPA
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Vice-President...........Albert L. Reinitz
Production Mgr........Gene Cosky
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Media Dir., Space Buyer........Herb Hauser

GREY ADVERTISING AGENCY, INC.
166 W. 32nd St., New York 1, N. Y.
Phone: OXford 5-2000
AAAA—ABP—ANPA—APA—NOAB—PPA
President........Lawrence Valenstein
Asst. to President........Norman J. J. Berger
Executive Vice-President........Arthur C. Fatt
Media & Research Dir........Herbert A. Vitriol
V.P. & Radio-TV Dir........Alfred L. Hollender
Media Director..............Richard Bean

Radio Accounts: Ronson Art Metal Works,
Inc. (Lighters & Accessories), Newark, N. J.,
Kirsch Beverages, Inc. (Soft Drinks), Brook-
lyn, N. Y.; Phillips-Jones, Inc. (Van Heusen
Shirts & Men’s Wear), New York, N. Y.;
American Safety Razor Corp. (Gem Razors
& Blades); Doughnut Corp. of America
(Howdy Doody Ice Cream); Esquire, Inc.
(Coronet Magazine); Krueger Brewing Com-
pany (Quinsana Foot Powder & Mennn
Baby Products); Union Pharmaceutical
Corp. (Inhiston & Saraka).
TV Accounts: Ronart Art Metal Works, Inc. (Lighters), Newark, N. J.; American Safety Razor Corp. (Gem Razors & Blades); Anson, Inc. (Jewelry); Artra Cosmetics (Imra); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Doughnut Corp. of America (Howdy Doody Ice Cream); Esquire, Inc. (Coronet Magazine); Girard Perregaux (Watches); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinna Foot Powder & Men's Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); The Umball Company (Princess Plastics); Union Pharmaceutical (Histion).

THE GRISWOLD-ESHELMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: Tower 1-3232

AAAA—ANPA—PPA—APA—ABP
NOAB—ABC—SNPA

President ................. Kenneth W. Akers
Vice President ............. Charles Farran
Vice President ............. S. A. Lewis
Vice President ............. E. R. Freble
Secretary-Treas............ John F. Davis
Media Dir................... William A. Weaver
Dir. of Radio & TV .......... Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapeco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'l 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.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Halle Bros. Co. (Retail Stores), Cleveland, O.; Motorists Mutual Insurance Co., Columbus, O.; B. F. Goodrich Co. (Tire Division), Akron, O.; Cockshutt Farm Equipment Co., Bellevue, O.; Milk Producers Federation of Cleveland; First National Bank, Louisville, Ky.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapeco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield O.; The B. F. Goodrich Co. (Tires, Drugs, Etc.), Akron, O.; Milk Producers Federation of Cleveland; The Halle Bros. Co. (Retail Stores), Cleveland, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, 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

ART GRUBER ASSOCIATES, ADVERTISING

5316 S. Girard Ave., Minneapolis 19, Minn.
Phone: Regent 1307; 0373

APA

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.; Slawk 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: Schenectady 2-0492

Partners: John L. Halpin, Marion G. Halpin
Copy Chief..................... S. P. Levine

Radio Accounts: Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.

HANLY, HICKS & MONTGOMERY, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: LOngacre 5-5566

AAAA—ABP—ANPA—PPA—APA
NOAB—ABC

Chairman of Board............. C. P. Hanly
President...................... H. M. Montgomery
Sec.-Treas. & Media Dir........ H. E. Lehman

HART-CONWAY CO., INC.

Geneseo Val. Tr. Bldg., Rochester 14, N. Y.
Phone: LOCust 3520
ANPA—APA—PPA—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


GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1, Ill.
Phone: S.Tate 2-0055

ABP—ANPA—APA—NOAB—PPA
President........................George H. Hartman
Vice-President................Rowland Laughlin
Vice-Presidents...............Alfred Festen,
John T. Holloway
Secretary-Treasurer........Frank R. Hartman
V.P., Radio-TV Dir........Thomas Kivlan

Radio-TV Accounts: P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumodern Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Biscuits & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

THE F. H. HAYHURST COMPANY LIMITED
7 King St. W., Toronto, Ontario, Canada
Phone: E.Mpire 6-0731

President......................W. P. Hayhurst
Vice-President................Geo. F. Hayhurst
V.P.............................H. W. E. Pepler
V.P.............................N. L. Drynan

Director......................D. J. Leonard
Radio-TV Director............R. D. Amos

Branch Office
1405 Peel St., Montreal, Que.
Phone: HArbour 0181

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 (Raz-Mah & T-R-C's), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; Procter & Gamble (Canway Soap), Toronto; Acousticon (Hearing Aids), Toronto; Minibrix (Rubber Toys), Oshawa.

TV Accounts: Minibrix (Rubber Toys), Oshawa; Acousticon (Hearing Aids), Toronto.

HENRI, HURST & MCDONALD, INC.
121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-8830

AAAA—ABP—ANPA—APA—ABC
Chairman of Bd. of Dir........W. D. McDonald
President........................W. B. Henri
Exec. Vice Pres................E. F. Hascall
Sec-Treas.....................R. H. Eaton

Media Director...............Charles Pumppian
Radio-TV Director.............John Scott Keck
Radio-TV Time Buyer..........L. R. Hall

General Manager.............E. F. Hascall, Jr.


AL HERR ADVERTISING AGENCY
225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 28040
AAA—ABP—ANPA
Pres., Acc’t. Exec...........................Al Herr
Vice-President ..........................John Rock
Radio and TV Dir. .........................Pat Kociam

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.;
John Graf Company (Soft Drinks), Milwaukee, Wis.;
Kellner’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.;
Luick Dairy Company (Dairy Products), Milwaukee, Wis.;
Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

HEWITT, O’GILVY, BENSON & MATHER, INC.
575 Madison Ave., New York, N. Y.
Phone: Murray Hill 8-6100
ANPA—APA—PFA—NOAB—ABC
President ..........................David Ogilvy
Vice-President ..........................Rollin C. Smith
Treasurer ..........................David Margarentten
Dir. of Radio-TV ..........................Shelby H. Page
Radio-TV Time Buyers ..............Walter J. Bowe
Art Director ..........................Martin Kane
Radio & TV Accounts: Appleby & Co.,
Travel & Holidays Association, Comnar Products Corp.;
Gourierll Inc., Hathaway Co.,
Reed & Barton, Rubenstein Cosmetics,
Schweppes Ltd., Josiah Wedgwood.

HICKS & GREIST, INC.
420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 3-9135
ABP—ANPA—APA—PFA—NOAB
President & Secretary ..................H. L. Hicks
V.P. & Treasurer ..........................E. H. Greist
V.P. ..........................J. A. Drake
Media Director ..........................Mrs. E. M. Sheldon
Radio & TV Director ..........................Peter A. Krug

Branch Offices
3450 Wilshire Blvd., Los Angeles, Calif.
Phone: AR 3-7371
Executive ..........................Peyton Carroll
Radio Accounts: Blackstone Corp.;
Dixie Paper Cup Co.; Eberhard Faber Pencil Co.;
General Floercraft, Inc.; Glamorene; Louis L.
Libby Food Products; Wolcott Company.

TV Accounts: Lewyt Corp., Brooklyn;
Dixie Cup Co., Easton, Pa.; Blackstone
Corp.; Eberhard Faber Pencil Co.;
General Floercraft, Inc.; Glamorene; Louis L.
Libby Food Products; Wolcott Company;
Servel, Inc.; Waring Products.

HIRSHON-GARFIELD, INC.
745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-9000
NOAB—ANPA—APA—PPA
President ..........................Sidney Garfield
Exec. Vice-President ..................Lewis Nemerson
Vice-President ..........................Judah Katz
Gen. Mgr. ..........................Julian Braun
Radio & TV Director ..............Robert F. Lewine
Radio & TV Mgr. ..........................William Sheppard
Production Supervisor ...............Eli Gutterman

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.;
Prentis Clothes (Men’s & Boys’ Clothing),
New York, N. Y.
TV Accounts: Adam Hat Stores (Men’s Hats & Furnishings),
New York, N. Y.;
Jacques Kreiser Mfg. Corp. (Watchbands),
North Bergen, N. J.;
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 6-5850
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
2530 Auburn Ave., Cincinnati 19, Ohio
Phone: Capital 1252-34
Owner ..........................William F. Holland
Radio-TV Director ..........................Earl Holland

HONIG-COOPER COMPANY
333 Montgomery, San Francisco 4, Calif.
Phone: Exbrook 2-7004
AAAA—ABC—ABP—ANPA—APA—PPA
NOAB
President & Treasurer ..........................S. R. Hutton
Exec. Vice President ..........................Louis Honig
Secretary ..........................Fred Glauer
Media Director ..........................John W. Davis
Production Manager ..............Thomas H. Nason

Branch Office
455 Skinner Bldg., Seattle 1, Wash.
Phone: Main 6435
Vice President ..........................Walter 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.; Colgate-Palmolive-Peet Co.
(Peet’s Soap), Berkeley, Calif.; Duart Manu-
facturing Co., Ltd. (Kolor-tree 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.; 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.

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: 82-1475  
President .................. Karl Bishopric  
Time Buyer .................. Marguerite Brown  
V.P., Radio-TV ............. Robert Venn  
Production Manager .......... Richard V. Sutton  
Radio Accounts: Crowguy Sausage Company (Meat Products), Korea, V.A.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Miami Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.  
TV Accounts: Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.

HORTON-NOYES COMPANY  
1800 Industrial Trust Bldg., Providence 3, R. I.  
Phone: Dexter 1-3316  
AAAA—ABC—APB—ANPA  
Partner .................. Frederick C. Noyes  
Partner .................. C. Darrell Prutzman  
Partner .................. Carroll H. Rickard  
Media Buyer .................. Eben S. Church  
Time Buyer .................. Florence S. McCarroll  
Radio Accounts: 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: General Ice Cream Corp. (R. I.) (Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.

CHARLES W. HOYT CO., INC.  
380 Madison 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  

H. B. HUMPHREY, ALLEY & RICHARDS  
Phone: Liberty 6100  
370 Lexington Ave., New York, N. Y.  
Phone: LEXington 2-3020  
Ch. of Board ............... H. L. Wittemore  
Vice-Pres. & Secy ............ H. M. Billerbeck  

HUTCHINS ADVERTISING CO., INC.  
42 East Ave., Asheville 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, Charles S. Wilkinson  
Branch Offices  
3701 N. Broad St., Philadelphia 40, Pa.  
Vice-Presidents .............. John R. Maxwell, W. H. Maxwell  
16-18 W. 46th St., New York, N. Y.  
Vice-Presidents .............. H. Pierson Mapes, James Burton  
1244 Dufferin, St. Toronto Ont., Canada  
Manager .................. William Bounsall  
Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scranton’s; Beaucarie,
Inc., F. E. Bausch & Son Co., Hub Oil Co., Projansky, Inc.


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
Radio Accounts: Pequot Mills (Sheets & Pillowcases), Salem, Mass.; Heyward Hosier, N. Y. C.

JESSOP ADVERTISING CO., INC.
1st National Tower Bldg., Akron 8, Ohio
Phone: FFranklin 6-2169

President & Treasurer........M. K. Jessop
Vice-President.............Charles A. Jessop
Radio & TV Director..........R. Gilbert Secretary
Radio Time Buyer...........R. J. Cobak

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

ABC—ABP—ANPA—APA
Chairman of Bd. & Pres..........Duane Jones
Exec. Asst. to Pres...........E. M. Bresett
Treasurer..................Raymond Coyle Secretary
Space Buyer................Frances Kyle
Time Buyer................Betty Nasse
Public Relations.............Mark Larkin

Radio & TV Accounts: John Andre Products, New York; Walking Doll Company, Inc.; Save-By-Mail, Inc.; Today’s Hit Record Company; Mil-Hi Laboratories; Package Products Company; National Selected Products, Inc. (7-Minut Pie Crust, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 6-O’Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York.

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

AAA—ABC—ABP—ANPA—APA
Pres. & Treasurer...........C. M. Robertson, Jr.
V.P. & Gen. Mgr............Stanley A. Willer Vice-President........James M. Nelson Secretary................Elmer A. Vehr Space Buyer...............Maurice Osbry Radio-TV Director.........Kathryn M. Hardig Radio & Time Buyer........Rita Kennedy Branch Office
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600

Manager....................W. A. Powers Vice-President........Theodore Fremd


TV Accounts: The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRlich & MERRICK, INC.
314 Evening Star Blvd., Washington 4, D. C.
Phone: EXecutive 3-3700

ANPA
President.....................Norman C. Kal

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Dr., Chicago 1, Ill.
Phone: Central 6-5331

ABC—NOAB—ANPA—PPA—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 Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
400 Madison Ave., New York 16, N. Y.
Phone: PLaza 1-1400

ABP—ANPA—APA—NOAB—PPA
President.....................H. Kastor Kahn Exec. Vice-President..........W. S. Chesley, Jr.


THE JOSEPH KATZ COMPANY
10 W. Chase St., Baltimore 1, Md.
Phone: Lexington 1500

President...................Joseph Katz
Vice-President...............J. T. McHugh Branch Offices
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223


HENRY J. KAUFMAN & ASSOCIATES
1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—ABC

General Manager ............ Henry J. Kaufman
Creative Director ............ Wm. F. Sigmund
Radio Director ............ Jeffrey A. Abel
TV Director ............ Robert S. Mauer
Service Dir. & Asst. .........

Gen. Mgr. ............. Alfred H. Edelson
Art Director ............ Eugene T. Hoover
Copy Chief ............ Theodore D. Mandelstam

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); Lucy'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. (elec. 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

AAAA—ABP—ANPA—ABC

Pres. & Treas. ............ Hal R. Keeling
Exec. V.P. & Secy. ......... Wm. M. Hutchison
Vice-Presidents .......... Ralph B. Roberts, Lowell H. Stormont, 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.

KEELOR & SITTES 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. 46th St., New York 19, N. Y.
Phone: JUdson 2-1797

Partners .......... M. Keilson, J. Keilson, I. Keilson
Scripts & Commercials ...... Janet Sternberg
Program Director ........ Phyllis Pion

KELLY, ZAHRNDT & KELLY, INC.
2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APAPA—SNPA—ANPA

President .................. Virgil A. Kelly
Vice-Pres. & Space Buyer ... W. W. Zahrndt
Secretary ............ E. M. Kelly
Acct. Execs .......... Robert Kelly, Herb Knopp, Wm. Thomson

Radio Accounts: Visit St. Louis Committee, St. Louis; Joseph A. Mazek Moving & Storage, St. Louis; Newberry Radio Company, St. Louis; Sterling Pen Co.

TV Accounts: Sterling Pen Co., St. Louis, Mo.; Mazek Moving & Storage, St. Louis, Mo.

HELEN A. KENNEDY ADVERTISING
360 - 17th St., Oakland 12, Calif.
Phone: Templebar 6-2562

Owner ................ Helen A. Kennedy
Office Exec. ............ Peter Hannaford

KENYON & ECKHARDT, INC.
247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm. ...... Dwight Mills
President ............ William B. Lewis
Sr. Vice-President ...... Edwin Cox
Sect.-Treas. & Gen. Mgr. David C. Stewart

Art Director ............ Gerald Link
V.P., Media Dir. ........ Joseph P. Braun
V.P., Prom. Dir. ........ Hal Davis
V.P., Dir. of Radio-TV .......... Wickline W. Grider
V.P., Dir. of Research ........ G. 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
Asgt. Radio & TV Dir. ....... Edgar J. Donaldson
Asgt. Radio & TV Dir. ........ John D. Held
Radio & TV Timebuyer ....... William B. Kroske

Branch Offices
Run, 309, Brisbane Bldg., Buffalo 3, N. Y.
Field Rep. .................. David Fernow
State Street Bldg., Harrisburg, Pa.
Field Rep. .................. George K. Keet
Room 609 Mercantile Trust Bldg.,
Baltimore, Md.
Field Representative ........ W. R. Milford
1801 Central Nat'l Bank Bldg.,
Richmond 19, Va.
Field Rep. .................. C. W. Crowder


TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymer & Brothers Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.; Tappan Stove Company; Allegheny Airlines, Washington, D. C.; Dairymen's Cooperative Sales Association; Colonial Trust Company, Pittsburgh; Peoples First National Bank & Trust Company, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh.

KIESEWETTER ASSOCIATES, INC.
9 E. 40th St., New York 16, N. Y.
Phone: Lexington 2-0023
AAA—ABP—ANPA—PPA
President .................. H. M. Kiesewetter
Radio-TV Exec. ............... Horace Hagedorn
Radio-TV Exec. ............... Samm S. Baker
Radio-TV Time Buyer ........ E. Thompson
Radio-TV Copy ................ Ben G. Allen
Pub. Relations ................ Edward Chase
Radio-TV Art Dir. .......... Frederick Russell

Radio Accounts: Bathswest Corp. (Bathswest Bath Products), Standard Laboratories (Sloan's Liniment and Balm), V. La Rosa & Sons, Inc. (La Rosa Maccaroni Products); Stern's Nurseries (Nursery Products, Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products); Sterns Garden Products, Inc.
TV Accounts: Abraham & Straus (Dept. Store); V. La Rosa & Sons, Inc. (La Rosa Maccaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Garden Products, Inc., Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries); S. A. Schonbrunn, Inc. (Medaglia d'Oro Coffee), N. Y. C.; Turner Hall Corp. (Men's Toiletries), N. Y. C.

ABBOTT KIMBALL CO., INC.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 3-9600
AAA—ABC—ABP—ANPA
NOAB—PPA—ABA
Chairman .................. Abbott Kimball
President .................. W. C. Matthews
Comptroller ................ Monica Riley
Dir. Radio-TV, \nTime Buyer ............... Miriam Traeger

Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Manager .................. George Enzinger
638 So. Van Ness Ave., Los Angeles, Calif.
Director: Drexel 7505
Chairman .................. Hugo Scheibner
405 Montgomery St., San Francisco, Calif.
Ph. EExbrock 5188
President .................. Alfred Ducato

LEW KING ADVERTISING
149 W. McDowell, Phoenix, Arizona
Phone: 45548
FAAG
Owner .................... Lew King
Sec. Treas. .................. Elinore Klein
Radio & TV Dir. ............ Jack Beveridge

KIRCHER, HELTON & COLLETT, INC.
19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FULTon 5161
AAA—ABP—APA—PPA—NOAB
President .................. Relf C. Kircher
Vice-Presidents ........ James M. Hadley, R. M. Collett, Watson B. Metcalfe
Treas. & Dir. Prod. ...... Carter B. Helton
Art Director .............. L. E. Brinkman
Production Manager ...... Hap Moon
Secretary ................ R. L. Mills
Account Executives .... Ralf Kircher, James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir. .......... Ralph Kaufman
TV Accounts: 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.

KIRKLAND-WHITE & SCHELL
101 Marietta St., Atlanta 3, Ga.
Phone: LAMar 3682
AAAA—SNPA—APNA—APNA
Partners .................. J. A. Kirkland, Frank W. White, James B. Schell
Account Executives ...... Arch Ragan

KNOLLIN ADV. AGENCY
391 Sutter St., San Francisco 8, Calif.
Phone: SUSter 1-6110
AAAA—APNA—APPA—APNA—NOAB
President ................ James C. Knollin
Art Director ............. Sigurd Mortenson
Space Buyer .............. Bernice Rosenthal
Acct. Executive .......... Richard L. Tevis
TV Accounts: California Savings & Loan Company; Arthur C. Maryon Co.

KOEHL, LANDIS & LANDAN, INC.
588 5th Ave., New York 36, N. Y.
Phone: JUDson 2-1370
ABP—APNA—APNA—NOAB—PPA
Pres. & Treas. .......... Albert E. Koehl
Vice-Pres. & Sec. ...... A. A. Landis
Space Buyer .......... A. Larsity
Branch Office
National City Bank Bldg., Cleveland 14, O.
Vice-Pres.—in-Charge ... Russell Rowan

KRUPNICK & ASSOCIATES, INC.
520 North Grand Blvd., St. Louis 3, Mo.
Phone: JEFFerson 1723
ABP—APNA—APNA—APNA
President ............ Sam Krupnick
Exec. V.P. .............. Tom Connelly
Vice-Presidents ....... Ray Armbruster, A. Harvey Brown
Secretary-Treasurer .... Edgar Kluge
Media Director .......... Harry Sager
Radio-TV Buyer .......... Ray Schoenfeld

KUDNER AGENCY, INC.
575 Madison Ave., New York, N. Y.
Phone: MU 8-6700
President ................ J. H. S. Ellis
Vice-Presidents ....... 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
Gen. Mgr. Radio-TV .. Al Reibling
Time Buyer .......... John Marsich

Branch Offices
New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315
Executive in Charge .................. Martin Rice
681 Market St., San Francisco 5, Calif.
Phone: GARfield 1-5433
Executive in Charge ............. J. H. Hornell

KUFF & FELDSTEIN
233 E. 25th St., Baltimore 1, Md.
Phone: TUXedo 9-1465
President ................ I. Harold Kuff
Vice-President .......... Harry Feldstein
Art Director ............ Stan Mossman
Media Director .......... Dorothy Schwarz

KUTTNER & KUTTNER, INC.
646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
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: JUdsdn 6-2358

Radio Accounts: Douglas Lumber Co.,
Chicago; Sampson Company (Major appli-
cances), 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.

LAKE-SPIRO-SHRUMAN, 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. Ross
Publicity Director........Al R. Capley
Aec. Executives............David Davidson,
Mrs. L. Cunningham, Jane Zussman,
Courtney Shurman
Radio Accounts: Plough Sales Corp.; Lib-
erty Petroleum Co., Mt. Vernon, Ill.; Kelley-
Clarke Co. (Canned Salmon), Seattle; Union
Planters National Bank, Memphis; Pantaze
Drug Stores, Memphis.
TV Accounts: Plough Sales Corp., Mem-
phis.

LAMB & KEEN, INC.
1616 Walnut St., Philadelphia, Pa.
ANPA—APA—PPA—NOAB
Pres. & 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
V.P., Production Mgr.....Walter Mazurek
Aec. Executives............James G. Lamb, Sr.,
K. G. Keen, Jr., John O. Ellington, Jr.,
H. H. Dubois

LAMBERT & FEASLY, INC.
60 E. 42nd St., New York 17, N. Y.
Phone: MUrrey Hill 7-8980
ANPA—APA—PPA—NOAB
Exec. V.P. ...............Gordon K. Seagrove
Sr. V.P. ..................Frank W. Mace
TV-Radio Dir. ............John Bates
(Gasoline, Motor Oil), Bartlesville, Okla.;
DeVilbiss Co., Drilling Specialties Co., Har-
rower Laboratory Inc., Hat Corporation of
America, H V Laboratories Inc., Laclede
Laboratories, Inc., Lambert Pharmacal Co.,
Phillips Chemical Co., Pro-Phy-Lac-Tie
Brush Co., Saturday Evening Post, Schein-
ley Industries, Inc., Teleprompter Corp., J. A.
Wright & Co.

LANDSHEFT & BARBER, INC.
2009 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA
President....................Henry L. Barber
Vice President............E. T. Druillard
Secretary-Treas............Vera H. Landshetz
Radio Accounts: Kendall Refining Com-
pany (Gasoline and Oil), Bradford, Pa.;
Liberty Bank of Buffalo (Banking), Buf-
falo, N. Y.; P. J. Garvey Co. (Storage),
Buffalo.

TV Account: Liberty Bank of Buffalo
(Banking), Buffalo, N. Y.; Kendall Refining
Co. (Gasoline & Oil), Bradford, Pa.; Pearl
Polishes, Inc. (Range & Refrigerator Polish),
Buffalo.

PHILIP J. LANE ADVERTISING
1 E. 42nd St., New York, N. Y.
Phone: MUrrey Hill 7-5417
Owner....................Philip J. Lane
Media Director...........B. Freidman
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
Vice-Pres. & Sec.............Alvin B. Fisher
Radio-TV Mgr. ............Robert F. Gibbons
Prod. Mgr. Radio-TV......John Cremer
Field Service Mgr.........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; Pick-N-Pay
Super Markets, Inc. (super markets), Clevel-
land; World Publishing Co., Cleveland;
Yellow Cab Co., Cleveland.

TV Accounts: Brewing Corp. of America
(Carling’s Black Label Beer), Cleveland;
The Kaynee Co. (boys’ wear), Cleveland;
Pick-N-Pay Super Markets, Inc. (super mar-
kets), Cleveland.

LANGHAMMER AND ASSOCIATES
225 Park Ave., Omaha 2, Neb.
Phone: Jackson 6190
ABP—APA—AAAN
President................Joe H. Langhammer
Radio Accounts: 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
ABP—APA—ANPA—PPA
President................A. M. Salomon
Account Executives........Wendell Walker,
M. H. Selhorn
Production Manager.........D. L. Cuttie
Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.
Phone: Rittenhouse 6-1500
ANPA—APA—NOAB—PPA
President .......... Al Paul Lefton
Vice-Pres. & Treas. . H. S. Louchheim
Vice-Presidents .... P. Brown, A. Parker, J. Jensen
Space Buyer ....... E. V. Richter
TV & Radio Director .... A. R. Griffin

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone: VAndebilt 6-4340
President .......... Al Paul Lefton
Vice-Pres. & Mgrs. . R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-9511
Vice-Pres. & Mgrs. . E. G. Foreman, Jr.
Radio Accounts .... Phila. Electric Co. (Light & Power), Borden's Ice Cream, Cowrds
Clothes, Inc., Metropolitan Jockey Club (Ja-
maica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, C. Schmidt & Sons (Beer and Ale).


LENNEN & NEWELL, INC.
17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 2-5400
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ABC—ABP

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President ........ H. W. Newell
Exec. V.P. & Gen. Mgr. .... Adolph J. Toigo
Sr. V.P. .......... Thomas C. Butcher
Sr. V.P. .......... John Monsarrat
Sr. V.P. .......... Jackson Taylor
V.P. & Treas. ....... John D. Spiers
Sr. Vice President .... Walter M. Swettfuger
Sr. V.P. .......... Gordon D. Cates
V.P. & Asst. to Pres. .... J. H. Sheldon
V.P.-Exec. Asst. .... C. A. Sante
V.P. in Chg. Production ...... Michael J. Madar
Art Director .......... Hans Sauer
V.P. in Chg. of Radio & Television .... Nicholas E. Keeseley
V.P.—Radio & Television Copy Chief .... Peter V. Keveson
V.P. in Chg. of Merchandising & Research .... Daniel E. Shea
V.P. in Chg. of Media ... Anthony de Pierro
V.P. & Asst. Exec. Creative Dir. .... Maitland Jones
Vice Presidents ...... Thomas P. Doughton, 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
Time Buyer Radio-TV .... William D. Smith
Traffic Mgr. Radio-TV .... George E. Caron

Branch Office
308 N. Rodeo Dr., Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio-TV Dir. .... Benjamin R. Potts

Radio-Accounts .... Colgate-Palmolive-Peet Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P. Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Joseph Schlitz Brewing Co.; Emerson Drugs; Dorothy Gray, Ltd.


AUSTIN C. LESCARBOURSA & STAFF
The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444

Senior Partner .... Austin C. Lescairboura
Junior Partner .... Stanley A. Lescairboura
Production .......... Winifred Phillips
Secretary .......... Miriam Lescairboura

Radio Accounts .... Aerovox Corporation (Capacitors), New Bedford, Mass.; Claro-

TED LEVY ADVERTISING AGENCY
811 Cooper Bldg., Denver 2, Colo.
Phone: Main 7133

ABP—ANPA—ABC

President, Time Buyer ....... Ted Levy
Partner ........ Gertrude Levy
Copy Chief ........ Barbara Alton
Production Mgr. .... William Archenhold
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. .................. William Seth
Branch Office
11 Commerce St., Newark 2, N. J.
Phone: MI 3-5200
Vice-President ............. Leonard Newsteder
Vice-President ................ Richard N. Gulick
Radio Accounts: G. N. Coughlan Co., West Orange, N. J.; Chimney-Sweep Process 33 (soot remover, paint brush cleaner); Costa Ice Cream Company, Woodbridge, N. J.; Harris-Upsh & Co. (stock brokers), New York; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.; Dale Dance Studios, New York, N. Y.; Carl Fischer, Inc. (Hi Fidelity Radio-Phonographs), New York, N. Y.; Norman M. Morris Corp. (Omega Watch), New York, N. Y.; The Odell Co. (Trol Hair Tonic), Newark, N. J.
TV Accounts: 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), Glen brook, Conn.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; Dale Dance Studios, New York, N. Y.; Magla Products (Ironing Board Cover), Newark, N. J.; Norman M. Morris Corp. (Omega Watch), New York, N. Y.

ADDITION LEWIS & ASSOCIATES
2310 Stevens Ave., Minneapolis 4, Minn.
Phone: AT 6235
ABP—ANPA—ABC—APA—PPA—NOAB
President .................. Addison Lewis
Vice Pres. ...................... Erle B. Savage, Jr.
Treasurer ..................... Harvey K. 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. Meoster
Account Executives .............. J. A. Quint,
J. H. Cleland, Sherle Lowe

LILLER, NEAL & BATTLE
Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521
AAAA—ABC—ANPA—APA—ABP—AFA
Partner ...................... C. K. Liller
Partner ...................... William W. Neal
Radio-TV Director .............. Sarah Williams
Account Executives ............. J. K. Outley, Jr.,
G. L. Watts, H. G. Axelberg
Branch Office
40 E. 51st St., New York 22, N. Y.
Phone: EL 5-3771
Manager ...................... Robert B. Kane
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Brock Candy Company (candy bars), Chattanooga; Puritan Mills, Inc. (My-T-Pure flour), Atlanta; H. W. Lay & Co. (potato chips), Atlanta; Georgia Peanut (Ravo), Moultrie, Ga.
TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta; Georgia Peanut Co. (ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta.

LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 5-8800
ANPA—PPA—NOAB—ABC
President ..................... Laurence M. Lloyd
Vice-Pre. & Art Dir. ............... M. H. Kates
Production Manager .............. William T. Kaleb

DUDLEY L. LOGAN ADV.
304 S. Broadway, Los Angeles 5, Calif.
Phone: Dunkirk 2-8471
ANPA—AAA—PPA—APA—ABP
President ..................... Dudley L. Logan
Art Director ............... Rosemary Doerrman
Copy Chief, Media Dir. & Prod. Mgr. ................ Jack Waterman

THE W. E. LONG CO.
188 Randolph St., Chicago 1, Ill.
Phone: RAn dolph 6-4606
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Vice-Pre. & Advtg. Dir. ........ Wm. Goodman
Vice-Pre. & Dir. of Sales ......... J. A. Smith
Treasurer ..................... A. T. Downie
Secretary ..................... H. G. Mercere
Dir. of Radio & TV............. Edward C. Fritz, Jr.
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121 W. Wacker Drive, Chicago 1, Ill.

AAAA—ABP—ANPA—APA—ABC

NOAB—PPA

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Vice-President .............. Vincent R. Bliss

Vice-Presidents .......... John H. Wilmarth, Edward Chapman

Time Buyer .................... Jane Daly

**LYNN-FIELDHOUSE**

15 S. Franklin St., Wilkes-Barre, Pa.

Phone: VAlley 2-7182-3

Partners ....................... S. C. B. Lynn, L. S. Fieldhouse

Radio-TV & Media Dir. ....... W. B. Pritchard

Art Director .................. C. L. Steyer

**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

TV Film Producer .......... J. C. Ware

TV Film Director .......... Dave Russell

Branch Office

373 Orpheum Electric Bldg., Sioux City, Ia.

Phone: 5-4428

Manager ....................... Don Carlos

Radio Accounts: 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, Ia.; Tender-sweet Sales Corp. (canned vegetables), Vinton, Ia.; Kent Feeds (live stock & poultry feeds), Muscatine, Ia.; Potosi Brewing Company, Potosi, Wis.; Slagle Lumber Yard, Sioux City, Ia.

TV Accounts: Johnson Biscuit Co. (Cookies), Sioux City, Ia.; Peterson Furniture Co. (Home Furnishings), Cedar Rapids, Ia.; Killian Co. (Clothing), Cedar Rapids, Ia.; Tolerton-Warfield Co. (Food Line), Sioux City, Ia.; Cowrie-Willigies (Furs), Sioux City, Ia.; Hometown Dairies (Dairy Products), Iowa City, Ia.

**MACE ADVERTISING AGENCY, INC.**

408 Fulton St., Peoria 2, Ill.

Phone: 6-0771

ANPA—ABP—APA—PPA—NOAB—NAAN

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Vice-President ............... R. W. Steele

Treas. & Gen. Mgr. .......... Jay J. Keith

Copy Dept. .................... J. R. Shullaw

**MacFAULAND, AVEYARD & CO.**

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

Phone: RAndolph 6-9360

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Exec. V.P. .................... Allen B. Dicus

V.P., Copy Chief .......... R. E. Blackburn

Vice Presidents .......... John C. Wheatley, David W. Stoter

Time Buyer .................... Willis E. Adams

Research Director .......... Robert Allrich

Media Director .......... A. S. Trude, Jr.

Radio-TV Dir. ................. Wm. A. Mowry

Radio Accounts: Hallcrafters Corp., Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Grocery Store Products Co. (Foulds Macaroni & Spaghetti), Libertyville, Ill.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Grocery Store Products Co. (Foulds Macaroni & Spaghetti), Libertyville, Ill.

**MacLAREN ADVERTISING CO., LTD.**

372 Bay St., Toronto, Ont.

Phone: Empire 4-0321

ABC—ANPA

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Vice-Presidents ............. E. V. Rechnitzer, J. F. Ferres

Comptroller ................. W. D. MacMahon

Director ........................ W. G. Abel
Radio & TV Dir. .............. H. Horler  
Branch Offices  
410 Dominion Square Bldg., Montreal, P. Q.  
Manager ............. F. P. Gill  
Radio ....................... Laurent Trudel  
911 Electric Rwy. Chambers, Winnipeg,  
Manitoba  
Manager ............. E. P. Thomson  
1240 W. Pender St., Vancouver, B. C.  
Manager ............. W. D. M. Patterson  
Radio-TV Accounts: Imperial Varnish &  
Color Co., Ltd., Imperial Oil Ltd. (Hockey  
and Baseball), O'Connell Company of Canada,  
Peoples Credit Jewelers, Tuckett Tobacco  
Limited, Henry K. Wampole & Co., Ltd.,  
Canadian General Electric, Christie Brown,  
Ltd. (Food), Standard Brands, Ltd., Lake of  
Woods Milling Co., Stephen's Paints, Home  
Oil Distributors, W. H. Malkin & Co., Ltd.,  
Nalley's Limited, Ainsworth Motors; General  
Motors of Canada; Canadian Shredded  
Wheat Co.; Canada Dry Ltd.; Aluminum  
Goods, Ltd.; Aspro Limited; Bank of Canada;  
British & American Motors, Canada Ltd.;  
British Lace Furnishings, Broadhurst Leo  
Co., Ltd.; Stephen's Bulova Watch Company,  
Canada Paint Co., Ltd.; Canadian Bank of  
Commerce, Canadian Red Cross, Department  
of National Defence (Air Force, Navy);  
Dominion Tar & Chemical Co., Ltd. (Javex);  
Dolcis (Canada) Ltd.; Dominion Rubber  
Co., Ltd.; Hertz Driv-Ur-Self System, Inc.;  
Home Oil Distributors, Lever Brothers Ltd.  
(Breeze); Moirs Chocolates, Ltd.; Sicks'  
Capilano Brewery, Ltd.; Sherwin Williams  
Co. of Canada Ltd.; Palmers' Limited, Zero  
Manufacturing Co., Ltd.  

MacMANUS, JOHN & ADAMS  
Bloomfield Hills, Mich.  
Phone: Midwest 6-1000  
ANPA—AAAA—ABC—NOAB—PPA—APA  
Chairman ............. J. W. A. P. John  
Pres. & Treas. .............. James R. Adams  
Exec. Vice-Pres. .............. Harvey G. Luce  
Vice-Pres., Media Dir. ......... Elmer W. Froehlich  
Radio Time Buyer .......... C. N. Campbell  

Branch Office  
444 Madison Ave., New York, N. Y.  
Manager ............. R. A. Brewer  
Radio Accounts: Pontiac Motor Division,  
Pontiac, Mich.; Cadillac Motor Division,  
Dearborn, Mich.; Ferry-Morse Seed Co.,  
Detroit, Mich.; Stegmaier Brewing Co., Wilkes-  
Barre, Pa.; Dow Chemical Co., Midland,  
Mich.  

TV Accounts: Pontiac Motor Division,  
Pontiac, Mich.; Stegmaier Brewing Co.,  
Wilkes-Barre, Pa.  

MALCOLM-HOWARD  
203 N. Wabash, Chicago 1, Ill.  
Phone: Andover 3-0022  
ABP—ANPA—PPA  
Owner .................. Arthur M. Holland  
Art Director .......... Arthur Anderle  
Copy Chief ............. William Bent  
Radio-TV Buyer ............ Evelyn Burke  

Publicity Director ............. Jan Marinella  
Radio-TV Dept. ............. G. Janda, R. Spencer  
Radio Accounts: Holland's (jewelry), Chi-  

AGO—APA—AAA  
Production Manager .............. Julian Malkiel  
Secretary .................. Martha Brest  

Radio Accounts: Ace Vacuum Stores  
(Vacuum Cleaners), Boston, Mass.  

J. GORDON MANCHESTER,  
ADVERTISING, INC.  
1726 Pennsylvania Ave., N.W.,  
Washington, D. C.  
Phone: ME 8-0060  

ABP—APA—APA—AAP  
President .................. J. G. Manchester  
Vice President .............. Richard P. Esh  
Asst. Vice Pres. .............. C. D. McGuiness  
Art Director ............. Wm. D. Frieschell  
Dir. Radio-TV ..................... Kathleen Kane  
Radio-TV Accounts: Safeway Stores, Inc.,  
Ottenberg's Bakers, Inc., James G. Gill Co.,  
Inc., W. H. Pope and Sons, American Sta-Dri  
Co., Acaia Mutual Life Insurance Company.  

MANHATTAN ADVERTISING  
225 West 57th St., New York 19, N. Y.  
Phone: Plaza 7-3340  
ABP—APA  
Owner .............. Eugene L. Friedman  
Art Director .......... Norman Graber  
Account Executive ............. Gene Fogelman  

MANSON-GOLD-MILLER, INC.  
1004 Marquette Ave., Minneapolis 3, Minn.  
Phone: GEneva 9619  
APA—ABP  
Pres. & Treas. .............. Robert P. Miller  
Vice-Pres. & Sec. .............. Eleanor L. Miller  
Art Director ............. Edward Harris  

MARFREE ADVERTISING  
CORPORATION  
105 West 40th St., New York 18, N. Y.  
Phone: LOnegan 4-7190  

President .................. Harry A. Friedenberg  
Secretary .................. Robert Tomasello  
V. P., Treas .............. Barnett Friedenberg  
Director Radio .......... Harry A. Friedenberg  
V. P., in Charge .......... Sheppard Chartoe  
Radio Accounts: D-Con Company (D-
MARKS-AIKEN COMPANY
33 West 46th St., New York 36, N. Y.
Phone: COlumbus 5-4990
ABP—ANPA
Partner .................. Lawrence Marks
Partner .................. Sigmund C. Aiken
Media Director .......... Florence Saperstein
Production Mgr. .......... Stanley Marx
Art Director .......... Marvin Maenow

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022
President .................. H. C. Marschalk
Vice Presidents ............ S. H. Giellerup,
S. L. Meulendyke, C. A. Peterson, R. H. Jones
TV-Radio Director .......... Curt A. Peterson
Radio Account: Esso Standard Oil Co.
(Petroleum), New York, N. Y.; WTL Nickel Co.
TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.)

J. M. MATHES, INC.
260 Madison Ave., New York 17, N. Y.
Phone: LEXington 2-7450
ABP—ANPA—APA—PPA—ABC
President .................. J. M. Mathes
Treasurer .................. A. E. Cox
Secretary .................. Carle E. Rollins
Vice-Pres. & Dir. .......... Wilfred S. King,
W. T. Okie, Lester J. Loh
Vice-Presidents ............ David C. Gibson,
Dr. O. L. Tinklepaugh, Jan H. Meyer,
A. F. Monroe, Read H. Wight, Douglas R. Hathaway
Director of Radio & TV ...... Read H. Wight
Radio Time Buyer .......... Edna S. Catheart

Radio Accounts: Pure Food Co., Inc.
(Herb-Ox Bouillon Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Telephone & Telegraph Capehart-Farnsworth Corp., N. Y. C.; Judson Dunaway Corp.

MATHISSON & ASSOCIATES, INC.
411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
ABP—NOAB—PPA—ANPA—APA
Pres., Art Dir., Space Buyer,
Research Dir. ............... C. A. Mathisson
Vice-Pres. & Treasurer ...... I. M. Henkel
Copy Chief, Sec., Media Dir.,
Space Buyer ............... Edward G. Ball
Radio-TV Dir.,
Time Buyer ............... Charles H. Hellwell

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4456
ABP—ANPA
Pres., Space-Radio-TV-Time
Buyer .................. Joseph M. Finkle
Vice-Pres-Treas. .......... Archie M. Finkle
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 .................. Lou 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
Asst. Dir. Radio-TV ......... John Mosman

Branch Offices
12 E. 53rd St., New York 22, N. Y.
Phone: PLAza 9-7676
Vice-Pres., Gen. Mgr. ...... M. F. Mahoney
664 N. Rush, Chicago 11, Ill.
Phone: WHItchall 4-1676
Manager .................. L. J. Sholty

THE MAYERS CO., INC.
2301 W. Third St., Los Angeles 5, Calif.
Phone: DUnkirk 8-2111
ABP—NOAB—PPA—ANPA
President .................. Henry Mayers
Vice-President ............. Forrest Dolan
Secretary .................. Sophie Mayers
Production .................. Edith Hemphling
Media Director ............. Bob Hoehn
Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.
TV Accounts: Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co.
ADVERTISING AGENCIES

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-3400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—BMB
Chairman of Board..............H. K. McCann
Vice Chmn. & Chmn. of
Exec. Committee............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 Chge, Radio-TV........A. J. Scalpone
V.P. Chge. New Proj........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. Lubbkert
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, O.
Vice Pres-Mgr................Robert Dailey
647 Griswold St., Detroit 26, Mich.
Vice Pres-Mgr................Paul Holder
707 Terrace Plaza Bldg., Cincinnati 2, O.
Vice-Pres-Mgr................R. M. Alderman
318 S. Michigan Ave., Chicago 4, Ill.
Vice Pres-Mgr................Sidney A. Wells
Vice Presidents..............Walter C. Krause, G. Bowman Kreer, A. W. Sherer
Mgr.........................J. Neil Reagan
612 S. Flower St., Los Angeles 17, Calif.
Vice Pres-Mgr.............Burt Cochran
114 Sansome St., San Francisco 4, Calif.
Vice Pres-Mgr................H. Q. Hawes
Vice Presidents.............Roswell H. Cochran, Clarence Hestorff, Frederick H. McCrea
310 Public Service Bldg., Portland 4, Ore.
Mgr.......................Willard E. Wilson

McCORMICK COMPANY
217 E. 7th Ave., Amarillo, Tex.
Phone: 4-5333
NOAB—ANPA—APA—SNPA
Owner-Manager................James L. McCormick
Art Director....................Stefan Kramer
Radio Accounts: Shamrock Oil & Gas Corp.

WALTER McCREERY, INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRESTview 5-5533
AAAA—ANPA—APA—PPA
Chm. Bd. & Pres...........Walter K. McCreery
Time Buyer....................Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, San Francisco; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Bearist; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.
L. E. McGIVENA & CO., INC.
444 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 & ALBLIGHT, INC.
1809 Walnut St., Philadelphia 3, Pa.
Phone: L0cust 7-4737
ANPA
President ........................ Roy J. McKee
Vice-Pres. & Treas. ............. David R. Albright
Vice-Pres. Radio-TV ............ James A. McFadden
Time Buyer ...................... Evelyn Walmesley
Msale. Dir. ....................... A. P. Livingston
Secretary ....................... T. E. Libby
Radio Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore; Keeler-Weyl Baking Co. (biscuits), Phila.
TV Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keeler-Weyl Baking Co. (biscuits and crackers), Philadelphia; Phila. & Reading Coal & Iron Co. (coal), Phila.

MCKIM ADVERTISING LIMITED
510 Drummond St., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC—APA—CDNA—CWNA—CNA
Chairman of Board ............. James M. Baxter
Vice-Pres., Sec. & Treas. ...... H. R. McDougall
Branch Offices
47 Fraser Ave., Toronto, Ont., Canada
President ....................... H. D. Roach
Nat. Trust Bldg., Winnipeg, Man., Canada
Vice-Pres ....................... A. A. Brown
591 Burrard St., Vancouver, B. C., Canada
Manager ....................... R. E. Jefferson

ARTHUR MEYERHOF & CO.
410 N. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-3860
ANPA—PPA—AAAA—NOAB—APA
President ....................... Arthur E. Meyerhoff
General Manager .......... J. H. Black
Production Manager .......... J. A. Johnson
Dir. of Radio & TV ............ S. L. Novy
Assoc. Radio & TV Dir. ....... George Rich III
Radio Time Buyer .............. K. Knight
Space Buyer .................... Mary Hauser
Copy Chief ..................... M. E. Chon
Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Manager ....................... George Grabin

C. L. MILLER COMPANY, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-1010
ABC—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, Linit, Niagara Starch), Bachman Choc., Mfg. Co. (Cold Sol Bar); Circle Line Sightseeing Yachts, Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAA
Chairman of the Board ........ Dan B. Miner
President ....................... J. C. Morse
Vice-Presidents ............... I. M. Greer, Mildred Sancers, Richard Glover, Andrew Carpenter
Secretary-Treasurer .......... M. R. Sweeney
V.P. in Chg. Radio & TV ....... Mildred Sanders
Asst. Radio & TV Directors ...... Garth Hintz, Arthur Trask
Time Buyer ..................... Kay Ostrander
Radio Accounts: Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Lakewood Park (housing), Los Angeles, Calif.; Kerr Glass Mfg. Corp. (canning jars), Los Angeles, Calif.; Sues, Young & Brown (appliances), Los Angeles, Calif.
TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances), Los Angeles, Calif.; Kerr Glass Mfg. Co. (canning jars), Los Angeles, Calif.

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. Rothchild
V.P. & Gen. Mgr. .............. Nat Wildman
Vice-Presidents .............. Seth D. Tobias, Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby

205
Production Manager.................Al Mauro
Media & Research Dir..............Joel Martin
Dir. Marketing & Mdch............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. (Beri & 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 (Children's, Women's & Men's Shoes), Sommy Pharmcral 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.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; I. Smallman & Son (Billfolds), Paterson, N. J.; Speed Products Co., Inc. (Staplers), Long Island City, N. Y.

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.; Gold Medal Candy Corp., Brooklyn.

THE CHESTER C. MORELAND CO.
1104 Times-Star Tower, Cincinnati 2, O.
Phone: PAparkway 1178
PPA—ABP—ANPA
President.........................Chester C. Moreland
Secretary..........................Walter H. Strauss
Vice-President......................Carl H. Press

MOREY, HUMM & JOHNSTONE, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240

APB—ANPA—APA—AAAA—PPA
President...........................Sylvester M. Morey
Exec. Vice-President.............Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home
Appliance Dept.....................Albert W. Humm
V.P., Chmn. Plans Brd............J. R. Warwick
Vice-President.....................Stanley F. Ellsworth
V.P. & Art Dir.....................William G. Sutton
Vice-Press. & Merch. Dir........Walter J. Andree
V.P. Chg. Fashion................Muriel Johnstone
V.P.................................Janet Chatfield-Taylor
TV Director.......................W. L. Wernicke
Radio Time Buyer..................Kathryn Shanahan
V.P. Chg. Midtown Office........Muriel Johnstone
Vice-President.....................Janet Chatfield-Taylor
Mmse. Counsellor....................Rosamond Gilmarth
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.
TV Accounts: Sinclair Refining Co., New York, N. Y.; Richfield Oil Corp., New York, N. Y.

RAYMOND R. MORGAN CO.
Phone: HOLlywood 3-4194
ANPA—APA
President.........................Raymond R. Morgan
Exec. Vice-President..............Robert C. Temple
Vice-Pres.........................Porter F. Anderson,
James C. Morgan, J. Paul McKinney
Radio-TV Dir.......................James C. Morgan
Time Buyer.......................Terry Brady
Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073
Manager............................Porter Anderson
Palmolive Bldg., Chicago 11, Ills.
Vice-President.....................H. P. Roberts

MORSE INTERNATIONAL, INC.
122 E. 42nd St., New York 17, N. Y.
Phone: ORegon 9-4600
APA—PPA—NOAB
Chairman of the Board.............................A. T. Preyer
President.....................................J. Patterson
Exec. Vice-Pres. & Treas..................M. F. House
Space Buyer............................E. Veleber
Mgr. Radio & TV Dept......................C. C. Slaybaugh
Export Media Mgr.........................Aurora Blando
Director of Prod......................L. Waddington
Group Prod. Mars.......................W. W. Williams,
D. R. Quist, B. Wheatley
Sr. Art Director..........................E. P. Ellis
Group Art Directors......................P. Zangas,
S. Nagle
Art Studio Mgr............................C. Scimeeeaa
Account Executives.....................Constance Boland,
Reg Goghlan, John Olney, E. R. Korfh, J. Peterson
Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc.
Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

MOSES & COTINS, INC.
10 Hopper St., Utica 3, N. Y.
Phone: 3-7544

ABP—ANPA—APA—NOAB—PPA—SNPA
Pres. & Treas.........................Arthur S. Cotins
Asst. to President....................Robert MacFarland
Vice-Pres..............................James N. Brown,
I. 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
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.; Empire Crafts Corporation (silverware), Newark, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Saratoga Springs Authority (resort & mineral waters), Saratoga Springs, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Rutland Co. Agricultural Society (County Fair), Rutland, Vt.; Unadilla Silo Co. (Silos), Unadilla, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; General Ice Cream Corporation (Sealest Ice Cream), Utica, N. Y.; Dufofield, Inc. (Underwear), Mohawk, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

MOSS ASSOCIATES
415 Lexington Ave., New York 17, N. Y.
Phone: MUNrray Hill 7-7377

ABC—ABP—ANPA

President: Joseph H. Moss
Vice President: Miles Shefferman
Production Mgr.: Martin Leibwith
Copy Chief: Gerald H. Bruce
Media Director: Marian Rand
Radio & TV Dir.: B. Math

C. WENDEL MUECH & COMPANY
75 E. Waack Drive, Chicago 1, Ill.
Phone: Financial 6-3481

ABP—ANPA

President: C. W. Muench
General Manager: W. O. Yocum
Media Director: Victor Fabian
Production Manager: Wm. G. Fisher
Copy Chief: Proctor Fiske

Radio Accounts: Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; R. De Luce & Sons, Inc. (Poult'y, Foods), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Bosch Brewing Company (Beer), Houghton, Mich.; G. A. Goodrich Co. (Good-n-Rich Cake Mixes), Chicago, Ill.; Klare Provison Co. (Meats), Louisville, Ky.; Neuhoff Brothers (Meats), Dallas, Texas; Oshkosh Brewing Co. (Beer), Oshkosh, Wis.; Standard Pkg. Corp. (Flexible Vacuum Pkg.), New York, N. Y.; Miracloth Sales, The Visking Corp. (Miracloth), Chicago, Ill.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.; Bosch Brewing Company (Beer), Houghton, Mich.; Fannie May Candy Company, Chicago; Fox De Luxe Foods, Inc., Chicago; L. C. Forman & Sons (Pickles & Relishes), Pittsford, N. Y.; Klare Provision Co. (Meats), Dallas, Texas; Maurer-Neuer Corp. (Meats), Kansas City, Mo.; Neuhoff Brothers (Meats), Dallas, Texas; Pavelka Brothers (Meats), Cleveland; Standard Pkg. Corp. (Flexible Vacuum Pkg.), New York, N. Y.; Oshkosh Brewing Co. (Beer), Oshkosh, Wisconsin; G. A. Goodrich Co. (Good-n-Rich Cake Mixes), Chicago; Miracloth Sales, The Visking Corp. (Miracloth), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: MUNurray Hill 9-6835

President: Paul R. Kruming
Exec. Vice-President: Thomas W. Hughes
Vice-President: Joseph W. Madden
Copy Chief: John L. Albright
Art Director: J. La Rosa
Radio & TV Director: James G. Zea

Time Buyer: Jacqueline Ruta


NEEDHAM, LOUIS & BRORBY, INC.
133 S. LaSalle St., Chicago 3, Ill.
Phone: State 2-5151

AAA—ANPA—PPA—NOAB—APA

ABC—ABP—SNPA

President: Maurice H. Needham
Vice-Presidents: John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. B. Bager, Wm. H. Ohle, Wm. R. Kinnaird

Vice-Pres. & Media Dir... Otto R. Stadelman
Vice-Pres. & Radio-TV Dir... J. G. Cominos
Sec.-Treas. Max D. Anwyl

Branch Office
1680 North Vine St., Hollywood 28, Calif.

Vice-Pres. & Mgr. Frank Pittman

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

V.P. & Mgr. J. W. Spoon

Richard Eastland


RALPH NELMS, INC., ADV.
318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555

APA

President: Ralph A. Nelms
Secretary: Annabelle Gray

Art Director: J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poult'y & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; 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., Schenectady 5, N. Y.
Phone: 4-1135

Pres. & Treas. George R. Nelson
Vice-President: Helen C. Nelson
Secretary: Alice Pach
Radio Transcription Production Accounts:
General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers’ Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakersies, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.), Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Television Film Production Accounts:
Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.


TED NELSON ASSOCIATES
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470
Owner ..........Sol Litess
Production Dir.............Perry Bruskin
Publicity Dir.............Jack Fields
Account Exec.............Perry Bruskin
TV Directors.............Charles Durand

Radio Accounts: Edie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip, Mfrs.), N. Y.; R. B. Hathaway (Foot Lotion), N. Y.; TV and Radio Products Co., N. Y.; Barby Distributors (Poole Clock-Defroster), N. Y.


NEWMAN, LYnde & ASSOCIATES, INC.
Florida National Bank Bldg., Jacksonville 7, Fla.

Phone: 98-9721
ABP—ANPA—APA—NOAB
Director .............M. T. Newman
Pres., Radio Dir.............Hunter Lynde
V-P-TV Dir.............David E. Robeson
Sey, & Pub. Dir.............Ronald G. Sercombe
Art Director...............Ed Duckett
Prod. Mgr.............Ned Hubbard


R. T. O’CONNELL COMPANY
420 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-5412
AAAA—ABP—PPA—APA
Pres., Radio-TV Dir.............R. T. O’Connell
Exec. Vice Pres.............Ethis Merken
Vice President.............George Miller

Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OLIAN ADVERTISING CO.
909 Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 6380
ABP—ANPA—PPA—APA—NOAB
President.............Harold A. Thomas
Radio-TV Prod.............Peggy Leonhard
V.P., Copy Chief.............Jim Spencer
V.P., Treas.............Irving R. Olhson
Media Dir.............Alice McDonough
Comptroller.............Florence Treadway

Radio Accounts: Sayman Products Co. (Sayman Soap); John Bardenheier Wine Co.; Dixie Mills Co.; Allen Kirkpatrick & Co. (Frozen Oysters); Meletio Sea Food Co.; Reddi-Wip Co.; Pappy’s Products Co. (Pappy’s Sassafras Tea); St. Louis Federal Savings & Loan; Weher Implement & Automobile Co.

TV Accounts: Pevchy-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, General Grocer Co. (Topmost Foods, Manhattan Coffee); John Bardenheier Wine Co.; Blu-bill Products Co.; General Electric Appliances; General Grocer Co. (Manhattan Coffee); Allen Kirkpatrick & Co. (Frozen Oysters); Pappy’s Products Co. (Pappy’s Sassafras Tea); Weber Implement & Automobile Co.; St. Louis Federal Savings & Loan Assn.; Sayman Products Co. (Sayman Soap & Salve).

OLMSTED & FOLEY
1200 2nd Ave. S., Minneapolis 3, Minn.
Phone: ATlantic 8166
AAAA—ABC—ABP—ANPA—AFA
Exec. Partner .............Ward H. Olmsted
Exec. Partner .............John T. Foley
Partner .............John K. Mortland
Partner .............Robert B. Pile
O'NEIL, LARSON, McMAHON
230 N. Michigan, Chicago 1, Ill.
Phone: And. 3-4740
ABC—ABP—ANPA—AFA
Partner.................. Nelson J. McMahon
Partner.................. Edw. H. Larson
Exec. V.P.................. Walter Zivi
Controller................ J. O. Webb
Sr. Acct. Exec.................. W. P. McWilliams
Acct. Execs........................ Ray Smasal,
Frank Stein, Pea Robinson, Norman Lar-
Media Dir. & Radio-TV Buyer.................. Wm. Cline
Assistant.................. Lois Schultz
Prog. Director.................. Stan Kaatz
Branch Offices
290 Madison, New York City
Phone: MU 3-8930
Manager.................. Jack Roberts
67 Yonge St., Toronto, Canada

ROBERT W. ORR & ASSOCIATES,
INC.
4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ANPA—NOAB—PPA
President.................. Robert W. Orr
Vice-Pres.................. Eldon Sullivan
Vice-President.................. Freemont Knittle

Asst. to Pres. Treasurer.................. Robert P. Clark
Radio-TV Director.................. Lou Ergman

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.
Radio Accounts: Andrew Jergens Co.
(Woodbury & Jergens), Cincinnati, O.
TV Accounts: Andrew Jergens Co.

MERRITT OWENS ADV. AGENCY,
INC.
365 New Brotherhood Bldg.,
Kansas City 11, Kans.
Phone: Dr 7250
ABP—ANPA—APA—FAAG
President.................. Merritt Owens
Vice-President.................. R. Grant Neds
Production Mgr.................. Glenn A. Scott
TV Director.................. Earl Allvine
Art Director.................. Bernard L. Wardlow

Radio Accounts: Joe M. O’fill Motor Co.
(Nash Dealer), Kansas City, Kan.; Kelley-
Williams Motor Co. (Ford), Kansas City,
Kansas; Chevrolet Dealers Assoc. (Chevro-
et), Greater Kansas City; Home Federal
Savings & Loan, Kansas City, Mo.
TV Accounts: Davidson Furniture Co.
(Furniture), Kansas & Missouri; Chevrolet
Dealers Assoc., Greater Kansas City; De-
Coursey Creamery Co. (Dairy Products),
Kansas City, Kansas; Inter-State Bldg.
& Loan, Kansas City, Kan.; Nash Dealers of
Greater K. C. (Nash), Greater Kansas City.

PACIFIC NATIONAL ADVERTISING
AGENCY
2124 4th Ave, Seattle 1, Wash.
Phone: ELiot 1401
AAAA

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 Poland
606 Chronicle Bldg., Spokane, Wash.
Phone: MAin 4371

Manager.................. Vernon Cary
(Pancake Mix, Biskit Mix, Fisher’s Blend
Flour, Zoom, etc.), Washington Co-Op
Farmers Assn.—Lynden Products (Canned &
Bone Turkey, Chicken, Chicken & Noodles,
etc.), Seattle, Wash.; Ivar’s Acres of Clams
(Seafood Restaurant), Imperial Candy Co.
(Candy), Wm. O. McKay (Ford Cars), Seat-
tle, Wash.; Wash. State Fruit Company
(Cherries, Apricots, Peaches, Pears, Prunes),
 Yakima, Wash.; Federal Old Line Insurance
Co. (Insurance); Washington State Apple
Commission (Soft Fruits).
TV Accounts: Washington Co-Op Farmers
Assn. (Lynden Products), Seattle, Wash.;
Fisher Flouring Mills Company; Washing-
ton Cooperative Farmers Association; Ivar
Haglund—Acres of Clams; Imperial Candy
Company; Washington State Apple Commis-
sion; Washington State Fruit Commission;
William O. McKay Company, Howe & Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART
370 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 9-2424

ABP—ANPA—APA—PPA—ABC—NOAB

Partners
A. G. Peart, J. A. H. Rehm
Comparer
F. Dubcek
Media, Research Dir.
H. L. Mooney
Art Director
F. E. Yelinek
Production Mgr.
R. Largo
Acct. Execs
W. F. James, G. M. Cleland, S. C. Bernsley, W. Byrne, D. C. Porteous, F. N. McInerney, A. Bindrim, G. Kraus, Jr.

PEARSON ADV. AGENCY, INC.
250 Park Ave., New York 17, N. Y.
Phone: Murray Hill 8-3055

PPA
President-Treasurer
C. H. Pearson

Radio Accounts: Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.
400 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-0900

ABP—ANPA—APA—NOAB—PPA

Chairman of the Board
Harry Peck
President
Harry Krawit
Vice-President
Norman Mack, Sidney Alexander, John Schuman
Radio-TV Director
S. S. Schweitzer

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products).

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

THE PHILLIPS-RAMSEY CO.
604 First National Bldg., San Diego 1, Calif.
Phone: Belmont 4-5121

Partners
William L. Phillips, Charles C. Ramsey

Media Director
Robert L. Phillips

Radio-TV Prod. Dir.
Orva W. Huff

Radio Accounts: Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Demstedt Electro Mart (Electrical Appliances), First Nat'l Bank, San Diego, Calif.; W. T. Tafford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alysinite Co. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Stanley Andrews Sporting Goods; Walker-Scott Corporation (Department Store); San Diego, Calif.

TV Accounts: Arden Farms Co., First Nat'l Bank, San Diego, Calif.; Alysinite Co. of America; Community Chest; First National Trust & Savings Bank; Food Basket; Silver Gate Building & Loan Association; Stanley Andrews Sporting Goods; Walt Tufford; Walker-Scott Corp.

PITLUK ADVERTISING COMPANY
123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 3-6131

ABP—PPA—NOAB—SNPA—TAAN
Partner
Jack N. Pitlik, Sr.
Partner
Jack N. Pitlik, Jr.
Acct. Execs
Sam Kiklin, C. Carolus, G. A. Knapp, Jr., Evans Wyatt

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelin Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES
1001 No. Western Ave., Los Angeles 29, Calif.
Phone: Hollywood 5-0580

Owner & Sales Mgr
Irwin T. Porter
Partner & Time Buyer
Gertrude Porter
Account Executive
Jean Norab


R. J. POTTS—CALKINS & HOLDEN INC.
223 Grand Ave., Kansas City 8, Mo.
Phone: 1577

ANPA—APA—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

POTTS-TURNBULL CO., INC.
912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400

ANPA—APA—PPA—NOAB
President
W. J. Krebs
V.P.-Production Mgr
D. E. Dexter
Secretary-Treasurer
C. J. Effic
V.P. & Radio Dir
N. P. Rowe

PRATER ADVERTISING AGENCY, INC.
705 Chestnut St., St. Louis 1, Mo.
Phone: Garfield 6490

PPA—SNPA—ABP—ANPA—AFA
President
George L. Prater
ADVERTISING AGENCIES

THE FRED M. RANDALL CO.
Phone: WOward 1-4602
ABP—ANPA—APA—PPA—NOAB
President ..............................................H. Ross Mack
Vice-President ......................................Hal. G. Trump
Secty. & Copy Chief ..............................George B. Dow
Radio Director .....................................R. D. Hughes
Space & Radio Time Buyer
Charles E. Foerster
Production Manager .........................George L. Husted
Account Executives ................................H. Ross Mack,
Hal G. Trump, R. D. Hughes, Charles
Foerster, Lee E. Crooks
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY
32 Green St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—ABP—APA
Owner ..............................................Milton C. Taudy
Art Director ........................................Henry Krupinski
Production Manager .........................Margaret McDado
Publicity Director ................................Rita Levine
Research Director .................................Shirley Trinker
Monroe Savings & Loan Assn., Union National
Bank.

CHAS. DALLAS REACH CO., INC.
69 Washington St., Newark, N. J.
Phone: Market 3-5100
AAAA—ABP—ANPA—ABC—FAA
Pres. & Treas. ..............................Chas. Dallas Reach
Exec. V.P., Gen. Mgr. ............................F. R. Risley
Vice-Presidents ..............................Howard Sands,
H. H. Black
Sec. & Art Dir. ..............................Everett Sahrbeck
Asst. Sec. & Treas. .........................Wm. F. Renz
Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: Circle 5-4176
Radio Accounts: Dugan Brothers (Baked
Goods), N. J. Bell Telephone, Newark, N.
J.; Koppers Co. (Coke Fuel); Philadelphia
Coke Co.
TV Accounts: Koppers Co. (Coke Fuel),
New York, N. Y.; Philadelphia Coke Co.;
Dugan Bros. (Baked Goods).

JAMES R. REESE ADVERTISING CO.
15 West 10th St., Kansas City 6, Mo.
Phone: Victor 5269
APA—ABP—ANPA
Owner ..............................................James R. Reese

KNOX REEVES ADVERTISING, INC.
600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—NBP
President ..............................................E. E. Sylvestre
Executive Vice-Pres. ............................Wayne Hunt
Vice-Presidents ...............................J. H. Sarles,

Vice-President ..............................M. T. Prater
Secretary .....................................Mary E. Johnson
Copy Chief ....................................Barbara Brock
Radio Account: Falls City Brewing Co.,
Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc.
(Falls City Beer), Louisville, Ky.

PRODUCT SERVICES, INC.
17 East 45th Street, New York City
Phone: MUray Hill 7-0204
President ..................Les L. Persky
Vice-President ..................Charles K. Hepner
Promotion Director ..............N. R. Lorman
Time Buyer .................G. Ligorner
TV Accounts: Cameo Curtains Royal Crest
Sales (Thrift House); John Irving Shoe
Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF
AMERICA
128 Mallory Ave., Jersey City 5, N. J.
Phone: HEnderon 4-2332
Pres., TV Dir. ..................Michael A. Fiore
Vice-President ..................Albert A. Fiore
Secty. & Treas. .................B. V. Fiore
Radio Director ..................Paul Apello
Account Executives ............B. Wilman, G. Fiore,
B. E. Geise, P. Bernhardt, J. Amitrani,
A. Bryant
Radio Accounts: D. Wolff & Co. (Credit
Clothing), Newark, N. J.; Stage Coach Inn
(Night Club), S. Hackenack, N. J.; Speci-
ality Sales Company (Mail Order Items),
Lakewood, N. J.; Coast-to-Coast Vendors,
Inc. (Vending Machines), New York, N. Y.;
Crescent Construction Corp., North Bergen,
N. J.; Leslie Toy Co., Brooklyn, N. Y.;
No-Worry Chemical Co., Newark, N. J.
TV Accounts: Watchung Lake, Inc. (Swim-
mong Resort), S. Plainfield, N. J.

THE L. W. RAMSEY ADV. AGENCY
230 No. Michigan Ave., Chicago 1, Ill.
Phone: FFranklin 2-8155
Pres. & Treas. ..................E. G. Naeckel
Vice-President .............................L. H. Copeland
Vice-President ......................N. B. Langworthy
Art Director .........................E. J. McCabe
Media Director ....................Dorothy L. Parsons

THE RANDALL COMPANY
75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABC
President ..................Wilbur W. Randall
Art Director ..................Robert I. Berger
Radio & TV Director ..................Florence F. Grady
Radio Accounts: Crown Petroleum Corp.
(Petroleum Products), Connecticut & Mas-
achusetts; Geo. E. Dewey & Co. (Moving
Storage), General Electric Supply Corp.
(Television, Radio), Hartford Gas Company
Public Utility), New England Laundry
(Laundry), Savitt Jewelers (Jewelry), Wach-
els's (Dept. Store), Hartford, Conn.
TV Accounts: Country Club Soda Co.,
Corp., Conn. & Mass.; Savitt Jewelers, Hart-
ford, Conn.; State Line Potato Chips.
JOSEPH REISS ASSOCIATES
101 W. 57th Street, New York, N. Y.
Phone: CI 6-4260
ABP—APA—PPA

President .................. Joseph Reiss
Copy Chief .................. Elizabeth Taubin
Media Director ............... Cliff Greene
Vice-President .............. Cecile B. Reiss

Radio Accounts: Aristocrat Leather Products Co. (billboards), New York, N. Y.; The Landier Company (Dixie Peach hair pomade), New York, N. Y.; Helen Neushafer, Inc. (cosmetics), College Point, N. Y.

E. W. REYNOLDS LIMITED
355 King St., West Toronto 1, Ont., Canada
Phone: Empire 8-6157

ABC
Chairman of Bd. .............. Edward W. Reynolds
Vice-President .......... J. H. Mitchell
Sec. & Treas. .............. Fred Banks
Production Manager ....... M. Landmann
Copy Chief ................. N. Stuart Walton
Radio Director ............. H. E. Karpus
Media Director ............. Helen Anderson
Account Executives ......... H. D. R. Newby, H. Shrimpton

Branch Office
985 Sherbrooke St. W., Montreal, Quebec
Phone: L'Ansean 3745

Exec-in-Charge ............ H. J. Tingle

Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Mottat, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kohler, Ltd. (Harmonicas & Accordions), Toronto; Dale Estate Ltd. (Roses), Bramton, Ont.; Dairy Farmers of Canada (Dairy Products), Toronto; T. Siman Shoe Co. (Shoes), Aurora, Ont.; T. S. Simms Co. (Brooms & Mops), St. John, N.B.; B & A Motors (Autos), Toronto.

TV Accounts: Mottats, Ltd. (Ranges), Toronto.

RHOADES & DAVIS ADVERTISING
79 Post St., San Francisco, Calif.
Phone: E'brook 2-6468

ABP—ANPA

Partner ..................... Robert O. Davis
Art Director ................ Alf Restad
Media Director .............. Edith Curtis
Media Ass .................... Faye Hanger

Branch Office
1201 West 4th St., Los Angeles, Calif.
Phone: Michigan 2396

Partner ..................... Tom D. Scholts
(Affiliate: Scholts Adv'tg.)

FLETCHER D. RICHARDS, INC.
10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400

AAAA—ABP—ANPA—APA
NOAB—PPA

Chairman & Pres. .......... Fletcher D. Richards
Vice-Presidents .......... Eugene I. Harrington, Bradley A. Walker, M. J. Casey, J. S.
M. EVANS RICHMOND ADV. AGENCY
127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOCust 7-16745

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: WAbush 603930

Owner..................... R. C. Riebel

RINGER & ASSOCIATES, INC.
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-813.

AAA—ABP—ANPA—APA—NAAN
President........ Lee Ringer
Art Director........... Russell Furstnow

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner.................. Dan Rivkin


ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—AFA

President........ Elwood J. Robinson
Vice-President..... Melvin A. Jensen
Secretary........ Eola E. Gass
TV Director......... Talbot Johns
Media Dir........ R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc., Los Angeles, Calif.; Western Federal Savings & Loan Assoc., Los Angeles, Calif.; Lincoln Savings & Loan Assoc., Los Angeles, Calif.

TV Accounts: Cinch Products, Inc. (Baking Mixes), Los Angeles, Calif.; Loma Linda Food Co. (Food Products), Arlington, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc., Western Federal Savings & Loan Assoc., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone: RANDolph 6-9760
ABC—ANPA—APA—NOAB—PPA—ABP

President................ J. P. Roche
Treasurer................ D. J. Kelly
Vice-Presidents......... J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, 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-ALLAN ADV. 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........ Irwin Winehouse
ROCKLIN IRVING & ASSOCIATES
32 W. Randolph St., Chicago 1, Ill.
Phone: RANDolph 6-2324
President ....................Irving Rocklin
Continuity Director ..........M. Lovinger
Account Executives ..........Sidney Bernberg,
Ira Segall, Gerald Addis, Mal Grossman
Radio Director ...............Trina Shuchat
TV Director ..................Irving Rocklin
Production ...................Sue Wurtzburg,
Helen Wurtzburg, Barbara Kunin
Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co.
(Insurance); Linoleum City (Floor coverings); Chicago Furniture Mart (Furniture);
Bailey's, Inc. (Clothing); Famous Appliances (Appliances); Balaban Floor Covering
(Floor coverings).
TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth
dealer); Bailey's, Inc. (Clothing); Cole-Finder, Inc. (Mercury dealer);
Roxy Rug & Linoleum Co. (Floor coverings); Picturesome Foods (Foods); Studebaker
Sales of Chicago; Chrysler-Plymouth on Devon.

ROGERS & SMITH ADV. AGENCY
20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB
SAA
President .....................Walter E. Smith
Exec. Vice-Pres..............Ray H. Reynolds
Asst. Treasurer .............Howard N. Smith
Treasurer ....................George C. Huppertz
Secretary ...................Olive A. Kinloch
Vice-Pres. & Copy Chief ...Robert L. Headen
Radio Director ..............Lawrence E. DuPont

Branch Offices
Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.............R. E. Brooks
1004 Baltimore Ave., Kansas City 6, Mo.
Exec. V.P. & Mgr...............B. G. Wasser

Radio Accounts: Butterfield Canneries
(Canned Fruits and Vegetables), Muncie,
Ind.; Little Crow Milling Co. (Coco Wheats
Cereal), Warsaw, Ind.

TV Accounts: T. W. Burleson & Son
(Honey), Waxahachie, Texas; 1st Nat'l Bank
in Dallas, Dallas, Texas; Butterfield Canneries
(Canned Fruits and Vegetables), Muncie,
Ind.; Little Crow Milling Co. (Coco Wheats
Cereal), Warsaw, Ind.; S. E. Mighton Co.
(Doggie Dinner Dog Food), Bedford, Ohio.

ROIZEN & RICH, INC.
291 Delaware Ave., Buffalo 2, N. Y.
Phone: MADison 3915
AAA—ABP—ABC—APA
President ....................Manus Roizen
Vice-President ..............Arthur H. Rich

Radio Accounts: 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.; Sattler's
Inc. (Department Store), Buffalo, N. Y.;
Vigorettes, Inc. (Vitamin Capsule), Buffalo,
N. Y.; Reddy Pharmaco Co. (Cough Syrup),
Buffalo, N. Y.; Rich Products Corp. (Dessert
Topping Mfr.).

TV Accounts: Rich Ice Cream Co. (Ice
Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc.
(Department Store), Buffalo, N. Y.; Vigorettes,
Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy
Pharmaco Co. (Cough Syrup), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.
1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471
AAAA—ABC—ANPA
President .....................Russell C. Ronalds
Vice-President ..............F. deB. Walker
Treasurer ...................Angus Ahern
Radio Director .............Frank Starr
Asst. to Radio Director ...H. Williamson
108 Peter St., Toronto, Can.
Vice-President ............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.,
Toronto; McColl-Frontenac Oil Co. Ltd.,
Boots Pure Drug Company (Canada), Ltd.,
(Catarrh Capsules), Canadian Shaler Com-
pany (Rislone Motor Oil), Fueloil & Equip-
ment Co., Ltd. (Timken Oil Burners), Louis
K. Liggett Co., Ltd. (Drug Prescriptions),
Harco Laboratories, Limited (Rybutol), Wm.
R. Warner & Co., Ltd. (Sloan's Liniment).

CHARLES EDSON ROSE CO.
6570 Sheridan Rd., Chicago 26, Ill.
Phone: HOLLycourt 5-8000
ANPA—PPA—ABP—APA
Owner .......................Charles E. Rose
Art Director ..................Norton Spitzer
Space & Radio Time Buyers.William Perry,
M. B. Cooper

Radio Accounts: Charms & Cain, H. C.
Evans & Co., Winkenweder & Ladd, Inc.,
Elron Co., Lombardo Wine Co.

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
Production Mgr................Joan Burke

Branch Office
3719 Reading Rd., Cincinnati 29, O.
Manager ....................L. C. Brown

Radio Accounts: Bailey Co., Higbee Co.,
Square Relations.
ROSE-MARTIN, INC.
21 West 46th St., New York 36, N. Y.
Phone: JUDson 2-3550
ABP—ANPA—APA
President ...................... Irl W. Rose
Secretary-Treasurer .............. John B. Martin
Media Director ................ G. M. Rundbaken
Production Manager .............. John A. Boule
Comptroller & Off. Mgr. ....... H. J. Carmichael
Account Executives .......... Irl W. Rose 2nd, 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
Radio Accounts: Fur Dressers & Fur Dyers
Asn., The Wenley Co., New York, N. Y.;
Ask Pharmacal Co., Astoria, L. I., N. Y.

A. JAMES ROUSE CO.
521 N. LaCienega Blvd.,
Los Angeles 48, Calif.
Phone: Biltmore 2-5608
ABP—APA
Owner—Radio Dir. .......... A. James Rouse
Art Director ................... John Fish
Radio Accounts: B.F.P. Enterprises
(Tos); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN, INC.
32 E. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600
Chairman of Board .......... David Finn
President .............. Wm. Ruder
General Manager .......... Hyman Wagner
Art Director .................... Jay Genser
Copy Chief .................... Ted Levine
Publicity Director .......... Paul B. Zunker
Radio-TV Director .......... Rene Schenker

CHARLES L. RUMRILL & CO., INC.
339 East Ave., Rochester 4, N. Y.
Phone: BAKER 7900
AAAA—ABP—ANPA—APA
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
Vice-Presidents ............. Roger Pishny,
Howard Neumann, Monty Mann.
Radio-TV Dir. ................ Maury Ferguson
Radio Accounts: Cain's Coffee Co. (Coffee,
Tea, Spices); Local Federal Savings and
Loan; Liberty National Bank & Trust Co.
(Banking); Arkansas City Flour Mills
(Flour), Arkansas City, Kans.; Dulaneys,
Inc. (Appliance Distributors); Simpson Auto
Co. (Ford Dealer); Liberty National Bank
& Trust Co., Okla. City, Okla.; Hirsh-Swan
(Air Conditioning), Oklahoma City, Okla.
TV Accounts: Cain's Coffee Co. (Coffee,
Tea, Spices); Liberty National Bank &
Trust Co. (Banking); Southwestern Bell
Telephone (Telephone Service); Ralston
Purina Co. (Purina Chows), St. Louis, Mo.;
Oklahoma Publishing Co. (Newspapers);
Consolidated Gas (Gas Utility), Oklahoma
City, Okla.; Central Oklahoma Milk Producers
Assn., Oklahoma City, Okla.

RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Board ...... Frederick B. Ryan
President .................. Frederick B. Ryan, Jr.
Exec. V.P. .................. Robert M. Watson
Vice-Pres. & Treas. .......... J. B. Bell
V-P, Dir. of Radio & Tel. .. Thomas G. Slater
Network Rel. & Bus. Mgr. .... Grant Y. Flynn
Dir. of Canadian Radio &
TV Publicity ............ Louis de Milhau
Dir. of New Program &
Talent Development ...... Henry Frankel
Asst. Producer .................... Roly Howe
TV Film Supervisor .......... Robert Rubin
Exec. Prod. TV Film Comm. ... Pud Lane
TV Asst. Producer .......... Gloria Shaffer
Dir. Radio-TV Continuity .. Bernard Lubar
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 Pres. .................. N. E. Heyne
Producer (TV) ......... Edward Simmons
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-Pres. & Manager ...... John L. Magro
505 N. Ervay St., Dallas, Texas
2650 University Ave., St. Paul 4, Minn.
Mgr. .................... James C. Rahders
812 Olive Street, St. Louis 1, Mo.
Senior Vice-Pres. .......... Oscar A. Zahner
Gulf Oil Bldg., Houston 2, Texas
Vice-Pres. & Mgr. .......... T. F. Keady
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
ADVERTISING AGENCIES

1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager..................J. H. Weiser
2 Toronto St., Toronto, Ontario
Manager..........................John Brookman


LEWIS EDWIN RYAN
726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7-7606
AAAA—ABP—ANPA—ABC
Owner......................Lewis Edwin Ryan
General Manager..........J. F. Hardie
Comptroller.............Preston B. Coiner
Radio TV Div...............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-Pres. ..................George B. Pampel
Vice-President.............Ted Gravenson
Treasurer....................Murray Miller
Copy Chief...................Anne Green
Art Director................Arthur Singer
Production Manager.........Bernard Spire
Fashion Promotion Director.Ruth Hammer
Media Director...............M. A. Parmenter
Service Manager.............H. A. Gigante
Radio-TV Dept.
Research Director............Dr. J. S. Pearlson
Public Relations............B. W. Saas
Radio & TV Time Buyer........Rita O’Sullivan
Account Executives..........Jerome G. Hahn,
Ezra Millstein, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Sylvia Sack-heim, Ted Breining, Ted Gravenson
Radio Accounts: The Autolyte Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; Peter Pan Foundations, Inc. (“Merry-Go-Round” Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men’s Jewelry), E. Providence, R. I.; Waltham Watch Co., Waltham, Mass.
TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain): Flex-Let Corp., E. Providence, R. I.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcan Watch Co., New York.

ST. GEORGES & KEYES, INC.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 5-1180
ABP—ANPA—PPA—ABC
President..................Stanley J. Keyes, Jr.
Vice-President.............John L. Fitzgerald
Vice-Pres.-Art Director.....Alfred A. Anthony
Vice-Pres.-Copy Chief.......Ward Seeley
Production Manager.........William Korczak
V.P., Media Dir.............James J. Freeman
Publicity Directors.........S. B. Garretson,
Torrey Stearns
Branch Offices
1004 No. Charles St., Baltimore 18, Md.
Phone: Plaza 2-0809
Manager........................Arthur Booth

Radio Accounts: Davison Chemical Corp., Baltimore, Md.
TV Accounts: Revere Copper and Brass (Revere Ware); Romanoff Caviar Co. (Beef Tea), N. Y. C.

RICHARD SALINGER, ADV.
99 Chauncey St., Boston 11, Mass.
Phone: LI 2-5332
Pres., Copy Chief, Rep. & Radio
Time Buyer....................Richard Salinger
Production Manager..........Thomas Amos
Radio Accounts: Russell Furs, Leiberburger & Asher (Furs), Touraine Stores (Women’s Specialty), Kay Jewelry Co., Boston, Mass.
TV Accounts: Leiberburger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES
30 Howe Ave., Passaic, N. J.
Phone: G6tory 5-3141
ABP
President......................H. Harvey Salow
Art Director..................Orvel Carlson
Copy Chief...................William Levison
Production Dir................Donald Canter
WALKER SAUSSY ADVERTISING
823 Perido St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB
Owner
Walker Saussy
Account Executives
Moise Bloch
Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy Co. (Elmer Candies), Holsum Bakers, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products); Reily & Co., Inc. (Luzianne Coffee & Tea).
TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy (Elmer Candies), Holsum Bakers, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans).

FRANK B. SAWDON, INC.
270 Park Ave., New York 16, N. Y.
Phone: Plaza 5-1324
President
Frank B. Sawdon
Vice-President
Jerry Bess
Secretary
Victor Sawdon
Radio-TV Copy
Yale Schaef er
Radio-TV Prod.
James Hackett
Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826
Office Manager
Tom Mannos
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; 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
President
Julius Scheck
Sey. & Treas.
Morris Scheck
V. P., Radio-TV Dir.
E. Grant Scheck
Prod. Mgr.
Art Dir.
Henry R. Scheck
Copy Chief
E. Bimberg
Space Buyer
Frank M. Craumer
Account Executives

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

SCHENKER COMPANY
2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: A Rmitage 6-1600
Pres., Media Dir., Space Buyer
Sydney R. Raikc
Vice-President
J. E. Schenker
Art Dir.
M. Rickabaugh
Space Buyer
C. D. Domin
Account Executives
S. R. Raikc, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE
1201 W. 4th St., Los Angeles 17, Calif.
Phone: Michigan 2396
ABP—ANPA
Owner
T. D. Scholts
Radio-TV Dir.
Cory Simmons
Art Director
L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.
58 Weybossett St., Providence 3, R. I.
Phone: Gaspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA—ABC
Vice-President
Gordon Schonfarber, Jr.
Vice-President
Russell C. Edwards
Vice-President
John B. Swift
Secretary
Amanda C. J. Olsson
Radio-TV Dir.
R. J. McVicker, Jr.
Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Mal's Baby Shoppe (Toys), Providence & Pawtucket; Paris Fabrics, Providence; Boulevard Florists; Providence Retail Trade Board; Henry Levur (Automobiles). Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladding's, Inc.; Barton's Chrome Center (Retail Appliances), Providence, R. I.; Mal's Baby Shoppe, Pawtucket & Providence; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.

SCHWIMMER & SCOTT, INC.
75 E. Wacker Drive, Chicago 1, Ill.
Phone: D'Earborn 2-1815
AAAA—ABP—ANPA—ABC
Pres. & Treas.
R. J. Scott
Vice-President
C. L. Lilienfeld
Copy Chief
L. Krakover
Time Buyer
E. Vanderploeg
Art. Dir.
A. Thaler
Secretary
H. Heilig
Radio Accounts: Chicago Stadium, Puritan Co. of America, Salerno-Megowan Biscuit Co., Schutter Candy Co., Walgreen Co., Haw-

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
Account Executives...........Harry Page,
P. W. Thomas, J. B. Sebrell
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: Whitehall 3-2133
ANPA—APA—PPA
President ....................Freeman Keys
Exec. Vice President.............George Bayard
Vice-Presidents................A. D. Keys,
Paul Richey, Harry M. Maus, H. B. Gold-
smith, Jr., Fred W. Swanson
Sec.-Treas........................E. V. Owen
Director of Res................James Witherell
Art Director....................Jerry Bryant
Time Buyer ......................Merle Myers
Space Buyer ....................A. H. Bergsten
Radio-TV Director...............R. B. Young
Branch Offices
Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395
V.P. in Chg. ......................Paul Richey
7324 Santa Monica Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-1103
Manager .........................Lionel C. Place
Radio Accounts: Brown & Williamson To-
bacco Corp. (Raleigh Cigarettes, Wings
Cigarettes, Tube Rose Snuff, Bugler Tobacco,
Avalon Cigarettes), Louisville, Ky.; H.
Fendrich Inc. (La Fendrich & Chas. Denby
Gigars, Evansville, Ind.; C. H. Wallerich Co.
(Chrysler & Plymouth Distributors),
Indianapolis, Ind.

ROSCOE W. SEGAR ADV.
2125 N. E. 48th Ave., Portland 13, Ore.
Phone: Trinity 3445
APA
Owner, Mgr....................Dorothy Segar
Sec.-Treas., Radio Dir.............D. D. Segar
Art Director....................D. D. Fitchard
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 6-6368
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
203 Cigali Bldg., New Orleans, La.
Phone: Tu 2251
SNPA—ABP
President .....................Grainville Sewell
Vice-Presidents...............R. V. Caire,
Kenneth Thompson, A. Radlaver
Production Mgr..................E. Franz

SHAFFER, BRENNAN, MARGULIS
ADV. CO.
4 No. Eighth St., St. Louis 1, Mo.
Phone: MAn 2579
ANPA—APA—PPA
Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Partner-Space Buyer............S. I. Rosenfeld

ED SHAPIRO ADVERTISING
1612 Market St., Philadelphia 2, Pa.
Phone: LO 4-2877
ANPA—ABP—PPA
President .....................Edward Shapiro
Vice-Presidents...............H. H. Shapiro,
Leonard Goldsmith, Elinor L. Brown, J.
Rensel
Secretary .....................Martin Sacks
Media Dir......................R. Goddes

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
Vice-Presidents...............David E. Guerrant,
P. L. O. Smith
Media Dir.....................Ann Shaffer
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;
The Quaker Oats Company, Chicago, Ill.;
American Motorists Insurance Co. (Insur-
ance), Chicago, Ill.; Lumbermen's Mutual
Casualty Co., Chicago, Ill.; Dormeyer Corp.
(Electrical Appliances), Chicago, Ill.; Fred
Harvey (Hotels & Restaurants), New Mexico.
TV Accounts: Armour & Company (Dial
Shampoo), Chicago; The Quaker Oats Com-
pany, Minneapolis; American Motorists In-
surance Co., Chicago; Dormeyer Corp.,
Chicago.
J. WILLIAM SHEETS
2013 Fourth Ave, 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, INC.
919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ANPA—APA
NOAB—PPA—ABP
Chairman & Treas.: Arthur Marquette

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

TV Accounts: Craftsmen Insurance Co. (Accident & Health Insurance); New England Provision Co. (Meats); Barcolene Co. (Household Cleaners), Boston, Mass.

SIMON & GWYNN
Commerce Title Bldg., Memphis 3, Tenn.
Phone: 3-2404
SNPA—ANPA—APA—NOAB—ABP
FAAG
Partners: Milton Simon, H. N. Gwynn
Branch Office: 930 Stahlman Bldg., Nashville, Tenn.
Phone: 3-8909
Chief Exec.: G. K. Leckie

SIMONS-MICHELSON CO.
1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA—ABP
Partners: Leonard N. Simons
Lawrence J. M. Michelson
Prod. Mgr.: Arthur H. Copeland
Space Buyer: C. Allison Belcher
Art Director: Al Sielaff
Radio Accounts: Cunningham’s Drug Stores (Drug, etc.), Keopplinger Bakery

(Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor’s Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson’s Inc. (Jewelry); People’s Outfitting Co. (Dept. Store); Detroit Free Press; Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.

TV Accounts: Cunningham’s Drug Stores (Drugs, etc.); Dossins Food Products (Pepsi-Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People’s Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor’s Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Detroit Free Press; General Electric Supply Co. (Appliances); Gerson’s Jewelers, Inc.; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.

R. C. SMITH & SON, LTD.
80 King St., W., Toronto, Ont.
Phone: Empire 4-9396

President: Adam F. Smith
Secretary: W. P. Smith
Treasurer: M. M. Marugg
Space Buyer: M. E. Lloyd
Managing Director: R. C. Fitzpatrick
Account Executive: G. A. Phare

W. J. SMITH CO.
Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.: W. J. Smith
Vice-Pres. & Secy.: G. B. Smith
Media Dir. & Copy Chief: H. D. Peltier
Radio Dir.: I. M. Diebold
Account Executives: R. L. Davis,
P. M. Shaughnessy, H. D. Peltier, W. J.
Smith

SMITH, TAYLOR & JENKINS, INC.
223 Fourth Ave., Pittsburgh 22, Pa.
Phone: Atlantic 1-9312

ABP—ANPA—APA—PPA—FAAG

President: Ronald P. Taylor
Chairman of the Board: Robert M. Jenkins
Television Dir.: Thomas J. MacWilliams
Radio Director: Les Sterne
Production Assistants: Tom Cadden, Dick Pearson

SON DE REGGER ADV. AGENCY
1020 Locust St., Des Moines, Ia.
Phone: 3-3185

APNA—APA—ABP—FAAG

President, Space Buyer, Radio Time & Acct. Exec.: Les Son De Regger
SECRETARY ............ A. H. Son De Regger
Art Dir. ................ D. B. Neal
Prod. Mgr. .............. Joseph Daniels
Radio Accounts: National Soap & Refining
Co., Grocers Wholesale Co.

SORENSEN & CO.
430 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB—APA
President.................... Roy A. Sorenson
Art Dir. .................... W. D. MacCourt
Space Buyer............. Dorothy Samer
Radio Accounts: Bowey's, Inc., J. P. Harding

C. JERRY SPAULDING, INC.
201 Commercial St., Worcester 8, Mass.
Phone: 3-4789
Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding

SECRETARY ................ H. H. Hartwell
Art Director............ Harvey Ball
Prod. Mgr. ............. Charles Rice
Acct. Execs. .......... Robert F. Hayward,
Robert B. Hanna
Radio Accounts: Coronado Hotel, People's
Savings Bank, Mechanics Savings Bank,
Worcester Brewing, Hadley Oil Service,

RAYMOND SPECTOR COMPANY,
INC.
445 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-4407
ABP—ANPA—APA—PPA
President ..................... Raymond Spector
Client Service .......... Bert Schwartz
Art Director .......... Irving Trabich
Copy Chief ............ Ishmael McCullough
Production Manager .... Richard Scott
Dir. of Pub. Rel. ...... Millie T. Trager
Research Director .... Cal Morris
Radio-TV Director ...... Don Blauhut
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
ABP—ANPA
Owner, Acct. Exec. .... William Spitz
Art Director .......... Wayne J. Lewis
Copy Chief ............ Janet R. Lyman
Production Mgr. .... Peter Williams
Space & Time Buyer .... Maxine Constable
Radio-TV Director ...... Ed Herr
Radio Accounts: Community Home Improvement
Co. (food-freezer plan, roofing,
siding), Syracuse; Empire Card Company
(greeting cards), Elmira; Fair City Savings
& Loan Assn., Syracuse; Grange Silo Co.,
Inc., Red Creek; 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); Baldwin-Hall
Co., Inc. (Appliances), Syracuse; Henry
Frank Leather Co. (Leather Goods), Syracuse.

TV Accounts: Community Home Improvement
Co. (food-freezer plan, siding), Syracuse;
Onondaga Supply Co., Inc. (appliances), Syracuse;
Spectro-Genessee 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; Outdoor
Store (Sporting Goods), Syracuse; University
College of Syracuse Univ. (Adult Educa-
tion), Syracuse; Syracuse Card Co. (Greeting
Cards), Syracuse; Wilson's Leading Jewelers
(Jewelers), Syracuse; Empire Card Co. (Greeting
Cards), Elmira, N. Y.

SPITZER & MILLS LIMITED
50 King Street W., Toronto 1, Can.
Phone: Empire 6-2811
President ..................... G. F. Mills
Exec. Vice-Pres............. J. W. Spitzer
Gen. Mgr. & Sec-Treas....... W. H. Reid
TV Director ................ T. R. Hart
Account Executives ................. J. R. Charles,
F. J. Collins, W. G. Wallace, P. R. L.
Charles, L. F. McCartney, G. M. MacDonald,
R. W. Saunders, G. F. Mills, W. H.
Reid, W. F. Nugent
Branch Office
3405 Addington Ave., Montreal, Quebec
Phone: WA 0344
Vice-Pres.................... V. L. Hanna
Acct. Exec................ D. McCormon
Radio Director ............. P. E. Corbel

BARTON A. STEBBINS ADVTG.
1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821
Owner ....................... Barton A. Stebbins
Acct. Execs............. A. W. Gudelman, Nat Jeffras
Time Buyer ............... A. W. Gudelman
Program Director ........ E. C. Bloodworth
Radio Accounts: Brewster's Food Supply-
ment, Los Angeles; Certified Grocers of
Calif. (Perfect Host & Guest coffees), Los
Angeles; Signal Oil Company (gasoline),
Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los
Angeles; Knox Co. (Mendco & Cystex), Los
Angeles.

TV Accounts: Certified Grocers of Calif.
(Perfect Host & Guest coffees), Los Angeles;
Signal Oil Company (gasoline), Los Angeles.

STERLING ADV. AGENCY, INC.
535 5th Ave., New York 17, N. Y.
Phone: MURray Hill 7-3400
ANPA—PPA

220
Chairman of Board..................S. M. Broun
President.........................Joseph S. Edelman
Secretary, Space Buyer...........William Forray
Treasurer .......................Herbert Goldsmith
General Mgr.......................Arthur Booth
Radio-TV Director ...............Myron L. Broun

FRED D. STEVENS CO.
14 Devereaux St., Utica 2, N. Y.
Phone: 5-0359
Owner..............................Fred D. Stevens

STOCKTON, WEST, BURKHART.
INC.
1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03
AAAA—ABC—ABP—ANPA
Pres. & Treas........ William Z. Burkhart
VP, Sec. & Copy Chief............Randal 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...............Gary Lee
Asst. Dir. TV Productions ......Dick Sontag
TV & Radio Time Buyer...........James Gray
Branch Office
501 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 6-8077
Manager............................Frank Flagg
Radio Accounts: Hudepohl Brewing Co.
(Ohio Hudepohl Beer & Chevy Ale), Cincinnati, Ohio;
Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio;
Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio;
Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio;
Gibson Wine Co. (Golden Pheasant Wines),
Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp.
(Ohio Red Cross Shoes & Coobies), Cincinnati, Ohio,
TV Adcents: United States Shoe Corp.
(Ohio Red Cross Shoes), Cincinnati, Ohio;
Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale),
Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio;
Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio;
Central Trust Co. (Banking Institution), Cincinnati, Ohio;
Ohio Mosler Safe Company (Safes & Chests), Hamilton, Ohio;
Gibson Wine Company (Golden Pheasant Wines, Champagne),
Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; Fulham Fish Co. (Four
Fisherman frozen fish), Boston, Mass.; Chunking Sales Co., Inc. (Chinese Foods), Duluth,
Minn.; Northland Foods, Inc. (Wilderness Pie Fillings), Duluth 2, Minn.

STORM ADVERTISING COMPANY
72 East Ave., Rochester, N. Y.
Phone: Baker 9140, 9149
Pres., Treas.......................Morry Storm
V.P., Radio & TV Dir. &
Acct. Ex.........................Jean Schantz
Prod. Mgr.......................Norman Ludlow, Jr.
Asst. Radio & TV Dir.............Marian Simpson
Office Mgr......................Thelma Prinzivalli

Radio and TV Accounts: Harry Forman Cl.
Company (men’s clothing), Rochester; Gioia
Mararoni Company (manufacturers of maca-
roni products), Buffalo; Vaisy-Bristol Shoe
Company, Inc. (manufacturer of children’s
shoes), Rochester; Wolk Brothers (automob-
iles), Rochester; Westinghouse Electric
Supply Co. (appliances), Rochester, Syra-
cuse; Destins Publishing Company, N. Y. C.;
Alhart’s Electric Company (appliances),
Rochester; Cramer Drug Company (drugs),
Rochester; People’s Outfitting Co. (furni-
ture & appliances), Rochester; Baker’s Jump-
ing Jack Bootery (Shoes), Rochester-Elmira-
Geneva, N. Y.; Morey Carr Sporting Goods,
Rochester, N. Y.; A. Lustig Inc. (Food Pro-
cessor), Brockport, N. Y.; Rudolph’s Jewels,
Rochester; Seneca Stores (Appliances),
Rochester; M. E. Silver Corp. (Motorola
Distributor), Rochester; Snyder’s Seat Covers,
Rochester; Stanley Optical Co., Roches-
ter; Style House (Rugs), Rochester; Croton
Watch Co., New York, N. Y.

STORM & KLEIN, INC.
331 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 7-4460
ANPA—PPA
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President, Secretary................Allston E. Storm
Executive Vice-Pres., Treas........Edward Klein
V.Pres. & Research Dir...........Harry Chapperson
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).

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16, Mass.
Phone: Hancock 6-7644
AAAA—ABP—ANPA—APA—NBP—PPA
President........................Daniel F. Sullivan
Sales Dir..........................Robert N. Sullivan
Treas.........................William H. Sullivan

Radio Accounts: Revere Racing Assn.
(Greyhound Racing), Revere; R. S. Robic,
Inc. (U-Dryvit Auto Rental), Cambridge,
Mass.; F. H. Snow Canning Co. (Snow’s
Clam Chowder, Snow’s Fish Chowder,
Snow’s Lob-ter Newburgh), Pine Point, Me.;
Hickory Secretarial School, Boston.

SULLIVAN, STAUFFER, COLWELL
& BAYLES, INC.
437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA
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Vice-Pres.......................Donald D. Stauffer
Vice-Pres........................Robert T. Colwell
Vice-Pres........................S. Hagan Bayles
Vice-Pres, Sect..................John P. Cohane
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Controller M. Herbert King
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Radio-TV Bus. Mgr. Frank Reed

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 2119
Vice-Pres. Jack Van Nostrand

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515 Madison Ave., New York 22, N. Y. Phone: Eldorado 5-4404
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TRACY-KENT & CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas Phone: Sterling 4741

Branch Office
711 Main St., Houston, Texas Phone: CH 5467
Vice-President Clay W. Stephenson, Jr.

Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird’s Bakeries, Dallas, Ft. Worth; Ireland Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mills & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Ben E. Keith Company (Beer), Dallas; Reserve Life Insurance Co., Dallas, Texas.

TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird’s Bakeries, Dallas, Ft. Worth; Ireland Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Skillerns Departmental Drug Stores, Dallas; Haggar Co. (men’s slacks), Dallas; Adleta Company.
Dallas; Ben E. Keith Company (Beer), Dallas; Reserve Life Insurance Co., Dallas.

VICTOR VAN DER LINDE CO.
683 Fifth Ave., New York 22, N.Y.
Phone: ELdorado 5-5185
Partners: Victor van der Linde, Charlotte Rains
General Manager: Agnes Kingsley
Copy Chief: William T. Malone
Radio Accounts: W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N.Y.; Dolcin Corporation (Dolcin), New York, N.Y.; Kedrin Pharmaceuticals, Inc. (Pharmaceuticals), New York, N.Y.; C. F. Mattlage Sales Co. (Foods), New York, N.Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N.Y.; Whitehall Pharmaceutical Co. (Guards Cold Tablets), New York, N.Y.
TV Accounts: Dolcin Corporation (Dolcin), New York, N.Y.; C. F. Mattlage Sales Co. (Foods), New York, N.Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N.Y.; W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N.Y.

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Committee: Lawrence W. Davidson
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Research Director: Gordon Norberg
Art Director: J. B. Hoopes
Production Manager: Edw. A. Beane
Business Manager: L. J. Franel
Radio Media Director: Louis J. Nelson
Space-Radio-TV Time
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Director of Radio: Jack Farnell
Director of Television: Booth Luck

Branch Office
Phone: Hillside 7457
Manager: Robt. E. Dwyer
Radio-TV Director: Forrest F. Owen
Media & Research Dir.: Snowden Hunt
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabein, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Colonial Dames (Cosmetics); Aircloop Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles, Calif.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabein, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago; Wait-Cabill Co. (Cough Syrup), Decatur, Ill.

HUGO WAGENSEIL & ASSOCIATES
Talbot Blvd., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—AFA
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Secy-Treas.: G. Wagenseil
Consumer Dir.: W. L. Guisewite
Acct. Executive: W. H. Ford
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Radio & TV Director: R. B. Stevens
Asst. Radio-TV Dir.: W. E. Burge
Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Colonial Biscuit (crackers), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Galen Laboratories, Inc. (medications), Pittsburgh; Niagara Manufacturing & Distributing Co. (mechanical massage pulsator), Adamsville, Pa. & Buffalo, N.Y.

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TV Director: S. P. Jackson
Asst. to Director: William W. Solow
Mgr. TV Commercials: Conrad Mikorenda
TV Program Dir.: Edward O'Brien
Copy Chief: Enid Berger
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.; Ritz Thrift Shop; Colonial Motors; Book Find Club; Dale Dance Studio; Bonded Motor Mart; Relaxacizor Sales Co.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; North American Van Lines; Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Colony Motors; Stevens & Thompson Paper Co.; Wing & Fin; Chin-chilla Industries, Inc.

WARWICK & LEGLER, INC.
230 Park Ave., New York 17, N. Y.
Phone: MURray Hill 4-5800
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NOAB—PPA

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Deerson, C. E. Staudinger, Harry A. Berk,
Thomas H. Shanley, Barrett Brady, Tevis
Huhn. Douglas J. Murphy
Radio & TV Director ...... William P. Warwick
Asst. Radio-TV Dir. ...... Robert Steen, Joe Gratz

Branch Office
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Vice Pres. .................. C. E. Staudinger
TV & Radio Dir. ............. Cecil Underwood


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Vice-President .............. Lewis G. Kay
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Media Director .......... Harry Anderson

Television Director ............ Alvin Roth
Account Executives ........ G. S. Wasser, L. G. Kay,
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Secretary ................... Don Mitchell
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Don Dyer
Radio-TV Director ........... Don S. Mitchell

Branch Offices
Fidelity Union Life Bldg., 1511 Bryan, Dallas, Tex.

Manager .................... Burke Gilliam

Radio Accounts: Okla. Tire & Supply Co., Tulsa; Mid-West Chevrolet, Tulsa; 1st National Bank, Tulsa; Watt Plumbing, Tulsa; Commercial Nat'l Bank, Muskogee; 7-Up Distributors, Tulsa; El Winco, Distributors, Tulsa; Pepsi Cola Distributors, Tulsa; Chili Bowl Seasoning, Tulsa; Palace Office Supply, Tulsa; Brookside Bank, Tulsa; United Fed. Sav. & Loan, Tulsa; Bell Oil & Gas Co., Tulsa; Ozark Nurseries, Tablequah, Okla.; Patterson Roses, Dallas, Tex.

TV Accounts: Oklahoma Tire & Supply Co.; Standard Electric Supply Co., Tulsa; 1st National Bank; Chili Bowl Seasoning; Mid-West Chevrolet.

WEAVER-GARDNER, INC.
405 Oppenheim Bldg., Saint Paul 1, Minn.
Phone: GA 4715

AAA—ABP—APA

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Secretary .................... Blanche G. Anderson
Vice-President ................ D. F. Gardner
Auditor .................... A. J. Bergevin

Radio Accounts: Fairway Foods, St. Paul; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis; Gopher State Oil Co., Minneapolis.

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V.P., Treas. ................John Davenport Scheuer
Vice-Pres., Chg. TV........Harry Tremer
Business Manager...........Les Blumenthal
Chief Time Buyer...........Joan Stark
Radio Accounts: Kaiser-Willys Sales Division of Willys Motors, Inc.; Blatz Brewing Co.


WEISS & GELLER NEW YORK, INC.
400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
ANPA—PPA—APA—NOAB
President..................Max A. Geller
Copy Chief...............Harold Wengler
Art Director.............Arthur Gordon
Production Manager.......Sally Green
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 (Wholesale Foods), Perth Amboy, N. J.

E. TAYLOR WERTHEIM
299 Madison Avenue, New York 17, N. Y.
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Art Director...............Walter Kolligs
Space Buyer...............Carman Sheehy

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Exec. Vice Pres............Kenneth J. Slee
Vice-President............Paul V. Wickman
Chief Timebuyer...........Claire Koren
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Executive in Chg............Harold L. Maddux


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1st Vice Pres...............Wm. R. Farrell
Secretary-Treasurer.......William A. Dunn
Mgr. Radio-TV............Robert C. Alexander

Branch Offices
444 Madison Ave., New York 22, N. Y.
Vice-President...........R. K. Strassman

Radio Accounts: Campbell Soup Co., Adam Scheidt Brewing Co. (Valle Forge Beer, Rams Head Ale); Bev-Rich Carbonated Dranks.

TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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Sr. Vice-Pres...............C. A. Brandon
Vice-President............W. L. Sanborn
V.P., Radio-TV Dir........V. L. Morelock
Asst. Radio-TV Dir........Rosalie A. Pietuch

Radio Accounts: Deep Rock Oil Corp., Tulsa, Okla.; Miller Chemical Co., St. Louis, Mo.; Dorothy Perkins (Cosmetics), St. Louis, Mo.; Katy Railroad, St. Louis, Mo.; American Packing Co.; St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling Co., Chester, Ill.

TV Account: Deep Rock Oil Company.

FRANK WRIGHT NATIONAL CORP.
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Treasurer................Sylvia Wright
Vice-President............Perry O. Hatlen
Production Director.......Trudy T. Shebs
Account Executive.........Marjorie Moore

Branch Offices
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Phone HO 2-7111

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Brd................................ Louis N. Brockway
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Sect.-Treas.,.............. Harry H. Enders
Asst. Treas., Spsvr.
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V.P., Copy Director......... H. S. Ward
V.P., Mgr. Copy Dept.... John B. Rosebrook
V.P., Dir. Int’l. Div. ......... Lorimer B. Sloem
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V.P., Co-Chmn. Plans Brd.,
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V.P., Merchandising Dir....... Samuel Cherr
V.P., Dir. Pub. Rel. .......... Ken R. Dyke
V.P., Dir. Research........... Dr. Peter Langhoff
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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.
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Oil Corp.; Procter & Gamble Co.; American
Home Foods, Inc.; Metropolitan Life
Insurance Co.; Bristol-Myers Co.; Sanforized
Div. of Cluett, Peabody & Co., Inc.; Borden
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Hunt Foods, Inc.; International Harvester
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Singer Sewing Machine Co.; Time, Inc.;
Zenith Radio Corp.; P. Lorillard Co.;
Cudahy Packing Co.; American Bakeries
Co.; Drake Bakeries, Inc.; Johnson & John-
son; Northern Paper Mills; Personal Pro-
ducts Corp.; Petri Wine Co.; Simmons Co.
TV Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; Duffy-Mott Co., Inc.; Proc-
ter & Gamble Co.; General Electric Co.;
General Cigar Co., Inc.; Singer Sewing Ma-
ine 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.; American Home Foods, Inc.; Interna-
tional Silver Co.; Sanforized Div. of Cluett,
Peabody & Co., Inc.; Drackett Co.; Elgin
National Watch Co.; Hunt Foods, Inc.; Rem-
ington-Rand, Inc.; American Bakeries;
Cudahy Packing Co.; Drake Bakeries, Inc.;
Max Factor & Co.; Time, Inc.; Petri Wine
Co.; Permacel Tape Corp.; Northern Paper
Mills; Mission Bell Wineries; International
Harvester Co.

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Acct. Executive............. M. John Yount
Production Mgr........ George R. Rinderle
Secretary........... Luella Drenning
Art Director........... Russell Adam
Radio-TV Accounts: The Erie Brewing
Company (Beer), Erie, Pa.; Sterling Milk,
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235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-3877
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Phone: Webh 3-9583
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41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7545
Executive-in-charge ..........Charles C. Coleman
1915 Elm St., Dallas 1, Texas
Phone: Sterling 1558
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5225 Wilshire Blvd., Los Angeles 46, Cal.
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Account Executive ..........Larry Hall
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084

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Phone: Richmond 6184
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Asst. Mgr. ..........Mildred Biddick
Office Mgr. ..........Josephine Corbet
Traveling Rep. ..........Burt Zoul

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Phone: DOuglas 2-3188
Mgr. ..........B. James Richards
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Phone: Hollywood 7-6103
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Mgr. ..........J. Chris Hetherington
324 Book Bldg., Detroit 26, Mich.
Phone: Woodward 1-6030
Mgr. ..........Charles Fritz
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17 East 42nd Street
MUrray Hill 2-0810
THE BOLLING COMPANY, INC.
480 Lexington Ave., New York 17, N. Y.
Phone: Plaza 9-8150
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Vice-President..............E. Schuyler Ensell
Treasurer.................Robert H. Bolling
Secretary...............E. A. Pancoast, Jr.
Vice-President (TV)........G. Richard Swift

Branch Offices
435 N. Michigan Ave., Chicago 1, Ill.
Phone: WH 3-2040
Executive-in-Charge........John D. Stebbins
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-8158
Executive-in-Charge........George Bolling III
5 Third St., San Francisco, Calif.
Phone: GA 1-6740
Executive-in-Charge........John T. Coy
30 Boylston St., Boston 16, Mass.
Executive-in-Charge........Richard Koenig
Phone: HU 2-0346

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419 Boylston St., Boston, Mass.
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Pres.-Treas....................Louis J. Borgatti

THE BRANHAM COMPANY
230 Park Ave., New York 17, N. Y.
Phone: MURray Hill 6-1860
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1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: Riverside 4984
Executive-in-Charge.........J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
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Executive-in-Charge.........H. L. Ralls
Title Guaranty Bldg., St. Louis 1, Mo.
Phone: Chestnut 6192
Executive-in-Charge.........J. E. Nicholson
703 Market St., San Francisco 3, Calif.
Phone: YUKon 2-1582
Executive-in-Charge.........Walter Patzlaff
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1551
Executive-in-Charge.........Norman Noyes
2001 Liberty Life Bldg., Charlotte 2, N. C.
Charlotte 2, N. C.
Phone: 2-8839
Executive-in-Charge.........B. C. Finch
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344
Executive-in-Charge.........Sidney L. Nichols

BULMER & JOHNSON, INC.
WCCO Bldg., Minneapolis 2, Minn.
Phone: Lincoln 7017

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19 W. 44th St., New York 36, N. Y.
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Vice Pres.-Eastern Mgr........C. Stanley Bailey
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Phone: Central 6-5936
Pres.-Treasurer...............John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr........................Harlan G. Oakes
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 6-5819

CAPPER PUBLICATIONS, INC.
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Phone: 3-2377
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Phone: LE 2-1250
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333 No. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5977
Executive-in-Charge..........Barney Clark
300 Wiltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge........Joseph H. Story, Jr.
609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6774
Manager......................Andrew M. Gent
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
Executive-in-charge..........Fred Jameson
1151 South Broadway, Los Angeles 15, Calif.
(Walter Biddick Company)
Executive-in-charge..........Guy Biddick

CBS RADIO SPOT SALES
485 Madison Ave., New York 22, N. Y.
Phone: Plaza 1-2345
General Sales Mgr............Henry R. Flynn
Eastern Sales Mgr............Milton F. Allison
Mgr. Sales Development.....H. A. Carlberg
Research Mgr................Richard Hess
Promotion Mgr................Sherrill Taylor

Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Western Sales Mgr...........Gordon Hayes
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
Manager......................Buck Hurs
THOMAS F. CLARK COMPANY, INC.
1 East 54th St., New York 22, N. Y.
Phone: EL dorado 5-5666
Pres. & Mgr...........Thomas F. Clark
Asst. Mgr............Madeline E. Miklos

Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager..................Paul Elsberry
3049 E. Grand Blvd., Detroit, Mich.
Phone: Trinity 1-8991
Manager..................Paul Pequignot
992 William-Oliver Bldg., Atlanta, Ga.
Phone: Lamar 7086
Manager..................Harry Cannon

COLLEGE RADIO CORP.
545 Fifth Avenue, New York 17, N. Y.
Phone: MURray Hill 7-6865
President...........Edwards R. Hopple
Treasurer...........Robert R. Vance, Jr.
Vice-President........Charles Stetson
(National representatives for campus radio stations throughout the country.)

CONTINENTAL RADIO SALES
Phone: LOMBard 5-0982
Manager..................R. Butche

DONALD COOKE INC.
331 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 2-7270
Pres. & Manager...........Donald Cooke

Branch Offices
1072 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge......Charles J. Sheppard
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge........Fred R. Jones
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2922
Executive-in-Charge........Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2596
Executive-in-Charge........William A. Ayers

HARRY E. CUMMINGS
1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5770
Owner..................Harry E. Cummings

DORA-CLAYTON AGENCY, INC.
Phone: Alpine 7841
Operators...........Dora C. Cosse, Clayton J. Cosse
DEVNEY & CO.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-5365
President: E. J. Devney
Branch Office
64 East Lake St., Chicago, Ill.
Phone: FR 2-0016
Manager: Hal Holman

EVERETT-McKINNEY, INC.
40 E. 49 St., New York 17, N. Y.
Phone: P.Laza 9-3474
President: Max M. Everett
Secretary: M. Jane Callahan
Sales Mgr.: Powell H. Ensign
V. P. & Western Sls. Mgr.: Robert Mandeville
Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052
Executive-in-Charge: R. Mandeville
111 LaCienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2023
Exec.-in-Charge: Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Exec-in-Charge: William A. Ayres

FORIOE & COMPANY, INC.
29 W. 57th St., New York 19, N. Y.
Phone: PLaza 5-8501
President: Joseph Bloom
Vice-President: Zang Golobe
Gen. Mgr.: Joseph Ruggiero
Research Director: Billie Judels
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-1874
Manager: Tom Sinquina
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329
Manager: Lawrence Krasner
593 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager: Zonabelle Samson
502 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7844
Co-Manager: Clayton Cossé
Co-Manager: Mrs. Dora Cossé

FREE & PETERS, INC.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2700
President: H. Preston Peters
Exec. V.P.: Russell Woodward
Vice-Pres.-TV: Lloyd Griffin
Radio Department
V.P., Eastern Sls. Mgr.: Jones Scovorn
New Advertisers: Wm. Morrison
TV Department
Eastern Sales Manager: John W. Brooke
Promotion Mgr.: Lorin S. Myers

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 7-4388
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 9-1574
612 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-8177

MELCHOR GUZMAN COMPANY, INC.
45 Rockefeller Plaza, New York 20, N. Y.
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President: Melchor Guzman
Radio Executives: A. Malecki, J. Moran, G. Ortiz
Stations Represented in—Bolivia, Brazil, Chile, Columbia, El Salvador, Honduras, Mexico, Nicaragua, Peru, Puerto Rico, Uruguay, and Venezuela.
H-R REPRESENTATIVES, INC.
330 Madison Ave., New York 17, N. Y.
Phone: Oxford 7-3120

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Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431
Vice-President .................. Dwight S. Reed
155 Montgomery St., San Francisco, Calif.
Phone: YUkon 2-3701

General Manager .................... James Alsbaugh
Equitable Bldg., Hollywood, Calif.
Phone: Hollywood 7-1480

V.P.-Gen. Mgr. ..................... Harold Lindley

HARRINGTON, RIGHTER & PARSONS, INC.
347 Madison Ave., New York 17, N. Y.
Phone: LE 2-1741

TV Department
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Vice President .................. Volney Righter
Vice Pres. ....................... James O. Parsons, Jr.
Acct. Executive .................. John F. Dickinson
Acct. Executive .................. Burton Adams
Acct. Executive .................. Maurice Rashbaum, Jr.
Account Executive .................. Norman Walt

Branch Office
Tribune Tower, Chicago, Ill.
Phone: Whitchall 4-0874
Executive-in-charge ............ Carroll R. Layman
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125

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HEADLEY-REED COMPANY
420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 5-8701

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Secy.-Treas. ....................... Frank W. Miller, Jr.

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
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, Cal.
Executive-in-charge .............. Clark N. Barnes
Executive-in-charge ................ Robert S. Dome
Lee Circle Bldg., New Orleans, La.
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GEORGE P. HOLLINGBERY CO.
307 N. Michigan Ave., Chicago 10, Ill.
Phone: DEarborn 2-6060

President ....................... George P. Hollingbery
Branch Offices
500 Fifth Ave., New York 18, N. Y.
Phone: BRYant 9-3960

Executive-in-charge .............. John J. Peterson
411 W. 5th St., Los Angeles 13, Calif.
Phone: Madison 6-1531

Executive-in-charge .............. Harry H. Wise, Jr.
625 Market St., San Francisco 4, Calif.
Phone: Douglas 2-7192

Executive-in-charge .............. George E. Lindman
233 Peachtree St., Atlanta 3, Ga.
Phone: Lamar 5710

Executive-in-charge .............. Richard N. Hunter

HAL HOLMAN COMPANY
64 East Lake St., Chicago 1, Ill.
Phone: F'Franklin 2-0016

Owner ...................... Hal Holman
Branch Offices
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-5363

Executive-in-charge .............. Ed Devney
6301 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd. 9-5408

Manager ..................... Tracy Moore
116 New Montgomery St.,
San Francisco 5, Calif.
Phone: Exbrk 2-8033

Manager ..................... Tracy Moore

INDIE SALES, INC.
60 East 42nd St., New York 17, N. Y.
Phone: Murray Hill 2-4813

President ....................... Jack Koste
Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 5096

5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: York 8812

15 Harrist St., San Francisco 3, Calif.
Phone: UNderhill 3-6480

Phone: WOodward 2-7298

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Phone: Murray Hill 2-0884

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Vice-President .................... Jose Oviedo
Secretary ....................... Frank Navarro

INTERSTATE UNITED NEWSPAPERS
—RADIO DIVISION
545 Fifth Ave., New York, N. Y.
Phone: Murray Hill 2-5452

Mgr. Radio Div. .................. J. Wootton
Branch Offices
25 East Jackson Blvd., Chicago, Ill.
Phone: WEBster 9-7260

Manager .................... L. J. Pollard
THE KATZ AGENCY, INC.
488 Madison Ave., New York 22, N. Y.
*Phone: PLaza 9-4460*
President ......................... Eugene Katz
V.P., Dir. of Sales Policy... George W. Brett
Treasurer ......................... Morris J. Beck
Sales Manager ................... Morris S. Kelner
Director of TV ................... Edward Codel
Sales Mgr. (TV) ................. Scott Donahue

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Penobscot Bldg., Detroit, Mich.
*Phone: Woodward 3-8420*
Manager ......................... R. Bateman
Bryant Bldg., Kansas City 6, Kans.
*Phone: Victor 7955*
Manager ......................... T. J. Flanagan, Jr.
22 Marietta St., Atlanta 3, Ga.
*Phone: Alpine 1637*
Manager ......................... Keith Byerly
2006 Bryan St., Dallas 1, Texas
*Phone: Riverside 4036*
Manager ......................... D. Rutledge
Russ Bldg., San Francisco 4, Calif.
*Phone: Sutter 1-7434*
Manager ......................... Stanley J. Ruelman
530 W. Sixth St., Los Angeles 14, Calif.
*Phone: Tucker 8167*
Manager ......................... Richard Hasbrook

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414 Alderway Bldg., Portland 5, Ore.
*Phone: Beacon 4107*
Manager ......................... Don P. Motter

Branch Office
Second and Pine Bldg., Seattle, Wash.
*Phone: Elliot 6520*
Manager ......................... Jack Ellison

THE KENNEDY CO.
*Phone: Rittenhouse 6-8546*

KETTELL-CARter
200 Berkeley St., Boston 16, Mass.
*Phone: Liberty 2-5799*
Partner ......................... Elmer Kettell
Partner ......................... Marjorie Carter

A. LEWIS KING
551 Fifth Ave., New York 17, N. Y.
*Phone: MUrray Hill 2-8276*
Proprietor ....................... A. Lewis King

JOSEPH HERSHEY McGillvra, INC.
366 Madison Ave., New York 17, N. Y.
*Phone: MUrray Hill 2-8755*
President ....................... Joseph H. McGillvra

Branch Offices
185 N. Wabash Ave., Chicago 1, Ill.
*Phone: State 2-5282*
V.P. & Manager .................. Judd Sparling
111 N. La Gienza Blvd., Beverly Hills, Calif.
*Phone: Bradshaw 2-4727*
Manager ......................... Lee F. O'Connell
233 Sansome St., San Francisco 4, Calif.
*Phone: Yukon 6-2981*
Manager ......................... William A. Ayres

ROBERT MEEKER ASSOCIATES INC.
521 Fifth Ave., New York 17, N. Y.
*Phone: MMurray Hill 2-3170*
President ....................... Robert D. C. Meeker
Eastern Manager ................ Louis J. F. Moore
Account Exec ..................... Edgar B. Filion
Account Exec ..................... Byron Goodell

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333 N. Michigan Ave., Chicago 1, Ill.
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8 West King St., Lancaster, Pa.
*Phone: Lan. 5251*
Manager ......................... Dick Sheetz
6381 Hollywood Blvd., Los Angeles 28, Calif.
*Phone: HO 9-5408*
West Coast Manager ........... Tracy Moore
339 Russ Building, San Francisco, Calif.
*Phone: Yukon 6-4940*
Manager ......................... Don Pontius

CLYDE MELVILLE CO.
402 Melba Bldg., Dallas, Tex.
*Phone: Sterling 1558*
Owner ......................... Clyde Melville

NATIONAL BROADCAST SALES
222 Simeone St., Toronto, Ontario
*Phone: EMpire 6-3718*
General Manager ............... R. A. Leslie
Commercial Manager ........... W. C. Tierney

Branch Office
1396 St. Catherine St., W., Montreal
*Phone: UNiversity 6-1538*
Manager ......................... E. F. Kavanagh

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
*Phone: Circle 7-8300*
Director ......................... Thomas B. McFadden
Mgr., New Bus., Prom. ........ H. W. Shepard
Nat. Manager, TV ............... John Reber
Nat. Mgr. (Rad.) ............... George Dietrich
Mgr. Represented Sts ............ Richard Close
Sales Service Mgr ............... Caroline Herbert
Eastern Sales Mgr. (TV) ....... Luellen Stearns
East. Sales Mgr. (Rad.) ....... Edwin Jameson

Branch Offices
Merchandise Mart, Chicago 54, Ill.
*Phone: SUperior 7-8300*
Central Radio Sales Mgr. ...... Robert Flanigan
Central TV Sales Mgr. .......... John Mulholland
National Time Sales
17 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 2-0810
Sales Manager..................Arthur Gordon
Asst. Sales Mgr.................Robert J. Kizer

Branch Office
627 S. Lafayette Park Pl., Los Angeles 5, Calif.
Phone: DU 2-3200
Manager.......................Harlan G. Oakes
235 Montgomery St., San Francisco, Calif.
Phone: Yukon 6-5819
Manager.......................Burt Beggs
(Following for Station KWW, San Antonio, Texas only.)
5225 Wilshire Blvd.; Los Angeles 36, Calif.
Phone: YorK 8812
Manager.......................Gene Grant

Harlan G. Oakes & Associates
235 Montgomery St., San Francisco, Calif.
307 N. Michigan, Chicago, Ill.
Phone: Central 6-4437
672 S. Lafayette Park Pl., Los Angeles 5, Calif.
Phone: Dunkirk 2-3200
17 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 2-0810

Pan American Broadcasting Co.
17 East 42nd St., New York 17, N. Y.
Phone: MU 2-0810
Vice-President..................Eugene Bernald
Manager.......................Arthur Gordon
Asst. Mgr......................Robby J. Kizer

Branch Offices
672 S. Lafayette Park Pl., Los Angeles 5, Calif.
Phone: DU 2-3200
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235 Montgomery St., San Francisco, Calif.
Phone: Yukon 6-5819
Executive-in-charge...........Burt Beggs

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250 Park Ave., New York 17, N. Y.
Phone: Plaza 1-3366
Owner.........................John E. Pearson

Account Executives............Russel Walker
William M. Wilson, Ray Henze

John E. Pearson Television, Inc.
President..........................John E. Pearson
Vice-President..................Russel Walker
Vice-President..................William M. Wilson
Vice-President..................Frank Reed
Vice-President..................James Bowden

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Phone: State 2-7394
Executive-in-charge...........Frank Reed
2330 W. 3rd St., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388
Executive-in-charge...........R. W. Walker
57 Post St., San Francisco 4, Calif.
Phone: Sutter 1-5568
Executive-in-charge...........Rogers Parratt
1406 Northwestern Bank Bldg., Minneapolis, Minn.
Phone: Lincoln 5689

Fidelity Union Bldg., Dallas, Texas
President........................Robert Baird

John H. Perry Associates
128 E. 56th St., New York 22, N. Y.
Phone: Eldorado 5-3197
General Manager.................Wm. K. Dorman

Branch Offices
122 S. Michigan Ave., Chicago 3, Ill.
Phone: Harrison 7-8085
Executive-in-Charge............F. W. Thurnau
12 S. 12th St., Philadelphia 7, Pa.
Phone: Walnut 2-3555
Executive-in-Charge............Robert Hitchings
Room 7-268, General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1803

Executive-in-Charge............John F. Cole
1123 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 5084
Executive-in-Charge............Thomas H. Atkinson
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8158
Executive-in-Charge............V. E. Atkinson
5 3d St., San Francisco 3, Calif.
Phone: Garfield 1-6740

Edward Petry & Co., Inc.
488 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-0200

Radio Department
President.......................Edward Petry
Exec. Vice-President...........Edward E. Voynow
Vice-President..................H. E. Ringgold
Eastern Sales Mgr..............Lawrence Field
Sales Prom. Mgr................Wm. H. Steese
Asst. Sales Prom. Mgr.........Wallace Duncan
Research Manager...............Geo. Johannesssen

TV Department
V.P., Eastern Sales Mgr........H. E. Ringgold
Sales Prom. Mgr...............Robert L. Hutton, Jr.
RADIO-TV STATION REPRESENTATIVES

WILLIAM G. RAMBEAU CO.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 6-5940
President .................. William G. Rambeau
Executive Vice-Press........ James A. Wethington
Branch Offices
333 N. Michigan Avenue, Chicago 1, Ill.
Phone: And. 3-5566
Executive-in-Charge ............ Al Brown
1746 N. Las Palmas Ave., Los Angeles 28, Calif.
Phone: Hillside 0388
Exec-in-Charge ............ Jack Porter
607 Market St., San Francisco, Calif.
Phone: Garfield 1-0426
Executive-in-Charge........ Roy Soderlin
625 2nd Ave., Minneapolis 2, Minn.
Phone: Lincoln 7017
Executive-in-Charge ............ Vivian Bulmer

PAUL H. RAYMER COMPANY, INC.
444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570
President .................. Paul H. Raymer
(Radio Dept.)
Exec. V.P., Sls. Mgr............ Fred C. Brokaw
Account Executives........... E. E. Eshelman,
John S. Hughes, Alfred J. Larson, Stuart
Kelly, Lawrence Van Dolen
(Television Dept.)
Sales Manager.............. Ralph E. McKinnie
Account Executives........... Edward Daly,
Geo. Griesbauer, Bates Halsey
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4473
Vice-President ............ Garfield C. Packard
2949 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-0764
Executive-in-Charge........ Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: Hollywood 2-2376
Executive-in-Charge........ John D. Gale
1672 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-8909
Exec-in-Charge ............ Ray Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: Cypress 5304
Executive-in-Charge........ Arch B. Ragan
1024 Life of America Bldg., Dallas, Texas
Phone: Riverside 5663
Executive-in-Charge ............ Robert E. Stuart

SEARS & AYER, INC.
612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8
President .................. B. H. Sears
Branch Offices
295 Madison Ave., New York, N. Y.
Executive-in-Charge ............ P. J. Bogner
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.

RADIO REPRESENTATIVES LIMITED
4 Albert St., Toronto 1, Ont., Canada
Phone: EM 8-6151
Managing Director .......... J. O. Slatter
Sales Manager ............ A. E. Bedard
Branch Offices
337 Dominion Square Blvd., Montreal, Que., Canada
Phone: University 6-8058
Manager ................. W. C. Dippie
Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-26374
Manager ................. A. J. Messner
198 W. Hastings St., Vancouver, B. C., Can.
Manager ................. J. N. Hunt

RADIO TIME SALES (ONTARIO) LTD.
147 University Ave., Toronto, Ontario
Phone: Empire 6-6680
General Manager .............. N. D. Brown
Traffic Manager .............. Merleen Wilson

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: WWhitehall 4-0011
Exec. V-P................. Edward E. Voynow
Sales Mgr. (Radio) ...... John Ashenhurst
Sis Mgr. (TV) ............. Louis A. Smith
Phone: Trinity 5-1035
Executives: William Cartwright (AM),
Franklin M. Walker (TV)
Russ Bldg., San Francisco 4, Cal.
Phone: Yukon 2-3631
Executives ............ Earle H. Smith (AM)
Edward L. Smith (TV)
523 W. Sixth St., Los Angeles 14, Calif.
Exec.-in-Charge .............. Charles G. Matson
L. D. Larimer (TV)
Phone: Michigan 9227
215 Olive St., St. Louis 3, Mo.
Exec.-in-Charge .......... George Kercher (AM)
Richard Hughes (TV)
Phone: Chestnut 7191
Life of America Bldg., Wood & Akard Sts.
Dallas 2, Texas
Phone: Propsect 3593
Execs.-in-Chg .......... Buell Herman (AM)
Richard E. Drummy, Jr. (TV)

RADIO-TV REPRESENTATIVES, INC.
480 Lexington Ave., New York 17, N. Y.
Phone: MU 8-4342
President .............. Harry Goodman
Vice President .............. Frank Sawdon
Vice President .............. Peggy Stone
Branch Offices
75 E. Wacker Dr., Chicago 1, Ill.
Phone: Fl 6-0964
Manager ................. Edward Nickey
111 No. La Cienega Blvd., Beverly Hills, Calif.
Executive-in-Charge ........ Arthur Chipman
... 233 Sansome St., San Francisco, Calif.
Executive-in-Charge ........ Wm. Ayres

RADIO REPRESENTATIVES LIMITED
4 Albert St., Toronto 1, Ont., Canada
Phone: EM 8-6151
Managing Director .......... J. O. Slatter
Sales Manager ............ A. E. Bedard
Branch Offices
337 Dominion Square Blvd., Montreal, Que., Canada
Phone: University 6-8058
Manager ................. W. C. Dippie
Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-26374
Manager ................. A. J. Messner
198 W. Hastings St., Vancouver, B. C., Can.
Manager ................. J. N. Hunt

RADIO TIME SALES (ONTARIO) LTD.
147 University Ave., Toronto, Ontario
Phone: Empire 6-6680
General Manager .............. N. D. Brown
Traffic Manager .............. Merleen Wilson

WILLIAM G. RAMBEAU CO.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 6-5940
President .................. William G. Rambeau
Executive Vice-Press........ James A. Wethington
Branch Offices
333 N. Michigan Avenue, Chicago 1, Ill.
Phone: And. 3-5566
Executive-in-Charge ............ Al Brown
1746 N. Las Palmas Ave., Los Angeles 28, Calif.
Phone: Hillside 0388
Exec-in-Charge ............ Jack Porter
607 Market St., San Francisco, Calif.
Phone: Garfield 1-0426
Executive-in-Charge........ Roy Soderlin
625 2nd Ave., Minneapolis 2, Minn.
Phone: Lincoln 7017
Executive-in-Charge ............ Vivian Bulmer

PAUL H. RAYMER COMPANY, INC.
444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570
President .................. Paul H. Raymer
(Radio Dept.)
Exec. V.P., Sls. Mgr............ Fred C. Brokaw
Account Executives........... E. E. Eshelman,
John S. Hughes, Alfred J. Larson, Stuart
Kelly, Lawrence Van Dolen
(Television Dept.)
Sales Manager.............. Ralph E. McKinnie
Account Executives........... Edward Daly,
Geo. Griesbauer, Bates Halsey
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4473
Vice-President ............ Garfield C. Packard
2949 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-0764
Executive-in-Charge........ Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: Hollywood 2-2376
Executive-in-Charge........ John D. Gale
1672 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-8909
Exec-in-Charge ............ Ray Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: Cypress 5304
Executive-in-Charge........ Arch B. Ragan
1024 Life of America Bldg., Dallas, Texas
Phone: Riverside 5663
Executive-in-Charge ............ Robert E. Stuart

SEARS & AYER, INC.
612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8
President .................. B. H. Sears
Branch Offices
295 Madison Ave., New York, N. Y.
Executive-in-Charge ............ P. J. Bogner
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.  
96th St. & W. Bay Harbor Dr.,  
Bay Harbor Island, Miami Beach, Fla.  
President......................George B. Storer  
Exec. Vice-President..........Lee B. Wailes  
Branch Offices  
118 East 57th St., New York 22, N. Y.  
Phone: Eldorado 5-7690  
V.P.-Nat. Sales Dir............Tom Harker  
Sales Prom. & Adv. Mgr.....Art Schofield  
230 N. Michigan Ave., Chicago, Ill.  
Phone: FRanklin 2-6498  
Manager......................Robert C. Wood  
136 Huron St., Toledo 4, Ohio  
Senior V.P., Treas............J. Harold Ryan

HORACE N. STOVIN & COMPANY  
80 Richmond St. W., Toronto, Ontario  
Phone: Empire 3-9184  
President.....................H. N. Stovin  
Gen. Sales Mgr..............George H. Wellman  
608 Keefer Bldg., Montreal, Quebec  
Manager.....................T. C. Maguire  
1111 Childs Bldg., Winnipeg, Manitoba  
Phone: 925-097  
Manager......................G. Tudor  
615 Pender St. W., Vancouver, B. C.  
Phone: Tatlow 4831  
Manager.....................J. W. Stovin

TRANSIT RADIO, INC.  
1109 Union Trust Bldg., Cincinnati 2, O.  
Phone: Dunbar 7775  
President....................Richard C. Cisler

VENARD, INC.  
444 Madison Ave., New York, N. Y.  
Phone: MU 8-1688  
Pres.........................Lloyd G. Venard  
V.P............................Howard B. Meyers  
Branch Offices  
35 E. Wacker Dr., Chicago, Ill.  
Phone: ST 2560  
2978 Wilshire Blvd., Los Angeles, Cal.  
Phone: DU 8-4151  
Mills Bldg., San Francisco, Cal.  
Phone: GAfield 1-7950  
419 Boylston, Boston, Mass.  
Phone: CO 6-0718

WALKER REPRESENTATION CO., INC.  
347 Madison Ave., New York 17, N. Y.  
Phone: MUrrey Hill 3-5830  
President....................Wythe Walker  
Vice-President..............C. Otis Rawalt  
Representative...............Howard McFadden  
Branch Offices  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: AN 3-5771  
V.P............................Ralph C. Kelley

WEED AND COMPANY  
350 Madison Ave., New York 17, N. Y.  
Phone: MU 7-7772  
Manager (Radio & TV)....Joseph J. Weed  
Gen. Sales Mgr..............E. J. Fitzsimmons  
East. Sales Mgr.............J. C. Lyons  
Salesmen (Radio)...........Sheldon Van Dolen, Peter McGurk, Norton Virgien, Bob Muth, Paul Frank, A. B. Johnson, Peter A. McGurk  
Branch Offices  
205 North Wabash Ave., Chicago 1, Ill.  
Phone: Randolph 6-7730  
Executive-in-Charge........C. C. Weed  
Phone: Woodward 2-6655  
Executive-in-Charge.........J. J. McEneaney  
Glen Bldg., Atlanta 3, Ga.  
Phone: Cypress 4083  
Executive-in-Charge.......George Swearingen, Jr.  
Phone: Hfford 4-8611  
Executive-in-Charge........Lincoln P. Simonds  
625 Market St., San Francisco 5, Calif.  
Phone: DOughlas 2-1451  
Executive-in-Charge.........Boyd Rippey  
Phone: Hubbard 2-5677  
Executive-in-Charge........William Walsh

GILBERT A. WELLINGTON  
5546 White-Henry-Stuart Bldg., Seattle, Wash.  
Phone: Seneca 6682

ADAM J. YOUNG JR. INCORPORATED  
22 East 40th Street, New York 16, N. Y.  
Phone: MUrrey Hill 9-006  
President....................Adam J. Young, Jr.  
Branch Offices  
55 East Washington, Chicago 2, Ill.  
Phone: Andover 3-5448  
Exec-in-Charge..............William J. Reilly  
6331 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: Hollywood 9-0965  
Exec-in-Charge..............William L. Wallace  
7 North 7th St., St. Louis, Mo.  
Phone: Maine 5069  
Exec-in-Chg...............Jack Hetherington

ADAM YOUNG TELEVISION CORP.  
Branch Office  
Phone: Hubbard 2-6117
FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.
Phone: EXECutive 3-3920
Personnel as of February 1, 1954

Commissioners
Chairman
ROSEL H. HYDE
(Term Expires June 30, 1959)
Legal Assistant: DEE W. PINCOCK

EDWARD M. WEBSTER
(Term Expires June 30, 1956)
Assistant—RUTH KOPPIALKY

JOHN C. DOERFER
(Term Expires 1954)
Assistant—PATRICIA SIEMIEN

GEORGE E. STERLING
(Term Expires June 30, 1957)
Assistant—NEVA BELL PERRY

FRIEDA B. HENNOCK
(Term Expires June 30, 1955)
Assistant—ARTHUR BLOOSTON

ROBERT T. BARTLEY
(Term Expires June 30, 1958)
Assistant—FARRELL McCONIGAL

ROBERT E. LEE
(Term Expires June 30, 1960)
Assistant—ELIZABETH L. DONNELLY

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Secretary
MARY JANE MORRIS
Assistant Secretary, WILLIAM P. MASSING
Administrative Asst.: Laura L. Hollingsworth

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION
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Mary E. Sprague, Chief

DOCKETS DIVISION
Jessie R. Blaine, Chief

TECHNICAL ASSISTANCE DIVISION
Gordon J. Kent, Chief

MESSENGER DIVISION
John W. Brown, Chief

MINUTE BRANCH
Annette Hutterly, Chief of Branch

LIBRARY BRANCH
Helen A. Clark, Chief of Branch

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Fanney N. Litvin
John B. Poindexter
Harold L. Schilz
Herbert Sharfman
Elizabeth C. Smith
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SOL SCHILDHAUSE, Acting Chief
Shirley Puftengerber, Secretary

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Richard M. Hartsock  Paul R. Conway
Edward C. McKenzie  Julian S. Egre
Vernon B. Romney

Engineers
Horace E. Stone  Hideyuki Noguchi
Accountant
Charles S. Borum

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Executive Officer and Acting Budget Officer
ROBERT W. COX
Richard F. Solan, Administrative Assistant
Ozella T. Drake, Secretary

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Paul H. Sheehy, Chief

BUDGET AND FISCAL DIVISION
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Salina M. Lindo

REPORTS BRANCH
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LAWYERS DIVISION
Edward W. Chapin, Chief Engineer
Ralph J. Renton, U. S. Supervisor,
CONELRAD

CONTROL OF ELECTROMAGNETIC RADIATION GROUP
Ernest D. Thelemann, Central Zone Supervisor
Robert D. Linx, Western Zone Supervisor
Carl A. Johnson, Senior Coordinating Engineer

Broadcast Bureau

CURTIS B. PLUMMER, Chief
Joseph M. Kittner, Assistant Chief
Lavelle W. Hughes, Administrative Assistant

Broadcast 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

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Cyril M. Braum, Chief
Applications Branch
Joseph N. Nelson, Chief
Technical Branch
Hart S. Cowperthwait, Chief

HEARING DIVISION
Robert J. Rawson, Asst. Chief

Rules and Standards Division

Arthur Scheiner, Chief

Renewal and Transfer Division
Walter R. Powell, Chief
Transfer Branch
Robert H. Alford, Chief
Renewal Branch
(Vacancy)
Compliance Branch
LeRoy Schaff, Chief

License Division
Clara M. Iehl, Chief
Marguerite F. Hubbard, Asst. Chief

Control Section
Melba Z. Templeman, Chief
Office of Chief Accountant

WILLIAM J. NORFLEET, Chief Accountant
Hugo Reyér, Assistant Chief Accountant

ACCOUNTING SYSTEMS DIVISION
John J. Nordberg, Asst. Chief Accountant

ECONOMICS DIVISION
Hyman H. Goldin, Asst. Chief Accountant

Regional Managers

CHARLES C. KOLSTER
North Atlantic Region
954 Federal Building, 641 Washington Street,
New York 14, N. Y.

PAUL H. HERNDON, JR.
South Atlantic Region
411 Federal Annex, Atlanta 3, Georgia

JOE H. MCKINNEY
Gulf States Region
332 U. S. Appraisers Bldg., 7300 Wingate St.
Houston 11, Texas (P. O. Box 9314)

KENNETH G. CLARK
South Pacific Region
323-A Customhouse
San Francisco 26, Calif.

GEORGE V. WILFSE
North Pacific Region
801 Federal Office Bldg., Seattle 4, Washington

WILLIAM J. McDONNEL
Central States Region
1500 U. S. Court House, Chicago 4, Illinois

EMERY H. LEE
Great Lakes Region
1629 New Federal Bldg., Detroit 26, Michigan

LEE R. DAWSO
Hawaiian Region
P. O. Box 1142, Lanikai Oahu T. H.

CHARLES T. MANNING
Alaskan Region
Room 52, Federal Bldg.
Anchorage, Alaska

District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN
1600 Customhouse
Boston 9, Massachusetts

2. ARTHUR BATCHELLER
748 Federal Building
New York 14, New York

3. ROGER A. PHELPS
1065 U. S. Customhouse
Philadelphia 6, Pennsylvania

4. HYMAN A. COHEN
506 Old Town Bank Building
Baltimore 4, Maryland

5. EDWARD BENNETT
Room 402, New P. O. Building
Norfolk 10, Virginia

6. W. D. JOHNSON
411 Federal Annex
Atlanta 3, Georgia

7. ARTHUR FISH
312 Federal Building
Miami 1, Florida

8. THEODORE G. DEILER
400 Audubon Building
New Orleans 16, Louisiana

9. LOUIS L. MCCABE
324 U. S. Appraisers Building
Houston 11, Texas

10. JOHN H. HOMSLEY
500 Terminal Annex Building
Dallas 2, Texas

11. BERNARD H. LINDEN
539 U. S. P. O. and Court House Building
Los Angeles 12, California

12. FRANCIS V. SLOAN
323-A Customhouse
San Francisco 26, California

13. JOSEPH H. HALLOCK
307 Fitzpatrick Building
Portland 8, Oregon

14. HERBERT A. 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
320 U. S. Court House
Chicago 4, Illinois

19. EDWIN S. HEISER
1029 New Federal Building
Detroit 26, Michigan

20. PAUL A. HOLLOWAY
329 P. O. Building
Buffalo 3, New York

21. PAUL R. FENNER
502 Federal Bldg.
Honolulu 1, T. H.

22. ARTHUR T. CLINE, JR.
322-323 Federal Building
San Juan 13, P. R.

23. HAROLD D. DEVOE
7-8 Shattuck Building
Juneau, Alaska

24. N. R. NORDBERG
Room 53, U. S. P. O. and Court House
Anchorage, Alaska

224
Safety and Special Radio Services Bureau
EDWIN L. WHITE, Chief
Lester W. Spillane, Assistant Chief
Ezra Chambers, Administrative Assistant

ENFORCEMENT UNIT
Marshall S. Orr, Chief

AVIATION DIVISION
John R. Evans, Chief
Donald Mitchell, Asst. Chief

INDUSTRY AND COMMERCE DIVISION
Glen E. Nielsen, Chief

MARINE DIVISION
William N. Krebs, Chief
Irving Brownstein, Asst. Chief

PUBLIC SAFETY AND AMATEUR DIVISION
George K. Rollins, Chief

AUTHORIZATION ANALYSIS DIVISION
Charles R. Weeks, Chief
Robert L. Stark, Asst. Chief

Office of General Counsel
WARREN E. BAKER, General Counsel

LITIGATION DIVISION
J. Roger Wollenberg, Chief

LEGISLATION, TREATIES AND RULES DIVISION
Richard A. Solomon, Chief

Common Carrier Bureau
CURTIS M. BUSHNELL, Acting Chief

TELEPHONE DIVISION
Robert E. Stromberg, Chief
Services and Facilities Branch
Edward L. Clinkscales, Acting Chief
Domestic Radio Services Branch
Arthur A. Gladstone, Chief
Accounting Compliance Branch
William M. White, Acting Chief
Revenue Requirements Branch
Bernard Strassburg, Chief
Depreciation Rates Branch
Kosmo J. Affanasiev, Chief
Tariffs & Rate Classifications Branch
John J. Guerard, Acting Chief

TELEGRAPH DIVISION
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. Ende, Chief
Services & Facilities Branch
John A. Russ, Chief

LICENSE BRANCH
Betty Ferro, Chief

STATISTICAL BRANCH
June Anderson, Acting 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.—H. Pierce Neidermeyer, Chief
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, 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

ENGINEERING DIVISION
George L. Jenson, Chief

INSPECTION & EXAMINATION DIVISION
Stacy Norman, Chief

MONITORING DIVISION
Irving L. Weston, Chief
ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.


Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies.

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station; plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hear-
ing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometime find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 (“Application for Additional Time to Construct a Radio Station”), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 (“Application for New Broadcast Station License”). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303.
NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Headquarters: 1771 N Street, N.W., Washington 6, D. C.
Phone: Decatur 9300

Officers
President—Harold E. Fellows
Chmn. of the Bd. and Gen. Counsel—C. E. Arney, Jr.
Secretary-Treasurer—Thad H. Brown
V.P., Counsel in Charge of TV Affairs—Richard P. Doherty
V.P., Dir., Employee-Employer Relations—Ralph W. Hardy
V.P., Dir., Government Relations

DEPARTMENT EXECUTIVES
Louise K. Aldrich, Librarian
Richard M. Allerton, Manager of Research
Jack L. Barton, Assistant Manager of State Relations
Howard H. Bell, Assistant to the Vice President (Television)
Edward H. Bronson, Director of Television Code Affairs
Abiah A. Church, 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 NARTE Districts.

<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert L. Krueger</td>
<td>1</td>
</tr>
<tr>
<td>WTAG, Worcester</td>
<td></td>
</tr>
<tr>
<td>E. R. Vadeboncoeur</td>
<td>2</td>
</tr>
<tr>
<td>WSYR, Syracuse, N.Y.</td>
<td></td>
</tr>
<tr>
<td>George H. Clinton</td>
<td>3</td>
</tr>
<tr>
<td>WPAR, Parkersburg, W. Va.</td>
<td></td>
</tr>
<tr>
<td>Harold Essex</td>
<td>4</td>
</tr>
<tr>
<td>WSJS, Winston-Salem, N.C.</td>
<td></td>
</tr>
<tr>
<td>John Fulton</td>
<td>5</td>
</tr>
<tr>
<td>WGST, Atlanta, Ga.</td>
<td></td>
</tr>
<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.
### District 8

**FM 137**

**DIRECTORS-AT-LARGE**

<table>
<thead>
<tr>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky and Ohio.</td>
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<td>Indiana and Michigan.</td>
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<td>Illinois and Wisconsin.</td>
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<td>Iowa, Missouri and Nebraska.</td>
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<td>Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Washuhabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson. Kansas and Oklahoma.</td>
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<td>Texas.</td>
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### Large Stations

- F. Ernest Lackey, WHOP, Hopkinsville, Ky.
- Hugh K. Boice, Jr., WEPM, Milwaukee, Wis.
- E. K. Hartenbrower, KCIO, Kansas City, Mo.
- John F. Meagher, KYSM, Mankato, Minn.

### Medium Stations

- Jack Todd, KAKE, Wichita, Kan.
- Kenyon Brown, KWFT, Wichita Falls, Tex.
- William C. Grove, KFBC, Cheyenne, Wyo.

### Small Stations

- Albert D. Johnson, KOY, Phoenix, Ariz.

### Televison Board of Directors 1953-1954

**Director**

- Paul W. Morency, WTIC, Hartford, Conn.
- John H. DeWitt, Jr., WSM, Nashville, Tenn.

**States Comprising District**

- Kentucky and Ohio.
- Indiana and Michigan.
- Illinois and Wisconsin.
- Iowa, Missouri and Nebraska.
- Texas.
OFFICERS FOR 1954 YEAR

President
Graydon Ausmus, Station WUOA, University of Alabama, University, Ala.

Vice-President
John Dunn, Station WNAD, University of Oklahoma, Norman, Okla.

Treasurer
Frank E. Schooley, Station WILL, University of Illinois, Urbana, Ill.

Secretary
Armand Hunter, Station WKAR-TV, Michigan State College, East Lansing, Mich.

DIRECTORS

Region I
James MacAndrew, Station WNYE, 29 Fort Green Place, Brooklyn, N. Y.

Region II
Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

Region III
Paul B. Rickard, Director of Radio & TV, Wayne University, Detroit, Mich.

Region IV
Richard B. Hull, Director of Radio & TV, Iowa State College, Ames, Iowa.

Region V
Miss Marguerite Fleming, Station KSLH, 1517 S. Theresa Ave., St. Louis, Mo.

Region VI
Allen Miller, Station KWSC, State College of Washington, Pullman, Wash.

Past President & Member of the Board
Seymour N. Siegel, Station WNYC, 2500 Municipal Bldg., New York 7, N. Y.

Executive Director
Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.
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<th>City</th>
<th>Call Letters</th>
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<th>Executive</th>
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<tr>
<td>University</td>
<td>WUOA (FM)</td>
<td>Univ. of Alabama</td>
<td>Graydon Ausmus, Director Radio-TV</td>
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<td>Berkeley</td>
<td>KFPA (FM)</td>
<td>Pacifica Foundation</td>
<td>Richard Moore, Station Director</td>
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<td>KUSC (FM)</td>
<td>Univ. of Southern California</td>
<td>William H. Sener, Hd. Telecommunications Dept.</td>
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<td>San Bernardino</td>
<td>KVCR (FM)</td>
<td>San Bernardino Valley College</td>
<td>Dr. John L. Lounsbury, President</td>
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<td>KSDS (FM)</td>
<td>San Diego City Colleges</td>
<td>Edwin G. Barrett, Program Dir.</td>
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<td>John C. Crabbe, Director</td>
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<td>KRCC (FM)</td>
<td>Colorado College</td>
<td>Woodson Tyree, Dir. Speech, Drama, Radio</td>
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<td>Roy A. McGillivray, Director of Radio</td>
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<td>Leslie G. Rude, Director of Radio</td>
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<td>Clifton F. Schropp, Dir. Audio-Visual</td>
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<td>Troy</td>
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<td>Oficina de Radioemision Publica</td>
<td>Francisco Arrivi, Acting Director</td>
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**North Carolina**

- Chapel Hill: WUNC (TV)
- Greensboro: WGFS (FM)
- High Point: WHPS (FM)

**North Dakota**

- Grand Forks: KFJM (AM)

**Ohio**

- Athens: WOUI (FM)
- Bowling Green: WBGU (FM)
- Cleveland: WBOE (FM)
- Columbus: WOSU (AM)
- Columbus: WOSU (FM)
- Delaware: WSLN (FM)
- Kent: WKSU (FM)
- Oxford: WMTR (FM)
- Toledo: WTDTS (FM)

**Oklahoma**

- Norman: WNAD (AM)
- Oklahoma City: KOKH (FM)
- Shawnee: KBGC (FM)
- Stillwater: KOAG (AM)
- Tulsa: KWGS (FM)

**Oregon**

- Corvallis: KOAC (AM)
- Eugene: KWAX (FM)
- Portland: KBPS (AM)

**Pennsylvania**

- Grove City: WSJL (AM)
- Philadelphia: WPWT (FM)
- Philadelphia: WRTI (FM)
- Pittsburgh: WDUQ (FM)
- Scranton: WUSV (FM)
- Pittsburgh: WQED (TV)

**South Carolina**

- Columbia: WUSC (FM)

**South Dakota**

- Vermillion: KUSD (AM)

**Tennessee**

- Knoxville: WUTO (FM)

**Texas**

- Abilene: KACC (FM)
- El Paso: KYOF (FM)
- Houston: KUHF (FM)

**Washington**

- Pullman: KWSC (AM)
- Seattle: KUOW (FM)
- Tacoma: KTOY (FM)

**Wisconsin**

- Madison: WHA (AM)
- Madison: WHA (FM)

**Puerto Rico**

- San Juan: WIPR (AM)
MANAGERS AND AGENTS
Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago

NEW YORK

Affiliated Artists Representatives
20 East 53rd St. .................. PLaza 3-1862
Alexander, Willard, Inc.
30 Rockefeller Plaza .............. Circle 6-4224
Allen, Buddy, Agency
595 Madison Ave. ............... EEl dorado 5-2230
Appell, James S.
400 Madison Ave. ...... PLaza 3-7840
Becker, V. S. Advertising Service
502 Fifth Ave. .................. JUdson 2-1040
Briscove & Goldsmith, Inc.
522 Fifth Ave. ................. Murray Hill 2-6344
Brooks, Ted
134 East 57th St. ............... PaLaZa 9-1344
Chase, Cleveland B. Co., Inc.
369 Lexington Ave. .......... ORegon 9-3691
Collins, Ted
500 Fifth Ave. ............ CHickering 4-5036
Columbia Artists Management, Inc.
113 West 57th St. ......... Circle 7-6900
Consolidated Radio Artists, Inc.
30 Rockefeller Plaza ....... Columbus 5-3580
Cooper, Frank, Associates
521 Fifth Ave. ............... Vanderbilt 6-5661
DeGroot, Roy, Consultants, Inc.
545 Fifth Ave. ............... Murray Hill 7-9135
Fadiman Associates, Ltd.
1501 Broadway ............. Lackawanna 4-3544
Famous Artists Corp. of N. Y.
910 Fifth Ave. ............. Circle 7-6200
Fanchon & Marco, Inc.
1501 Broadway ......... CHickering 4-3056
Herman Falikoff Agency
1560 Broadway ............. JUdson 2-4037
Gabbe, Lutz & Heller
1619 Broadway .............. Circle 5-7998
Gale, Inc.
48 West 48th St. ............. PLaza 7-7100
General Artists Corp.
1270 Sixth Ave. ............ Circle 7-7543
Greer, Clark H., Inc.
Gracie Terrace ............... LEhigh 5-4451
Gibbs, John E., & Co.
30 Rockefeller Plaza .... PLaza 7-5959
Glasier, Joe, Inc.
745 Fifth Ave. .......... PLaza 9-4600
Goodman, Martin
65 W. 54th St. ............... JUdson 6-1180
Greshler, Abner J.
1270 Sixth Ave. .......... Circle 7-3025
Grossman, Al
1270 Sixth Ave. .............. Circle 5-8422
Hablo, Sylvia
113 W. 57th St. .............. JUdson 6-2731
Hanna, Mark
654 Madison Ave. ......... TEMpleton 8-8730
Hayward, Leland, Ltd.
655 Madison Ave. .......... TEMpleton 8-5100
Hurok Attractions, Inc.
711 5th Ave. ............... PLaza 9-6000
Karn, Estella H.
49 West 49th St. ........... JUdson 2-2170
Kerr, Bob
65 W. 54th St. ............... JUdson 6-8051
Lewy, Mark J.
48 West 48th St. ........... JUdson 6-2760
Leipzig, Syd
1564 Broadway ............. Circle 6-2367
Lipton, Benjamin B.
1407 Broadway ............. CHickering 4-2466
Management Corp. of America
598 Madison Ave. ........ PLaza 9-7500
William McCallifrey Agency
501 Madison Ave. .......... EEl dorado 5-1076
Minding, Louis A.
110 West 57th St. ......... Circle 5-5370
Morris, William Agency, Inc.
1270 Sixth Ave. ........... JUdson 6-5100
Morrow, Marjorie
1501 Broadway ............. CHickering 4-6044
Moses, John H.
730 Fifth Ave. .......... Circle 6-2677
Music Corp. of America
300 Madison Ave. ......... PLaza 9-7500
National Concert & Artists Corp.
711 Fifth Ave. .......... PLaza 9-6000
National Radio & Theatrical Bureau
1650 Broadway ........... JUdson 6-3550
North, Meyer B.
1504 Broadway .......... PLaza 7-3445
O'Connor, John
1060 Broadway .............. Circle 5-4920
Okun, Lillian
2 West 67th St. .......... TRafaigar 7-8916
Peel, Earl S.
33 West 53rd St. .......... PLaza 7-3726
Pratt, Ben
322 East 50th St. ........ PLaza 8-0583
Richard, Max
1776 Broadway .......... PLaza 7-4114
Roberts, Bob Levitt
152 West 54th St. .......... PLaza 7-4314
Shurr, Louis
1501 Broadway .......... CHickering 4-8240
Souvaine, Henry, Jr.
30 Rockefeller Plaza ...... Circle 7-5666
Special Attractions, Inc.
48 West 48th St. ........ PLaza 7-2280
Stanley, Alleen
1414 Broadway .......... PLaza 7-6779
Stark, Wilbur
4 West 55th St. .......... PLaza 3-1742
Storer, Douglas F.
1270 Sixth Ave. .......... Circle 7-6325
Vallone, Mike
1270 Sixth Ave. .......... Circle 7-0162
Wolf Associates, Inc.
420 Madison Ave. .......... PLaza 5-7620
Yost, Ben, Enterprises
1650 Broadway .......... Circle 6-6592

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LOS ANGELES

Allen Larry, Inc.
6381 Hollywood Blvd. (28). Hollywood 3-0421

Ainsworth, Helen, Agency
197 N. Canon Dr. (B.H.) . CRestview 6-2062

Bergerman, Stanley & Co.
141 El Camino (B.H.) . CRestview 6-4124

Bennie, Herman
260 S. Beverly Dr. (B.H.) . CRestview 5-0117

Bloom, Phil, Agency
416 N. Bedford Dr. . CRestview 6-1339

Business Administration Co.
360 N. Camden Dr. (B.H.) . CRestview 6-7071

Columbia Artists Management, Inc.
427 West 5th St. . . . . . . . . MAdison 6-2327

Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46) . BRadshaw 2-2771

Famous Artists Corp.
9441 Wilshire Blvd. (B.H.) . CRestview 1-5222

General Artists Corp.
9028 Sunset Blvd. (46) . CRestview 1-8101

Gertz, Mitchell Agency, Inc.
240-242 S. Beverly Dr. (B.H.) . CRestview 4-5491

Nat C. Goldstone Agency
9121 Sunset Blvd. (46) . CRestview 6-1071

Gregory Associates, Inc.
930 N. La Cienega Blvd. . CRestview 5-5943

Hamilburg, Mitchell, Jr.
8776 Sunset Blvd. . CRestview 5-4171

Irwin, Lou, Inc.
9165 Sunset Blvd. (46) . CRestview 1-7131

Jaffe, Agcy., The
8553 Sunset Blvd. (46) . CRestview 6-6121

Kohner, Paul, Inc.
9108 Sunset Blvd. (46) . CRestview 1-5165

Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.) . CRestview 6-2338

Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.) . CRestview 4-5403

M. C. Levey
9000 Sunset Blvd. . . . . . . . . CRestview 6-6285

Linsk, Lester
9906 Santa Monica Blvd. (B.H.) . CRestview 5-4396

MCA, Ltd.
9370 Santa Monica Blvd. (B.H.) . CRestview 6-2001

McConkey Artists Corp.
7000 Hollywood (28) . HEmplehead 7141

Morris, Wm., Agency, Inc.
292 N. Canon Drive (B.H.) . CRestview 1-6161

National Concert & Artists Corp.
427 W. 5th St. (13) . MAdison 9-1241

Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.) . CRestview 6-6213

Radio Registry
1519 Cross Rd's. of the World. Hollywood 3-4811

Rocamora, Wynn
8584 Sunset Blvd. (46) . CRestview 4-5431

Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.) . CRestview 1-8121

Rush, Art, Inc.
1416 N. Highland Ave. (28). Hollywood 4-5161

Saphier, James L., Agcy., Inc.
9538 Fletcher Way (B.H.) . CRestview 1-7231

Schwartz Agcy.
8749 Sunset (46) . CRestview 6-7371

Sharpe, Don W.
8511 Sunset Blvd. (46) . CRestview 6-2044

Shauer, Melville A., Agcy.
9150 Sunset Blvd. (46) . CRestview 6-7975

Sherman, Edward, Agcy.
8580 Sunset Blvd. (46) . CRestview 5-0186

Shurr, Louis Agcy.
527 North Rodeo Dr. (B.H.) . CRestview 1-1118

Small, Paul, Artists, Ltd.
448 S. Canon Dr. (B.H.) . CRestview 1-5246

Sonday, E. T.
214 N. Canon Dr. (B.H.) . CRestview 6-2041

Stempel-Olenick Agcy.
771 N. La Cienega Blvd. (46) . CRestview 1-7141

Wadsworth, J. B.
9172 Sunset Blvd. . . . . . . . . CRestview 6-0698

Winkler, Daniel M.
9006 Santa Monica Blvd. (B.H.) . CRestview 1-7244

CHICAGO

Alexandrow, Norman, Artists' Bureau
410 S. Michigan Ave. . . . . . . . . . Wabash 2-0761

Associated Booking Corp.
203 North Wabash . . . . . . . . . CEntral 6-9451

Benn Theatrical Agency
64 West Randolph St. . . . . . . . . DEarborn 2-6860

Consolidated Radio Artists of Ill.
32 W. Randolph St . . . . . . . . . FRanklin 2-8300

General Artists Corp.
8 S. Michigan . . . . . . . . . . . . STate 2-6288

Harry Greben Enterprises
535 W. Cornelia . . . . . . . . . Dversay 8-4900

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 Ave . . . . . . . . WHitehall 4-5100

Lear, Les Productions Corp.
115 W. Randolph . . . . . . . . . FRanklin 2-7840, RANDolph 6-0905, Wabash 2-1172

Levin, W. Biggie
612 N. Michigan Ave . . . . . . . . . . Superior 7-0606

Paul Marr Theatrical Agency
203 North Wabash . . . . . . . . . DEarborn 2-7415

McConkey Artists Corporation
Congress Hotel . . . . . . . . . HARRISON 7-9666

Morris, William, Agency Inc.
919 N. Michigan . . . . . . . . . WHitehall 3-1744

Morse, Sidney P.
305 N. Wabash Ave . . . . . . . . RANDolph 6-5495

Music Corporation of America
430 N. Michigan Ave . . . . . . . . . DElaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash . . . . . . . . . DEarborn 6-6990

National Concert & Artists Corp.
105 W. Adams St . . . . . . . . . DEarborn 2-5813

Page, Sidney J.
203 North Wabash . . . . . . . . . STate 2-7344

Radio Talent, Inc.
35 E. Wacker . . . . . . . . . . . . . . FRanklin 2-4351

Schuster, Milton
127 North Dearborn St . . . . . . . DEarborn 2-1580

WLS Artists Bureau
1230 W. Washington Blvd. . . . . . . . . MONroe 6-9700
sweet land of liberty . .
Just as our mighty land is made up of varying scenes . . . rolling plains, winding rivers, snow-capped mountains . . . so Storer audiences are composed of varying elements . . . differing in income, needs, habits, interests. Storer stations plan their programming with these differences in mind.
Just as our mighty land is made up of varying scenes—rolling plains, winding rivers, snow-capped mountains—so Storer audiences are composed of varying elements—differing in income, needs, habits, interests. Storer stations plan their programming with these differences in mind.

sweet land of liberty...
There's No Problem in New England...

Go Yankee! Go Home Town!

Everything You Need: Complete N.E. Coverage, Greatest Spot Flexibility

WNAC-TV
BOSTON : CHANNEL 7
316,000 WATTS

WNAC
BOSTON : LAWRENCE
50,000 WATTS ★ 680 ON THE DIAL

Plus 28
Home Town Radio Stations
OF
THE YANKEE NETWORK
AND THE
MUTUAL BROADCASTING SYSTEM

Plus MANY OUTSTANDING PROGRAMS

INCLUDING

YANKEE HOME TOWN FOOD SHOW
Greater Network Coverage
than any other
New England Food Show
Monday thru Friday 1:15 – 1:45 P.M.

YANKEE NETWORK NEWS SERVICE
New England's Oldest and Largest
Independent Radio News Service

8 A.M. 9 A.M. 10 A.M.
1 P.M. 6 P.M. 11 P.M.

Plus Promotional and Merchandising Aids

Ask the Man from H-R REPRESENTATIVES, INC.

THE YANKEE NETWORK
DIVISION OF GENERAL TELERADIO, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
Networks

- RADIO
- NATIONAL
- REGIONAL
The Producers of

THE LONE RANGER
Radio & Television Programs
on Radio Continuously Since 1933
on Television Since 1949
Sponsored by General Mills (40 States) &
American Bakeries (8 Southeastern States).

Now Have Available

Two Smash Hit Shows with a
Combined Juvenile & Adult Appeal
with Time-Tested Elements of
Merchandising & Promotional Features

SERGEANT PRESTON of the YUKON
AND HIS WONDER DOG YUKON KING

For Television Sponsorship
Pilot Film, Black & White or Color,
Available for Screening
Radio Program Broadcast Since 1939
Sponsored by Quaker Oats Co.

THE GREEN HORNET

For Radio & Television Sponsorship
Pilot Film, Black & White or Color,
Available for Screening
Radio Program Broadcast Since 1936

For Complete Details Write — H. Allen Campbell
TRENDLE-CAMPBELL-MEURER, INC.
OR CALL Frank T. Mincolla — Asst. to H. Allen Campbell
c/o Paul H. Raymer, Inc., 444 Madison Ave., N. Y. — PLaza 9-5570
Decline in Reign of Ratings Forecast by ABC President

By ROBERT E. KINTNER
President
American Broadcasting Company

The reign of the great king of broadcast advertising—Rating—may be over. He may be dethroned in 1954 by a new monarch of the advertising world who's symbol will be sales—audience cost per thousand.

Those who keep an eye on the nation's economic weather vane predict it could happen in 1954. Here are the economic weather signals already flying: there will be a 10 per cent reduction in personal income taxes in 1954 and, in many cases industrial inventories are at high levels.

Industry looking both at its inventories and at the 10 per cent increase in take-home pay in the hands of the public will be seeking to improve its share of the anticipated increased consumer buying. This means that advertising will face a severe test in 1954. It can no longer bask in the comfort of spending "tax dollars." Advertising will have to generate peak sales impetus. This will mean that the rating will become second in importance to whether the advertising sells the sponsor's product.

There are many examples of low rated programs paying off for advertisers on a cost per thousand basis coupled with a demonstrated ability to move goods.

I believe that 1954 will bring a widespread search for more of this type programming in radio and television.

In line with this changed emphasis will be a study on the costs of programming to reappraise the advertising values of some of the more costly programs. Where this could lead, of course, is anyone's guess. If advertisers determined they wanted greater exposure for their dollars one avenue would be in more rotating sponsorship of programs. This would be one way in which they could steady their costs and yet spread their dollars and messages to reach a larger audience.

Within our own industry—radio and television broadcasting—I am certain the competition for the audience will be greater. This I know to be a certainty since my own company, the American Broadcasting Company, has materially strengthened its position both with the audience and the advertiser as a result of our new programming during the final quarter of 1953.

In 1954 we plan to improve our audience position further with more important radio and television programming. In radio, we opened 1954 with the important "Martin Block Show" going out to the afternoon audience over the ABC Radio Network. In February we plan to bring early morning radio's most popular network program, ABC's "Breakfast Club," to the television audience as a simulcast. Beyond this we have further plans for adding to our talent roster with important program and star additions.

Thus, in girding for 1954—a year in which industrial competition will be at its peak, ABC has strengthened its position within the industry in 1953 and has further plans for scaling greater competitive peaks in the year ahead.

Aware of this new era of competition, ABC entered 1954 with completely separate advertising, promotion, sales, programming and research staffs.

This separation within ABC we feel will impart the creative drive and energy so necessary on an individual basis to sell radio and sell television in 1954. From the inventiveness of personnel solely devoted to each medium on a separate basis will come competitive thinking that will meet the tests of what we believe will be newly designed advertising objectives.

In summary, these objectives I feel will tie advertising costs directly to consumer sales during an era of increased consumer income when all industry will be striving to increase, or at least hold, its share of the market.

Viewed in this light, one thing seems certain for radio and television in 1954: sponsors will be more interested in sales than in ratings.
(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
(Telephone Number: Susquehanna 7-5000)

American Broadcasting Company
(A Division of AB-PT)

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Eastern Program Manager
Supervisor of Casting
Announcing Office Manager
Manager of Script & Program Promotion

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John Pacey

Director of Public Relations & Special Features
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George Huwel .................. Sales Service Manager

Station Relations, Operations for Sales & Station Traffic, Research & Sales Development

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Frank Atkinson .................. Manager of Co-operative Program Sales
Stewart Barthelmes ............ Manager of Station Clearance
Alfred Beckman .................. National Director of Station Relations Department
Donald Buck ..................... Director of Operations for Sales and Station Traffic
Alice Stamatis .................. Manager of Order Processing
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Chicago 6, Illinois

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WBKB-WENR
Sterling C. Quinlan ............ General Manager of WBKB-WENR
Elliot Henry, Jr. ............... Dir. of Publicity Promotion
Matthew Vieracker ............. Treasurer
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Hollywood
1539 North Vine Street
Hollywood 28, California

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John C. Wagner .................. Controller, Western Division

San Francisco
420 Taylor Street
San Francisco 2, California

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Harry Jacobs ................. Chief Engineer
Lorraine Duchene ................ Continuity Acceptance Editor
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William E. Williams ........... Manager of Publicity, Advertising & Promotion

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William Materne .............. National Sales Manager, Owned Radio Stations

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Michael Renault ............. Commercial Manager of WABC

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Matthew Barr .................. Sales Manager of KABC

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John Hansen ..................... Sales Manager of KGO

Detroit
(WXYZ, Inc.)

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New York 22, N. Y.

Station Representatives for WENR & WXYZ
John Blair & Company
150 East 43rd Street
New York 17, N. Y.

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For television personnel turn to TELEVISION YEAR BOOK in this volume
From AMPEX the best answers to broadcast recording

YESTERDAY

Transcriptions so "live" they defied detection — this ideal became a reality when Ampex introduced the Model 200. Within months of their introduction, AMPEX Tape Recorders had been installed by a major network throughout its facilities from coast to coast and others were following fast.

TODAY

Ampex has brought the cost of ultra high fidelity tape recorders down to a quarter of the cost of the original Model 200. The low maintenance cost, durability and fidelity of the AMPEX has made it the established standard of the broadcast industry — yet its superlative performance is within reach of every station from 50,000 watts to 250 watts.

TOMORROW

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.

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.
DURING 1953 the American public purchased 13 million new radio sets, which not only kept radio out front as the nation’s favorite medium, but, in terms of new units added, made it the fastest-growing. Today, U. S. families (over 98 per cent) own an estimated 115 million sets—114 million of them bought new since 1946. Directly supporting this testimony to radio’s continuing prosperity and vitality are the 1953 figures for advertising revenue, which overall (network, national spot, and local) exceeded the 1952 total.

More time was sold on the CBS Radio Network in 1953 than during the previous year. The number of clients using the network increased from 90 to 93. As result CBS Radio has the good fortune to enjoy a greater lead in billings than ever before. The reported prosperity across the country of radio stations generally is borne out by the experience of the six radio stations wholly owned by CBS Radio, whose billings too were up over the previous year.

Recently, eleven of the nation’s large radio stations joined forces to commission a joint study by Alfred Politz, Inc., in television markets. One of its findings gave a graphic answer to why radio continues to play such a vital role in the nation’s life: when asked what they considered the disadvantages of radio, 71 per cent of the people interviewed couldn’t think of any! As the survey noted, “People actively like the medium that is so much their companion in fun and information.” If people like the companionship radio offers today, they can look forward to even greater companionship tomorrow. 1953 introduced the first truly personal portable radio, a set so small the listener can take it in his pocket wherever he goes.

What gives radio such continuing vitality? One cause is the nature of the medium. It is human and personal: in its simplest form, the voice of one person sharing an experience with, or informing another. And the capacity of the human voice on radio to involve the listener’s emotions is powerful. Even so relatively sophisticated a radio fan as Mercedes McCambridge—whose years of experience in serial dramas contributed to her Academy Award for “All the King’s Men”—reports that she still finds listening to serial drama a compelling emotional experience.


In the field of news and public affairs CBS Radio reported the Coronation, President Eisenhower’s Inaguration, the Korean Truce and Prisoner Exchange, and the Bermuda Conference.

In the area of documentary journalism, CBS Radio’s Feature Project series presented eight programs which considered social problems as diverse as parole traffic safety, and baseball. And such week-to-week network features as “U.N. on the Record,” “Twentieth Century Concert Hall,” and the Columbia University Bicentennial series, “Man’s Right to Knowledge” brought enlightenment to people everywhere.

1953 saw the record sum of $170 billion dollars spent by American consumers for the retail goods they want and need to maintain, as somebody said, “their neighbor’s standard of living.” And by and large, it is advertising which passes along the news of the standards next-door.

Since only advertising can move so many goods to so many people, radio must continue to flourish as the most efficient mass medium.
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

ACCOUNTING

Merle S. Wick ................. Comptroller
Claude Boydston ............. Director of Accounting

BUSINESS AFFAIRS, NETWORK PROGRAMS

Henry Howard ............... Director, Business Affairs
Kenneth Craig .............. Director, Business Affairs, Hollywood
Anne Nelson .................. Associate Director, Business Affairs, Hollywood
W. C. Harrington ........ Manager, Music Copyright Division

EDITING

Don Ball ...................... Director

GENERAL ENGINEERING DEPARTMENT

A. B. Chamberlain ............... Chief Engineer
H. A. Chinn ................ Chief Audio Engineer
J. W. Wright ............... Chief Radio Engineer

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Legal
Robert Dunne...Senior Attorney

Network Programs
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

Network Sales
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

Pacific Coast Office
Bob Reitzel...Sales Manager

Chicago Office, 410 Michigan Avenue
Roger K. Huston...Manager

Detroit Office, Fisher Bldg.
Ben Lochridge...Manager

News
Wells Church...Director of News
Helen J. Sioussat...Director of Talks
Red Barber...Counselor on Sports
John Derr...Director of Sports
George Crothers...Dir. of Religious Broadcasts
Theodore Koop...Director of News and Public Affairs, Washington
Robert Skedgell...Director of Special Events
Lewis Shollenberger...Director of Special Events, Washington

Public Affairs
Stuart Novins...Director of Public Affairs

Operations
Horace Guillotte...Director of Operations
James Sirmons...Manager of Network Operations
Davidson Vorhies...Manager, Technical Operations and Chief Engineer, WCBS
Hugh Cowham...Traffic Manager
Julius Mattfeld...Director of Music Library
Lucile Singleton...Manager of Record and Script Library

Press Information
George Crandall...Dir. of Press Information
Irving Fein...Director of Public Relations, Hollywood
Lloyd Brownfield...Director of Press Information, Hollywood
Sidney Garfield...Director of Exploitation
Michael Boscia...Executive Assistant
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
Henry Flynn...General Sales Manager
Milton Allison...Eastern Sales Manager
George Castleman...Manager, Sales Development
Richard Hess...Research Manager
Sherrill Taylor...Promotion Manager

Chicago Office
410 North Michigan Avenue
Gordon F. Hayes...Western Sales Manager

Memphis Office, 63 S. Main Street
David Kittrell...Sales Manager

Detroit Office, Fisher Bldg.
Ralph Patt...Sales Manager

Los Angeles Office, Columbia Square
George E. Hurst...Sales Manager

San Francisco Office, Palace Hotel
Al Donahue...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

Sales Promotion and Advertising
George Bristol...Director
Charles Oppenheim...Administrative Manager
Louis Dorfman...Associate Director
Murry Salberg...Program Promotion Manager
Thomas Means...Director, Promotion Service, CBS-Owned Stations
Frank Nesbitt...Director, Network Sales Presentations
William Jayme...Director, Network Copy
Irving Miller...Director, Art Service, CBS-Owned Station Promotion
Joseph Tole...Production Manager
Edward Kaylen...Sales Analysis and Special Reports

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Wendell R. Campbell...Vice President in Charge
Station Relations
William A. Schudt, Jr...........Vice President in Charge of Station Relations
Edward DeGray ...................Director
Ole Morby..................Western Division Manager,
Columbia Square, Los Angeles 28

CBS, Inc., Broadcast Service Departments
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
John E. Forsander.........Director of Purchases
Edward Drewes...........Purchasing Agent

Office Services Department
A. H. Bryant................Manager
Maude Stubner........Supr. of Program Typing
Emily Schiener.........Supr. of Program Transcripts

Personnel Relations
Robert Kalaidjian...........Director
Dr. Jack Nelson...........Director of Medical Office
Charles Burt........Personnel Administrator
John Anderson...........Personnel and Labor Research Manager
Richard Stanley.........Employment Manager

Photographic
Walter I. Siegal...........Manager

Reference
William C. Ackerman...........Director
May Dowell...........Manager, General Information Division
Agnes Law ..................Librarian
Esther Dobbins...........Manager, Program Information Division
Dorothy Boyle ...........Manager, Program Statistics Division

CBS-OWNED STATIONS
WCBS and WCBS-FM,
485 Madison Avenue, New York 22
Carl Ward..................General Manager
Henry Untermeyer...........Sales Manager

Sam Slate..................Program Manager
Don Foley..................Promotion Manager
Milton Rich........Manager, Press Relations

KCBS and KCBS-FM,
Palace Hotel, San Francisco 5
Arthur Hull Hayes........Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM
Jules Dundes........Sales Manager
Pede Worth........Program Manager
Evelyn Clark........Program Manager

KMOX, 401 S. Twelfth Boulevard
St. Louis 2
Eugene Wilkey...........General Manager
Robert Hyland........Sales Manager
Mark Russell........Program Manager
Foster Brown........Program Manager

KNX and KNX-FM and
Columbia Pacific Network
6121 Sunset Boulevard
Los Angeles 28
William Shaw...........General Manager
Bert West........Assistant General Manager and Sales Manager
Robert Sutton..........Program Manager
James Frost........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
Eugene King........Program Manager
Jack Curry........Promotion Manager

HOUSEWIFE’S PROTECTIVE LEAGUE PRODUCTIONS
Edward W. Wood, Jr.......General Sales Manager and General Manager, HPL Prog. Services, Inc.

For television personnel turn to TELEVISION YEAR BOOK in this volume
Vitality of Web Radio Ends Obituary Disputes

By THOMAS F. O’NEIL
President
Mutual Broadcasting System

In any field, the invitation to weigh a new year’s outlook against a past year’s progress is a dubious honor. In the broadcasting business, this invitation has too often become a summons to membership in the Guild of Clouded Crystal Ball Gazers, a club already overcrowded with prophets of the death of radio. As one who never could detect any signs of rigor mortis in network radio, I am particularly gratified by the great vitality this medium has shown in 1953 — ending (forever, I hope) all need for obituary dispute, and enabling all of us to focus our efforts on the lively future of sound broadcasting.

Even a casual review of the past year reveals several sure symptoms of radio’s liveliness. Some of these signs indicate the depth to which radio continues — and increases — to be indispensable to the American people in their round-the-clock living. Other signs make clear the scope to which radio continues — and increases — to serve American industry in its round-the-year selling.

On its bare, over-all dimensions alone, radio set new records in ’53. The ownership and maintenance of 110,000,000 receivers by 45,000,000 U. S. families is a landmark in itself. So, too, is the emergence of the medium as an unprecedented personal force, through continued uprends in multiple sets in multiple places-to-listen. And so is the development of America’s automobile audience, enormous in mass and mobility, though still inadequately measured.

Radio ’54 needs none of these facts of life elaborated in such space as this—but it needs all these facts and more made clear to the leaders of industry, week after week. A shining beacon in this direction was lighted last year by the Politz study of radio in TV areas, with its qualitative revelations of listening. In my opinion, this study provides not only an authoritative appraisal of the individuals-in-mass millions whom radio must serve — it also offers a challenging cue to the sort of market research that will best educate the industrialists whom radio must sell. The “how many” factor of this medium is still an unmatched asset, but the “how” and “why” factors are worthier study subjects today than ever.

Meanwhile, the facts already at hand keep right on affirming the persistent vitality of radio. On one network, anyway, the standard research systems reveal increased listening — even at night, and even in time periods when TV has its peak appeal. Over here at Mutual, Sunday afternoon of course continues as a high-level stronghold for radio. But we’re also showing listener strength in the evenings, with nearly one-fifth more homes tuned in, 8-8:30 p.m., Monday through Friday, than a year ago.

On the record for this one network alone, improved programming, sensibly integrated with the public’s entertainment interest, seems to point the way to still more effective broadcasting, day and night. It is this policy which we plan to pursue in the months and years ahead.

As for the fiscal, bodily health of radio at this juncture, the temperature-chart of our own network is better than reassuring. When clients increase their annual investments here by a solid 10 per cent (’53 over ’52), when they add to their use of our facilities by an average of 19 per cent more stations per broadcast, and when the over-all result is the second biggest year in our history — then my personal beliefs about network broadcasting seem to be shared by an important panel of judges.

A year ago, on this page, I acknowledged television’s contribution to radio in the degree to which advertisers who had never before ventured off the printed page were coming into radio via experiments in TV. During the past 12 months, more new-to-radio advertisers than ever before have discovered — for one reason or another — how well this medium can work for them.
Utilities

EXECUTIVES AND STAFF
1440 Broadway, New York 18, N. Y.
Phone, Longacre 4-8000

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H. K. Carpenter.........................................WHK, Cleveland
Gordon Gray............................................General Teleradio, Inc.
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Ward D. Ingrim......................................Don Lee Network, Hollywood
Earl M. Johnson......................................MBS, New York
Robert A. Schmid....................................MBS, New York
Frank Schreiber......................................WGN, Chicago
J. Glen Taylor........................................General Teleradio, Inc.
Linus Travers.........................................Yankee Network, Boston

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E. M. Johnson........................................Admin. V.P. in chg. of Prod.,
Station Relations & Engineering
Robert A. Schmid....................................Admin. V.P. in chg. of Sales,
Advertising & Public Relations
B. J. Hauser...........................................V.P. in chg. of Co-op Programs
Adolf N. Hult..........................................V.P. in chg. of Sales
Herbert Rice...........................................V.P. in chg. of Programs
Julius F. Seebach...................................V.P. in chg. of Pro. Operations
George Ruppel.........................................Treasurer
Elisha Goldfarb......................................Assistant Secretary
Gordon Gray............................................V.P. of General Teleradio, Inc.,
in chg. of the WOR and WOR-TV Division

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Elisha Goldfarb.......................................Legal Counsel

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Adolph Opfinger......................................Labor Negotiations
Gail Dody..............................................Supervisor, Central Steno
Margaret Lanigan..................................Supervisor, File & Reception
Audrey Zeiner........................................Supervisor, Listeners Service
Ruth Hendler..........................................Manager, Mail & Purchasing
Augusta Hall..........................................Telephone Supervisor
Margaret Riordan....................................Supervisor, Wire Communications

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Keith Masters, Andrew C. Hamilton, Percy H.
Russel, Jr............................................of Kirkland, Fleming, Green,
Martin & Ellis, Washington, D. C. & Chicago
Emanuel Dannett.....................................of McGoldrick, Winn,
Dannett & Horowitz, N. Y.
Elisha Goldfarb.....................................MBS, New York

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Julius F. Seebach...................................V.P. in chg. of Prog. Operations
B. J. Hauser...........................................V.P. in chg. of Co-op Programs
Harold Wagner.......................................Manager of Program Operations
Dorothy Kemble......................................Dir. of Radio and TV Clearance
Emerson Buckley.....................................Associate Music Director
John Bogue...........................................Music Librarian
Nathan Abramson.................................Mgr. of Entertainment Bureau
Milton Burgh..........................................Director of News
Arthur Feldman......................................Director of Special Events
Paul Jonas.............................................Director of Sports
George Brown........................................Manager of News Operations

STATION RELATIONS AND ENGINEERING

Earl M. Johnson.................................V.P. in chg. of Station Relations
& Engineering
Robert Carpenter................................Director of Station Relations
Robert Kennett.................................Station Contact Representative

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Jean Engel........ Supervisor of Station Information
Roy Danish........ Director of Commercial Operations
Alma Graef......... Manager of Sales Service
T. E. Danley........ Manager of Sales Traffic
Sara Joseph........ Supervisor of Contracts
John Hayes.......... Office Manager—Recording
Chester Cheek....... Sales Manager—Recording
Leslie Learned...... Chief of Engineering Traffic
Charles Singer....... Chief Engineer
Robert O’Connor.... Chief Plans & Allocations Engineer

Advertising, Press Information, and Research
Robert A. Schmid.... V.P. in chg. of Advertising, Public Relations & Research
James Tyler.......... Director of Advertising
F. Carleton McVarish... Director of Audience Promotion & Merchandising
Richard Puff......... Director of Research & Planning
Francis X. Zuzulo.... Director of Press Information
Arnold Roston........ Art Director
Nathan Sakolsky...... Production Manager
Henry Poster......... Manager of Planning
Walter Stein......... Manager of Research
R. Jackson Foster.... Mgr. of Art Presentations

Sales
Adolf N. Hult......... Vice President
John Overall.......... Eastern Sales Manager
Sidney Allen.......... Administrative Manager—Network Sales

Washington
Everett Holles....... Dir. of Washington Operations

Chicago
Carroll Marts........ Dir. of Midwest Operations
Virgil Reiter........ Midwest Sales Manager (network)
Dorothy Reynolds..... Midwest Sales Service Manager
Myrtle Coulter....... Office Mgr. & Prog. Traffic
George Herro......... Promotion and Press Information Representative

Hollywood
Rodney Coulson...... Press Information Representative

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Hugh Potter........... WOMI, Owensboro, Ky.
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Earl M. Johnson...... B. W. Smith
Frank W. Knowlton... George W. Steffy
M. O. O’Neil......... Jack L. Straus
Thomas F. O’Neil..... J. Glen Taylor
W. D. Pabst........... H. L. Travers
John B. Poor.......... James E. Wallen

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W. H. Brown.......... Vice President
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Dwight W. Martin.... Vice President
Earl M. Johnson...... Vice President
Robert A. Schmid.... Vice President
James A. Wallen...... Vice President and Treasurer
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The call letters of over 700 U.S. broadcast stations reach their listeners through Collins equipment.

Collins engineering and precise manufacturing standards give Collins transmitting and speech equipment the extra quality of reliability so essential to continuous broadcast operation. Collins — design leaders in the past, present and future with the modern concept in AM.
Advent of Color TV Era Finds Broadcasting Ready

By SYLVESTER L. WEAVER, JR.
President
National Broadcasting Company

The year of 1954 finds the broadcasting industry in the most exciting and significant era in the history of communications—the era of color television.

Color brings to advertisers their most potent tool. Here is the perfect advertising medium, combining sight, color, sound and movement.

And now color television is a reality. On Dec. 17, 1953, the Federal Communications Commission approved color television signal standards for the industry.

We at NBC have been fortunate because it was our parent company, the Radio Corporation of America, under Brig. Gen. David Sarnoff, which pioneered the compatible color standards which were endorsed by the whole industry and approved by the FCC. In working with RCA, as its broadcasting service, during years of developmental work, we were able to get off to a head start in the color broadcasting sweepstakes.

This head start was demonstrated most graphically when, in the immediate wake of the FCC decision, NBC broadcast four outstanding commercial programs in color in a period of two weeks. These were: "Amahl and the Night Visitors," the Gian-Carlo Menotti Christmas opera; "Season's Greetings," a one-hour all-star variety show; the Christmas episode of "Dragnet," which marked the first use of color film in commercial colorcasting; and the brilliant Tournament of Roses Parade, which was the first West-to-East transcontinental color transmission.

We at NBC are proud that it is our network which paved the way for commercial color telecasting by developing program techniques that are setting the standards for the entire industry. Even before FCC approval came, these techniques had been demonstrated time and again during 1953 in experimental colorcasts which drew acclaim in New York, Chicago and Los Angeles.

We have welcomed inquiries from the entire industry on color programming techniques we have developed. Our color corps specialists have given lectures to technicians and program people representing all the networks. The techniques we have learned are available to all.

Color will give the broadcasting industry an even greater opportunity for service. And a greater responsibility. For, as communications people we are entrusted with the most important instruments since the invention of print.

We have made tremendous strides in color television. But black-and-white television will still be top dog for many years to come. And developments in our black-and-white operation have been considerable. During 1953, we increased the usefulness of television to the advertiser. Through the creation of new programming and sales policies, we made the sales impact of television available to a broader base of advertisers.

In the realm of public service, NBC increased its scope during the past year, with an increase both in quantity and quality of news, information, public discussion and special events.

On the radio side, NBC enters 1954 with a tried and proven medium completely revitalized. The program, sales, advertising and promotion activities of the radio network have been separated from those of television in the interests of strengthening the operation.

On the sales side, new and smaller program packages, making big-time radio available to small-budget advertisers, has placed the best in the audio-only medium within reach of the advertisers who up to now have not been able to afford the best.

The trade press has spoken much in recent months of the "Pat and Bob" team at NBC. Bob Sarnoff, NBC executive vice-president, and myself consider ourselves as a team, and work as a team on program and sales policies. With Bob as team-mate, I am most optimistic about forward strides NBC can make in 1954 in further improving our broadcasting service both as a public service and as a sales medium.
BOARD OF DIRECTORS

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Charles R. Denny ................. Vice President
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Raymond E. Simonds ...(Assistant Secretary
William A. Williams ............ Assistant Treasurer

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Samuel Chotzinoff ............. General Music Director

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Edward R. Cullen ............... Liaison Engineer
Joseph D'Agostino ............. Liaison Engineer
Raymond F. Guy ................ Manager of Radio & Allocation Engineering
George M. Nixon ................ Manager of Engineering Development
Chester A. Rackey ............... Manager of Audio-Video Engineering
James Wood, Jr. ................ Manager of Technical Services

Station Relations

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Sheldon B. Hickox ........... Director of Station Relations
Thomas Knode ................ Manager of Station Relations
Harry A. Woodman ............ Manager of Traffic Dept.
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Joseph A. McDonald          Treasurer
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William D. Bloxham      Manager of Purchasing

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Henry Patrick Hayes  Mgr. Radio Recording Sales
Edward M. Lowell          Manager Building &
                          General Services Department
William B. Miller      Night Executive Officer
Peter M. Tintle         Manager of Guest Relations
Mildred Joy               Chief Librarian

Legal
Thomas E. Ervin        V.P. & General Attorney
John V. Shute         Assistant General Attorney
James E. Denning     Senior Attorney
Stockton Helffrich  Manager of Continuity
                          Acceptance

Controller
George D. Matson           Controller
Hamilton Young       Dir. of Auditing and Systems
Francis X. O’Shea    Chief Accountant
Nicholas Gilles      Budget Manager

PERSONNEL
John M. Clifford      V.P. in chg. of Personnel
B. Lowell Jacobsen   Director of Personnel
Edmund Souhami     Labor Relations Administrator
Lewis R. Tower       Labor Relations Administrator
Ferdinand Wankel   Labor Relations Administrator
Robert Tufts          Organization Development
                          Administrator
Donald A. Rutledge   Manager, Training, Policy,
                          Benefits and Communications
Donald H. Mackenzie  Manager, Employment,
                          Records and Health
David Broadfoot      Manager, Salary Administration

PRESS AND PUBLICITY
Sydney H. Eiges          V.P. for Press and Publicity
Richard T. Connelly     Director of Press Dept.
Don Bishop              Manager of Program Publicity
Ellis Moore             Manager of Radio-Television
                          Business Publicity
John D. McTigue         Supervisor, Radio Network
                          Publicity
Kathryn Cole          Manager of Information
Cornelius Sullivan    Public Relations Representative

ORGANIZATIONS SERVING
RADIO NETWORK
Research and Planning
Hugh M. Beville        Dir. of Research & Planning
Dr. Thomas E. Coffin   Manager of Research
Allen R. Cooper        Mgr. of Markets & Media
James H. Cornell       Mgr. of Audience Measurement
Barry T. Rumple          Manager of Plans

Public Affairs
Davidson Taylor      Director of Public Affairs
William R. McAndrew  Mgr. of News &
                          Special Events
Thomas S. Gallery     Manager of Sports
Edward Stanley        Mgr. of Public Service Programs
Doris Corwith       Supervisor of Religious Broadcasts
                          — Talks
Joseph O. Meyers  Chief of the Central News
                          Desk

Technical Operations
George McLelrath    Director of Technical Operations
Paul V. Gallant      Supervisor of Radio
                          Broadcasting Operations
Gerald M. Sellar    Radio Operations
                          Supervisor
Frederick G. Knoofke  Mgr. of Sound Effects

RADIO NETWORK
William H. Fineshribber, Jr.  V.P. in chg. of the
                          Radio Network
Ted Cott        Operating V.P. of the Radio Network

Programs
John P. Cleary       Nat’l Prog. Dir., Radio Network
Robert L. Wogan      Supervisor Radio Network
                          Operations
Merrill Mueller      Radio News & Features
                          Executive

Sales
Fred L. Horton       Dir. of Radio Network Sales
Howard Gardner       Dir. of Radio Network Sales
                          Development
George W. Diefenderfer  Radio Network Sales
                          Manager, Central Division
John K. Williams     Radio Network Sales Mgr.,
                          Pacific Division
Sackett Miles       Mgr., Radio Sales Service &
                          Traffic

Advertising & Promotion
Ridgway Hughes     Dir. of Advertising & Promotion,
                          Radio Network
James Nelson       Advertising Mgr. Radio Network

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Robert Hitchens .......... Sales Promotion Mgr., Radio Network
Walter Van Bellen .......... Art Director, Radio Network
Frank McMahon .......... Copy Supervisor, Radio Network

Business Manager
Theodore Zuer .......... Business Mgr., Radio Network
Marion Stephenson .......... Division Budget Manager, Radio Network

Chicago Office — Radio Network
Merchandise Mart, Chicago 54, IL
Tel. SSuperior 7-8300

George W. Diefendorfer .......... Radio Network Sales Manager, Central Division

NBC OWNED STATIONS AND NBC SPOT SALES
Charles R. Denny .......... V.P. in chg. of NBC Owned Stations and NBC Spot Sales
Charles H. Colledge .......... Dir. of Technical Operations
Charles C. Bevis, Jr .......... General Executive
Robert F. Blake .......... Director of Publicity

WNBC, WNBC-FM—New York
Hamilton Shea .......... Gen. Mgr. of WNBC, WNBC-FM
Ernest de la Ossa .......... Station Manager of Stations WNBC, WNBC-FM
Richard M. Pack .......... Dir. of Programs and Operations WNBC, WNBC-FM
Peter Affe .......... Mgr. of Operations for WNBC, WNBC-FM
Max Buck .......... Dir. of Advertising, Sales Promotion & Merchandising
Robert J. Leder .......... Radio Sales Manager

WMAQ, WMAQ-FM—Chicago
Harry C. Kopf .......... V.P. & Gen. Mgr. of WMAQ, WMAQ-FM
Jules Herbuveaux .......... Assistant General Manager
Charles Dresser .......... Director of Sales
George Heinemann .......... Director of Programming
John F. Whalley .......... Director of Operations
Howard C. Luttgens .......... Engineer in Charge

WTAM, WTAM-FM—Cleveland
Lloyd E. Yoder .......... General Manager for WTAM, WTAM-FM
Samuel E. Leonard .......... Engineer in Charge
Brooks Taylor .......... Program Director

KNBC, KNBC-FM—San Francisco
George Greaves .......... General Manager for KNBC, KNBC-FM
William K. McDaniel .......... Sales Manager

Curtis D. Peck .......... Manager of Radio Technical Operations & Integrated Services
John Thompson .......... Program Manager

WRC, WRC-FM, Washington
Carleton D. Smith .......... V.P. & Gen. Mgr., WRC, WRC-FM
Joseph Goodfellow .......... Director of Sales
James Kovach .......... Program Director
Lefferts A. McClelland .......... Director of Operations
John G. Rogers .......... Engineer in Charge

National Spot Sales
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Richard H. Close .......... Mgr. for Represented Stations
William N. Davidson .......... Natl. Mgr. for Radio Spot Sales
Harold Shepard .......... Sales Development Manager
Caroline Herbert .......... Advertising & Promotion Manager

WASHINGTON AND PACIFIC DIVISION OFFICES
Washington
Frank M. Russell .......... Vice Pres., Washington
George Wheeler .......... Asst. to the Vice Pres.

Pacific Division
Sunset Boulevard and Vine Street, Hollywood 28, Calif.
Tel. Hollywood 9-6161

John K. West .......... V.P. for the Pacific Division
Thomas C. McCray .......... Dir. of Radio Network Division, Pacific Division
Lewis S. Frost .......... Director of Public Relations
Richard H. Graham .......... Attorney
Leslie Raddatz .......... Mgr. of Press & Publicity
Alfred Saxton .......... Mgr. of Technical Operations
John K. Williams .......... Network Sales Mgr., Pacific Division

Foreign Offices
France: Paul Archinard, William Frye, 52 Avenue des Champs Elysees, Room 533, Paris 8, France.
Italy: Jack Begon, 54 Via Della Mercede, Rome, Italy.

For television personnel turn to TELEVISION YEAR BOOK in this volume
Local Radio Still Potent
Despite Television Gains

By SIDNEY J. WOLF
President
Keystone Broadcasting System, Inc.

Again in 1954, the advertiser is confronted with another period of adjustment, created by increased TV coverage—represented by stations presently operating who will expand facilities, and by those that will be in operation by the end of the year. Keystone has, at present, 244 radio stations beyond effective TV coverage area, and as new TV stations are built, there will undoubtedly be many advertisers who will use TV—supplemented with radio, to achieve forceful national radio and TV coverage. Within the past year, many advertisers have effectively supplemented TV operations with Keystone, and as TV markets increase, we believe that the trend to supplement TV schedules with Keystone will be even greater.

Keystone was established to enable advertising agencies to buy a practical “package” of small stations with a single order . . . providing a simplified method for their clients to reach this “plus” audience in the fertile “Home Town and Rural America” market. Entering its fourteenth year of operation, Keystone is proud of having shown a consistent increase in business with each succeeding year. The number of present station affiliates is now in excess of 700, and during 1953, 27 new major advertisers were added, and 79 new affiliates. These figures are evidence of satisfactory performance, and substantiate the advertisers’ faith in Keystone as a medium to increase their sales and profits. And there is every indication that 1954 will be an even better, more profitable year for Keystone, its affiliates and clients.

During 1953, Keystone subscribed to Nielsen Coverage Service for its entire network, enabling us to give advertisers and their agencies the most accurate information regarding market coverage and listenership.

During the past several years, Keystone has strongly emphasized to affiliates the importance of follow-through merchandising. In 1953 this practice has proved to advertisers using Keystone, that merchandising activities done by our stations as “part of the job,” have effectively increased sales of the many products advertised. Typical merchandising follow-through by Keystone stations includes such activities as personalized local meetings, distribution of displays, messages to merchants encouraging promotional tie-ins, personal calls by the station manager and staff, public demonstrations in keeping with the promotion, etc. We intend to step up even further such merchandising follow-through during the future. No set formula is used for any product; the problems of each advertiser are individually and carefully studied, worked out with the advertiser—who is most familiar with his own sales problems—giving each campaign the best possible advantage in a most practical way.

Keystone merchandising of this type is so effective primarily because the manager and personnel of our type of station is usually personally acquainted with all the local business men, and this personalized contact appeal brings about the desired cooperation most easily.

Keystone looks forward to another year of progress . . . helping more advertisers discover and benefit from the richness of America’s “Home Town” stations, whose combination of sales producing ability and merchandising power is the sole factor in the success of the Keystone network.

In 1954, Keystone Broadcasting System— the only national transcription network—will become a medium of even greater importance to the nation’s advertisers who want to reach the world’s most lucrative market. We believe that the coming year will show increased coverage by currently affiliated stations, who improve facilities—and through the addition of stations in new markets not as yet covered by Keystone.
SHAD ED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS
KEystone
BroadcAsting System, Inc.

111 W. Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf (Director) .................................................. President
Joseph Bayer (Director) .................................................. Vice-President
Noel A. Rhys ................................................................. Vice-President
Edwin R. Peterson ......................................................... Vice-President
William Bayer .............................................................. Vice-President
Arthur Wolf (Director) .................................................... Secretary-Treasurer

New York
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-1460

Noel A. Rhys ................................................................. Vice-President and Eastern Sales Manager
Charles A. Hammarstrom ................................................ Account Executive
Eve Bonnier ................................................................. Office Manager
John Scanlan ............................................................... Research Director

Chicago
111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-6303

Sidney J. Wolf ............................................................ President
Edwin R. Peterson ......................................................... Vice-President
Arthur Wolf ................................................................. Secretary-Treasurer
Paul Kolar ................................................................. Comptroller
Blanche Stein ............................................................ Director of Station Relations
Kay Krause ................................................................. Traffic Manager
Jane McFadgen .......................................................... Program Director

Los Angeles
1330 Wilshire Blvd., Los Angeles 17, Calif.
Phone: DUnkirk 3-2910

William Bayer ............................................................ Vice-President
Henry G. Eschen ......................................................... Account Executive

San Francisco
57 Post Street
Phone: SUtter 1-7440

Don Kerwin ............................................................... Account Executive

SERVICES OFFERED: The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KBS makes their time available to national advertisers and their agencies at an attractive network package rate. At present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 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, based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary area of 59 KBS stations for which the Nielsen reports were not available, therefore, the total radio homes within the primary area of Keystone represents a total of 18,563,850. Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected ... whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice. Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.
REGIONAL NETWORKS

Alaska Broadcasting System
(Affiliated with CBS)
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 8333

PERSONNEL
General Manager............... Wm. J. Wagner

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 KTKN, Box
1308, Ketchikan, Alaska, Dorothy Bussanich.
Station Mgr.; Station KIBH, Box 250, Seward.
Alaska, Jim Lawson, Station Mgr.; Station
KFIF, Box 699, Sitka, Alaska, 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 Blvd., San Fran-
cisco 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; KFRB, Fair-
banks, Alaska; KINY, Juneau, Alaska; KTKN,
Ketchikan, Alaska; KIBH, Seward, Alaska;
KFIF, 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,
Walluku; KTOH, Lihue.

Arizona Broadcasting System
(ABS Network)
Phone: Alpine 4-4161

PERSONNEL
General Manager............... Richard O. Lewis
Commercial Manager............ Bill Harvey

STATIONS
KTAM, Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KJWB, Globe-Miami;
KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network
Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4144

PERSONNEL
Manager......................... Albert D. Johnson
Program Director............... John R. Williams
Commercial Manager............. John L. Hogg
KTUC Manager................... Lee Little
KSUN Mgr., owner.............. Arlo Woolery
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, Bisbee;
KYMA, Yuma; KCLS, Flagstaff.

Arrowhead Network
WEBC Building, Duluth 2, Minn.
Phone: Melrose 2873

PERSONNEL
General Manager............... Walter C. Bridges
Natl. Sales Mgr................. Harry Hyett

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
General Manager............... Dick Sampson

STATIONS
KPRO, Riverside; KPOR, San Bernardino;
KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network
Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL
Pres., Gen. Mgr.................. Les Biederman

STATIONS
WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC,
Gaylord.
California Northern Group
Radio Station KSYC, Yreka, Calif.
Phone: 624
PERSONNEL
Manager ................... Jack A. Mitchell (KSYC)
STATIONS
KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

CDC Tri-State Network
800 Broadway, Cincinnati, Ohio
Phone: GA4thel 1331
PERSONNEL
WXRC-TV General Mgr. .......... U. A. Latham
WHO-TV General Mgr. .......... Robert Moody
WTVN General Mgr. ............ J. W. McGough
CDC Coordinator ............... Don L. Chapin
STATIONS
WXRC-TV, Cincinnati, Ohio; WHO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

Columbia Pacific Network
6121 Sunset Blvd., Los Angeles 23, California
Phone: Hollywood 9-1212
PERSONNEL
Manager ................... William D. Shaw
Gen. Sales Mgr. ............... Bert West
Asst. Sales Manager .......... Thomas Swafford
Sales Promotion Mgr. .......... James W. Frost
Program Director ............. Robert P. Sutton
News Director ................. Jack Beck
Public Affairs Director ........ David Showalter
Chief Engineer ............... Les Bowman
BRANCH OFFICES
STATIONS

Columbia Television Pacific Network
1313 North Vine St., Hollywood 23, Calif.
Phone: Hollywood 9-1212
General Manager .............. J. T. Aubrey, Jr.
Sales Manager ................. Edmund C. Bunker
News Director ................. Frank La Troupe
Business Manager ............. Harry W. Zipper
STATIONS
KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSU-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KIEM-TV, Eureka, Calif.; KMJ-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOI, Boise, Idaho; KISI, Pocatello, Idaho; KOOK-TV, Billings, Montana; KOPR-TV, Butte, Montana; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXYL-TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KFIA, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii.

Columbine Network
Security Life Bldg., Denver, Colo.
Phone: Main 4161
PERSONNEL
General Manager .............. Albert G. Meyer
Sales Manager ................. Edwin E. Koepke
STATIONS
KMYR, Denver; KCOL, Fort Collins; KBOI, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.
555 Asylum St., Hartford 5, Conn.
Phone: 2-0237
PERSONNEL
President .................... Richard K. Blackburn
STATIONS
WNAB, Bridgeport; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury; WHT, Hartford; WHAY, New Britain.

Dairyland Network
307 W. Sixth St., Willmar, Minn.
STATIONS
KWLM, Willmar; KWNO, Winona; KMH, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KAUS, Austin, Minn.; KFAM, St. Cloud, Minn.
**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif.

**Phone:** Hollywood 2-2133

**PERSONNEL**

President ........................................ Willet H. Brown
Exec. Vice-President ......................... Word D. Ingrum
Sec.-Treas. .................................. A. M. Quinn
Vice-President in Charge Sales ............. Norman Boggs
Vice-President, Station Relations .......... Norman Osby
Dir. of Operations .......................... A. J. LaFranco
Nat. Adv. Mgr. ............................. Arthur M. Mortensen
KHI Sales Manager ....................... Terry Mann
Dir. Public Relations .................... Bud Coulson
Promotion Director ..................... Robert Light
News & Special Events .................. Les Mawhinney
Chief Engineer .......................... Robert Arne

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif.


**ADDITIONAL GROUPS AVAILABLE:** KOFY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KINO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii.

**Foreign Language Quality Network**

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

**Phone:** Circle 5-7979

**PERSONNEL**

Chairman ................................. Pat Stanton

President ................................. Ralph N. Weil

**STATIONS**


**Georgia Associations of Local Stations**

Box 66, Atlanta, Ga.

**PERSONNEL**

Sales Director .......................... Tom Carr

**STATIONS**

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGGJ, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGA, Cedartown; WMJM, Cordele; WMC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBBB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSTT, Thomson; WWGS, Tifton; WLET, Toccoa; WVO, Vidalia; WAYX, Waycross; WRLD, West Point.

**Granite State Network**

155 Front St., Manchester, N. H.

**Phone:** 4-4075

**PERSONNEL**

President .............................. W. J. Barkley
Treasurer ............................... William Rust, Jr.
Manager ................................. Ralph Gottlieb

**STATIONS**

WKBR, Manchester; WWHN, Rochester; WTSV, Claremont; WMOM, Berlin, and WTSW, Hanover, all in New Hampshire; WATS, Brattleboro, Vt.; WGA, Gardiner, Mass.

**Grass Roots Network**

412½ Court St., Muskogee, Okla.

**Phone:** 656

**PERSONNEL**

President ............................... Jimmie Barry
Secy-Treas. ............................... James L. Neal

**STATIONS**

KOY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca City, Okla.; KHGB, Okmulgee, Okla.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota

**Phone:** 3584

**PERSONNEL**

President .............................. M. M. Marget
Vice-President ......................... John Cooley
Sec.-Treas. ............................. M. J. Reichert

**STATIONS**

KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KJPM, Minot, N. D.; KGCU,

291
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: 2-4656  
Edward E. Guernsey; 175 Water St., Phone: 3-4735. Augusta, Me., Don Powers.  
STATIONS  
WCNH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.  

McClatchy Beeline  
911 Seventh St., Sacramento, Calif.  
PERSONNEL  
President …………………….Eleanor McClatchy  
Sales Director……………………. Leo O. Ricketts  
STATIONS  
(Station Listing not available at press time.)  

Metropolitan Network  
Mansev Bldg., Washington 4, D. C.  
Phone: National 8-5308  
Nail, Representative……….Richard O’Connell  
STATIONS  
WPIX, Alexandria; WFAQ, Falls Church, Virginia; WGGY, Silver Spring; WUST, Bethesda, Maryland.  

Michigan Radio Network  
1700 Mutual Bldg., Detroit 26, Mich.  
Phone: Woodward 3-8321  
PERSONNEL  
President…………………………. James G. Biddell  
Sales Manager……………………. H. S. Christian  
Dir. Adv. & Sales Prom……………….. Robert Boldrick  
STATIONS  
WBCM, Bay City; WTAC, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WBZB, Muskegon; WSOO, Soule Ste. Marie; WKLX, Ludington; WHRV, Ann Arbor; WXYZ, Detroit, Mich.  

The Mid-South Network  
WCBI, Columbus, Mississippi  
PERSONNEL  
General Manager…………………. Bob McRaney  
STATIONS  
WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.  

Regional Networks  
Guy Gannett B'estng. System  
390 Congress St., Portland 3, Maine  
Phone: 2-7423  
PERSONNEL  
President………………….Guy P. Gannett  
Vice-President………………. Laurence H. Stubbs  
Gen. Mgr…………………..Creighton E. Gatchell  
Sales Manager………………. Richard E. Bates  
STATION  
WGAN, Portland.  

Intermountain Network  
146 S. Main St., Salt Lake City 1, Utah  
Phone: 4-3561  
PERSONNEL  
President…………………………. Lynn L. Meyer  
Exec. Vice-Pres…………………. Jack S. Paige  
Eng. Director………………….. W. D’Orr Cozzens  
Chairman of Board……………George C. Hatch  
STATIONS  
KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJN, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KRFL, Miles City, Mont.; KIYL, Sheridan, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFL, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KVOO, Provo, Utah; KSVC, Richfield, Utah; KALL, Salt Lake City, Utah; KSPR, Casper, Wyo.; KVWO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRB, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KIAM, Vernal, Utah; KEGM, Boise, Idaho; KLUK, Evanston, Wyo.; KGZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.  

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; KTBG, Austin; KTSX, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTTB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.
Mississippi Broadcasting Co.  
(Withers Gavin Stations)  
PERSONNEL  
Pres. & Mgr. .................. Withers Gavin  
STATIONS  
WCOC, Meridian; WJQS, Jackson; WMBC, 
Macon; WACR, Columbus, Miss.  

New England Regional Network  
26 Grove St., Hartford 15, Conn.  
Phone: Hartford 5-0801  
DIRECTORS  
Chairman .................. Paul W. Morency  
Directors .................. Joseph E. Baudino,  
John J. Boyle, William H. Hines.  
STATIONS  
WBZ, Boston, Mass.; WCSS, Portland, Me.;  
WJAR, Providence, R. I.; WLBZ, Bangor, Me.;  
WTIC, Hartford, Conn.; WRDO, Augusta, Me.  
REPRESENTATIVE  
Weed & Company  

Northwest Network  
3415 University Ave., St. Paul W 14, Minn.  
Phone: Prior 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); 
WEBM, Duluth, Minn.; KYSM, Mankato, 
Minn.; WMFG, Hibbing, Minn.; WJLB, Virgin- 
ia, Minn.; KROC, Rochester, Minn.; KFAM, 
St. Cloud, Minn.; KFYR, Bismarck, N. D.;  
WDAY, Fargo, N. D.; WEAU, Eau Claire, 
Wis.; WJMC, Rice Lake, Wis.  
NATIONAL REPRESENTATIVE  
Edward Petry & Co.  

Oklahoma Network  
Box 842, Ada, Okla.  
PERSONNEL  
President .................. Bill Hoover (KADA)  
Representative ............... O. L. Taylor Co.  
STATIONS  
KCRC, Enid; KBIX, Muskogee; KADA, Ada;  
KVSO, Ardmore; KTMC, McAlester; KSWO, 
Lawton; KWSH, Tri-City.  

The Oregon Trail Network  
c/o Sta. KBKR, Baker, Oregon  
STATIONS  
KSRV, Ontario, Ore.; KBKR, Baker, Ore.;  
KBLM, LaGrande, Ore.  

Palmetto Broadcasting System  
#1 Martin St., Anderson, S. C.  
Phone: 3902  
PERSONNEL  
President .................. Wilton E. Hall  
General Manager ........... Glenn P. Warnock  
Production Manager ........... Jimmy Scribner  
National Sales Mgr. ........... G. P. Browne  
Promotion Director .............. V. Barath  
Regional Sales ............... John F. McCallum  
BRANCH OFFICES  
504 Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: Alpine 7841  
Executive .................. C. J. Cosse  
STATIONS  
WAIM, Anderson, S. C.; WACA, Camden, 
S. C.; Choice, Charleston, S. C.; WGCD, Ches- 
ter, S. C.; WLOS, Columbia, S. C.; WDSL, Dil- 
ton, S. C.; WJMX, Florence, S. C.; Choice, 
WKDK, Newberry, S. C.; WIND, Orangeburg, 
S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, 
S. C.; WBCU, Union, S. C.; WALD, Walterboro, 
S. C.; WRFC, Athens, Ga.; WBGE, Atlanta, 
Ga.; WGAC, Augusta, Ga.; WGGA, Gaines- 
ville, Ga.; WKLY, Hartwell, Ga.  

Quaker Network  
PERSONNEL  
Sales Manager .............. Kenneth W. Stowman  
STATIONS  
WFIL, Philadelphia; WEEU, Reading; 
WABE, Allentown; WEST, Easton; WSBF, 
York; WAZL, Hazleton; WLAN, Lancaster; 
WGBI, Scranton; WILK, Wilkes-Barre; WHGB, 
port; WVAM, Altoona; WARD, Johnstown; 
Castle; WKBZ, Oil City; WBVP, Beaver Falls, 
Pa.; WCED, DuBois, Pa.; WGET, Greensburg, 
Pa.; WDAD, Indiana, Pa.; WMRF, Lewistown, 
Pa.; WFIL, Philadelphia, Pa.; WPPA, Potti- 
ville, Pa.; WMAJ, State College, Pa.  

Rocky Mountain Broadcasting System  
179 Television Center, Salt Lake City 1, Utah  
Phone: 22-2505  
PERSONNEL  
President & Gen. Mgr. ........... Frank C. Carman  
Vice-Pres. & Sales Mgr. .......... John Schile  
STATIONS  
KTVT, Salt Lake City, Utah; KOPR-TV, Butte, 
Mont.; KFBK-TV, Cheyenne, Wyo.; KWIK-TV, 
Pocatello, Idaho; KLIX-TV, Twin Falls, Idaho;  
KMON-TV, Great Falls, Mont.; KLAS-TV, Las 
Vegas, Nev.
Regional Networks

Rural Radio Network
306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL
President.......................C. L. Dickinson
General Manager .............. D. K. deNeuf
Sales Manager .................. H. S. Brown
Program Director .............. M. N. Knapp
Farm Director .................. R. B. Child
Chief Engineer.................. T. R. Humphrey
Controller..................... G. B. Holland, Jr.

STATIONS
WRR; Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRR, Weathersfield; WHDL-FM.
Oleo: WRRE, Bristol Center; WRRD, DeRuyster; WRUN-FM, Utica-Rome; WWMNY.
Watertown: WMSA-FM, Massena; WRC, Cherry Valley; WFLY, Troy; WEL, Scranton.
Pa.; WRHH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM.

Steinman Stations
8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL
Gen. Mgr. .................... Clair R. McCollough
Sales Manager .................. J. Robert Gulick
Technical Dir. .................. J. E. Mathiot
Nat'l Representative ......... Robert Meeker Assoc.

STATIONS
WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAU.

Tall Corn Network
(Address any Station or John E. Pearson, Reps.)

PERSONNEL
President ....................... Dietrich Dirks (KCOM)
Vice-President .................. Ed Breen (KFDV)
Vice-President .................. G. J. Volger (KWPC)
Secretary ....................... Wm. P. White (KFBJ)

STATIONS
. KPIG, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah;
KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG.
Boone; KCID, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein; KXIC, Iowa
City; KBOE, Oskaloosa; KCOM, Sioux City, all in Iowa.

Texas Broadcasting System
Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager .............. Clyde W. Rembert
STATIONS
KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations
KFLD, P. O. Box 955, Floydada, Tex.
Phone: 11

Network Manager ................... Ed Holmes
STATIONS
KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network
1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL
Representative ............... Alex Keese (KRIS), P. O. Box 840, Corpus Christi, Tex.,
Phone: 4-6354, Gen. Mgr. T. Frank Smith
(KPRC), Lamar & Main Sts., Houston, Tex.,
Phone: Fairfax 7101, Gen. Mgr. Jack Harris
(WOAI), 1031 Navarro St., San Antonio, Tex.,
Gen. Mgr. Arden X. Pangborn (WFAA), 1122
Jackson St. (Dali), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.
WBAP, Ft. Worth, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KCB, Lubbock, Texas.

Texas State Network, Inc.
1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL
President ....................... Gene L. Cagle
Vice-President .............. Charles B. Jordan
Secretary-Treasurer .............. D. C. Hornburg
Sales Manager .............. Dale Drake
Traffic Manager ................ Forrest W. Clough
Chief Engineer .............. James T. Peterson
STATIONS
KFJZ, Fort Worth; KRB, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;
KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCNC, Texarkana;
WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston;
KGVL, Greenville, Texas; KRIQ, McAllen; KLYN, Amarillo; KWF, Wichita Falls, Texas; KTTB, Tyler, Texas.

The Tobacco Network, Inc.
710 Odd Fellows Bldg., Raleigh, N. C.
Phone: 8885

PERSONNEL
President ....................... Lester L. Gould
Vice-President .............. Fred Fletcher
REGIONAL NETWORKS

Secretary-Treasurer ................. Allen Jones
General Manager .................. Kenneth C. Wilson
Office Manager .................... Nina J. Livingston

STATIONS
WFNC, Fayetteville; WRAL, Raleigh;
WGTC, Greenville; WHIT, New Bern; WJNC,
Jacksonville; WTIK, Durham; WGIN, Wilming-
ton; WCEC, Rocky Mount, N. C.; WGBR, Golds-
boro, N. C.

Union Broadcasting System
PERSONNEL
General Manager .................. Jim Hedley

STATIONS
WOKO, Albany; WCSS, Amsterdam;
WWSC, Glens Falls; WHUC, Hudson; WENV,
Plattsburg; WBEC, Pittsfield, Mass.; WACE,
Chicopee; WALE, Fall River; WSYB, Rutland;
WJOY, Burlington, Vt.; WXNE, Keene, N. H.;
WGAT, Utica, N. Y.

Upper Midwest Broadcasting System
1687 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Geneva 9631

PERSONNEL
President ....................... Orville Lawson

STATIONS
KASM, Albany; WXXR, Alexandria; KBUN,
Bendid; KLIZ, Brainerd; KBMW, Breckenridge;
Fairbanks; KSUM, Fairmont; WEVE, Evedale;
KGDE, Fergus Falls; CKFL, International Falls;
KVOX, Fargo-Moorhead, all in Minnesota; KDLR,
 Devils Lake; KVOX, Fargo-Moorhead; KNOX,
Grand Forks; KGCU, Bismarck-Mandan; KLPN,
Minot; KQVC, Valley City; KGX, Williston-
Sidney, all in North Dakota; KABR, Aberdeen;
KJIV, Huron; KORN, Mitchell; KDSI, Dead-
wood; KISD, Sioux Falls; KWAT, Watertown;
and KGFX, Pierre, all in South Dakota; WHDF,
Houghton; WIKD, Iron River; WJMS, Iron-
wood; WJPD, Ishpeming; WDBC, Escanaba,
all in Michigan; WHBY, Appleton; WATW,
Ashland; FBZ, Eau Claire; WJPG, Green
Bay; WLCX, La Crosse; WLBY, Ladysmith;
WIBU, Madison-Poynette; WLIN, Merrill;
WQBT, Rhinelander; WTC, Shawano, and
WCHR, Wisconsin Rapids, all in Wisconsin;
KASI, Ames; KCCQ, Centerville; KJFJ, Web-
erster City; KAYL, Storm Lake; KSTT, Davenport;
KSMN, Mason City; KOKX, Keokuk; KCHA,
Charles City, all in Iowa; KCNL, Broken Bow;
WJAG, Norfolk; KFGT, Fremont; KNEB, Scott-
bluff, and KISX, Columbus, all in Nebraska;
WMRO, Aurora; WCAZ, Carthage, and WLBE,
DeKalb, all in Illinois; KXGN, Glendale and
KGCK, Sidney, both in Montana; KBMW,
Wahpeton-Breckenridge, N. D.; WDLB, Marsh-
field, Wisc.; WMNE, Menomonie, Wisc.;
WOSH, Oshkosh, Wisc.; WPDR, Portage,
Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN,
Racine, Wisc.; WRCO, Richland Center, Wisc.;
WSPT, Stevens Point, Wisc.; WTRW, Two
Rivers, Wisc.; WKBV, West Bend, Wisc.;
KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.;
KBZY, Grand Rapids, Minn.; WSHB, Stillwater,
Minn.

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
WRIN, Racine; WCLL, Jamesville; WGEZ,
Beloit; WIBU, Poynette; WHBY, Appleton;
WHEL, Sheboygan; WPG, Green Bay; WFRH,
Wisconsin Rapids; WWCF, Baraboo; WSAU,
Wausau; WRDB, Reedsburg.

Wyoming Cowboy Network
KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 44461

General Manager .................. Wm. C. Grove
Commercial Manager ................ C. P. Cahill

STATIONS
KFBC, Cheyenne; KRAL, Rawlins; KWRJ,
Riverton; KWOR, Worland; KOWB, Laramie;
KVOC, Casper; KODI, Cody; KGOS, Torrington;
KSID, Sidney; KASL, Newcastle.

The Yankee Network
21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

Executive Vice-Pres. & Gen. Mgr. ......................... Linus Travers
Vice-President .................... George Steffy
Sales, Prom. Manager ................ Tom Bateson
Traffic ................................ Dick Black
News .................................... L. Bickford
Program Manager .................... Jack Maloy

STATIONS
WNAC, Boston, Mass.; WFAU, Augusta,
Maine; WIDE, Biddeford, Maine; WICC, Bridge-
port, Conn.; WALE, Fall River, Mass.; WEIM,
Fitchburg-Leominster, Mass.; WHAL, Green-
field, Mass.; WONS, Hartford, Conn.; WCOU,
Lewiston-Auburn, Maine; WLLL, Lowell-
Lawrence, Mass.; WNHC, New Bedford,
Mass.; WOCB, Hyannis, Mass.; WNL, New
London, Conn.; WBRK, Pittsfield, Mass.; WPOR,
Portland, Maine; WHEB, Portsmouth-Dover, N.
H.; WEAN, Providence, R. I.; WWON, Woon-
socket, R. I.; WSYB, Rutland, Vt.; WWSR,
St. Albans, Vt.; WWCO, Waterbury, Conn.;
WDEV, Waterbury, Vt.; WORC, Worcester,
### ESTIMATED FAMILIES FOR 1954

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<th>STATE</th>
<th>Population Feb. 1, 1954 (Estimated)</th>
<th>Families</th>
<th>Radio Homes</th>
<th>TV Homes</th>
<th>Radio Stations in State</th>
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<td><strong>TOTAL</strong></td>
<td><strong>161,500,000</strong></td>
<td><strong>47,900,000</strong></td>
<td><strong>45,159,000</strong></td>
<td><strong>28,500,000</strong></td>
<td><strong>2,444</strong></td>
</tr>
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</table>
Amplitude Modulation Stations—AM

U. S. STATION INDEX

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
### Index of Standard Stations of U. S.

<table>
<thead>
<tr>
<th>Station Code</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKGW</td>
<td>Detroit-Windsor, Mich.</td>
</tr>
<tr>
<td>KAAA</td>
<td>Red Wing, Minn.</td>
</tr>
<tr>
<td>KABC</td>
<td>Los Angeles, Calif.</td>
</tr>
<tr>
<td>KABI</td>
<td>Ketchikan, Alaska</td>
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<tr>
<td>KABQ</td>
<td>Albuquerque, N. M.</td>
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<tr>
<td>KABR</td>
<td>Aberdeen, S. D.</td>
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<td>KADA</td>
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<td>KAFP</td>
<td>Pataluma, Calif.</td>
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<td>KAGH</td>
<td>Crossett, Ark.</td>
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<td>KAHU</td>
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WFRM — Couderport, Pa. 563
WFRU — Fremont, O. 543
WFRP — Savannah, Ga. 391
WFRX — West Frankfort, Ill. 408
WFTC — Kinston, N. C. 525
WFTL — Fort Lauderdale, Fla. 373
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WFTC — Front Royal, Va. 627
WFUL — Fulton, Ky. 427
WFUN — Huntsville, Ala. 321
WFTP — Grand Rapids, Mich. 437
WFVA — Fredericksburg, Va. 627
WFVG — Fugay Springs, N. C. 523
WFYC — Alma, Mich. 451
WGAA — Cedarburg, Ga. 385
WGAC — Augusta, Ga. 384
WAGD — Gadsden, Ala. 320
WAGF — Valdosta, Ga. 392
WGAI — Elizabeth City, N. C. 522
WAGL — Lancaster, Pa. 588
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ALABAMA
Pop. Feb. 1, 1954 (Est.) 3,184,000 — Families 791,000
Radio Homes — 655,000 — TV Homes — 280,500 — Stations in State 89

WAVU ALBERTVILLE—1948
Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By — Sand Mt. Bestg. Service
Business-Studio Address — P. O. Box 250
Phone Number — 530
News Service — AP
Transcription Service — World
Ptnr. Sta. Mgr. — Pat M. Courington
Commercial Manager — Jim Thompson
Prog. Dir. — Mel Evans
Chief Engineer — R. W. Hoffman
Publicity Director — Jesse Culp

WRFS ALEXANDER CITY—1947
KEYSTONE
Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By — Piedmont Service Corp.
Business-Studio Address — Main St.
Phone Number — Adams 4-2563
News Service — UP
Transcription Service — World
Representative — Sears & Ayer
President — James L. Coley
Gen.-Station-Com. Mgr. — Jim Whatley
Prog. Dir. — Bob McKinnon
Chief Engineer — James W. Whatley

WCTA ANDALUSIA—1946—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Air Time — Full Time
Owned-Operated By — Andalusia Bestg. System
Address — Sanford Rd.
Phone — 1100
News Service — AP
Transcription Service — World, Thesaurus
Representative — Walker-Dora-Clayton
Membership — NATB
Exec. V.P., Gen. Mgr. — Dige Bishop
Commercial Manager — Don Cooke
Program Director — Christine Hardage
Publicity Director — Don Cooke
Chief Engineer — Wes Gardner

WHMA ANNISTON—1938—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By — Anniston Bestg. Co., Inc.
Business-Studio Address — Radio Bldg.
Phone Number — 2380
Air Time — 5:45 a.m.-11:05 p.m.
Transcription Service — Thesaurus
Representative — Sears & Ayer
Membership — BAB
President — Harry M. Ayers
Gen.-Sta. Mgr. — Malcolm Street
Commercial Mgr. — R. A. Davidson
Program Director — Rosamond Ponder
Publicity Director — E. Cody Hall
Sales Prom. Mgr. — Teena Taylor
Chief Engineer — James A. Hudson

WSPC ANNISTON—1949—MBS
Frequency: 1390 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By — Model City Bestg. Co., Inc.
Business Address — Jefferson Davis Hotel
Phone — 1850-51
Air Time — Unlimited
News Service — AP
Transcription Service — Standard
Representative — Walker & Dora-Clayton
Commercial Manager — John M. Orrison
Program Director — Rosebud Waldrop
Chief Engineer — Winfred B. Kennedy

WMJW ATHENS—1948
Owned-Operated By — Athens Bestg. Co., Inc.
Business-Studio Address — Hine St.
Phone Number — 565
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
Owned-Operated By — Southland Bestg. Co.
Address — P. O. Box 59
Phone — 50
News Service — AP
Transcription Service — World
Partner — T. C. Miniard
Partner — Grady L. Ingram
General Manager — T. C. Miniard
Commercial Manager — Sam Ford
Program Director — Julia Miniard
Chief Engineer — T. C. Miniard

WAUD AUBURN—1947—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By — Auburn Bestg. Co.
Business Address — Box 350
Phone Number — 1240
Air Time — 6 a.m.-Midnight
News Service — AP
Transcription Service — Associated
Pres., Gen.-Station Mgr. — Elmer G. Saltet
Sales Prom. Dir. — Lowell E. Takles

316
Chief Engineer: Lawrence Dobbins
Publicity Dir.: Elmer G. Salter

WBCO
BESSEMER—BIRMINGHAM—1950
Frequency: 1450 Kc. Power: 250 Watts
Address: Bessemer
Phone: 6-5241
Representative: J. E. Lanier
Program Director: E. Faush
Chief Engineer: Hal Faller

WAPI
BIRMINGHAM—1922—CBS
Frequency: 1070 Kc. Power: 10,000 Watts
Owned-Oper. By: Television Corp.
Address: P. O. Box 2553
Phone Number: 4-2466
News Service: AP, UP
Representative: Radio Sales (CBS)
Membership: NARTB, BAB
Pres., Gen. Mgr.: Henry P. Johnston
Asst. to Pres.: Ray F. Furr
Mgr. of Radio Operations: Herbert Martin
Publicity Director: James Chenoweth
Chief Engineer: J. V. Sanderson

WBRC
BIRMINGHAM—1925—NBC
Frequency: 960 Kc. Power: 5000 Watts
Address: 1727 ½ 2nd Ave., N.
Phone Number: 4-4701
News Service: INS, AP
Transcription Service: Capitol
Representative: Paul H. Raymer Co.
V.P., Gen. Mgr.: J. Robert Kern
Program Director: Fox Lightfoot
Sta. Mgr., Com. Mgr.: James E. Bailey

WCRT
BIRMINGHAM—1953
Business Address: 725 S. 22nd St.
Phone Number: 7-3019
Pres., Prog. Dir.: George K. Chapman
General Manager: Rudy C. Clark
Dir. of News: Ray Shader
Chief Engineer: William Chapman

WEDR
BIRMINGHAM—1949
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: Magic City Bcstg. Co.
Business Address: 1417 Fourth Ave. N.
Phone Number: 40925

WILD
BIRMINGHAM—1945—MBS
Frequency: 850 Kc. Power: 10,000 Watts
Address: Essex House
Phone Number: 53-4977
President: George A. Mattison, Jr.
General Manager: Don D. Campbell
Commercial Mgr.: J. B. Roberts
News Service: UP
Rep.: H-R Representatives
Program Director: Charles White McGehee
Sales Prom., Pub.: W. E. Mattison
Chief Engineer: Ray Lowery

WJLD
BIRMINGHAM—1942
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Johnston Bcstg. Co.
Address: Box 5767, Birmingham
Phone No.: 54-3466
News Service: AP
Representative: Interstate
Station Manager: James Connolly
Program Director: Jane Martindale
Comm., Sales Manager: Joe Brewer
Chief Engineer: Maurice McKinney

WLBS
BIRMINGHAM—1946
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: WLBS, Inc.
Address: 212 N. 13th St.
Phone Number: 54-2541
President: E. D. Rivers
General Manager: Wm. Randall
Chief Engineer: Gordon Bishop

WSGN
BIRMINGHAM—1926—ABC
Frequency: 610 Kc. Power: 5000d.; 1000 n.
Owned-Oper. By: Jemison Bcstg. Co., Inc.
Phone Number: 4-3434
News Service: AP
Transcription Service: Thesaurus
Air Time: Full Time
Representative: Avery-Kindel
President: Bascom Hopson
Comm. Mgr.: G. O. Privett
Program Director: Dave Campbell
Publicity Director: Mary Childers
Chief Engineer: Jack Shea

WVOK
BIRMINGHAM—1947
Frequency: 690 Kc. Power: 50,000 Watts d.
Owned-Operated By: Voice of Dixie Inc.
WEBJ
BREWTON—1947—MBS-KBS
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Operated By: Brewton Bcstg. Co.
Business Address . Box 870
Phone Number . 1000
News Service . AP
Transmission Service . SESAC, Capitol
Representative . W. Emmett Brooks
Pres., Gen. Mgr. . R. G. Blaskow
Program Director . C. E. Land
Chief Engineer . J. A. Sikes

WRAQ
CARROLLTON—1951—KBS
Frequency: 590 Kc. . Power: 1000 Watts d.
Owned-Operated By: Pickens County Bcstg. Co.
Address . Box 71
Phone Number . 2364
News Service . AP
Co-Owners . W. Emmett Brooks
Gen. Mgr. . Douglas Reeh
Program Director . Gladys Estis
Chief Engineer . Earl Johnson

WKLF
CLANTON—1947—KBS
Frequency: 880 Kc. . Power: 1000 Watts d.
Owned-Operated By: Southeastern Bcstg. Co.
Bus.-Studio Address . P. O. Box 110
Phone Number . 448
News Service . AP
Transmission Service . World
President . Dr. J. Kelley Robinson
Gen., Sta., Sales Mgr. . Leland L. Hudson
Pgm., Pub. Dir. . Helen Parrish
Chief Engineer . Lester Carter

WFMH
CULLMAN—1950
Frequency: 1300 Kc. . Power: 1000 Watts d.
Owned-Operated By: The Voice of Cullman
Address . 206 Second Ave. E.
Phone No . 910
News Service . AP
Transmission Service . Associated & Thesaurus
Pres., Partner, Gen. Mgr. . B. C. Eddins

WKUL
CULLMAN—1946—MBS-KBS
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By: Cullman Bcstg. Co.
Bus., Studio, Trans. Address . P. O. Box 211
Phone Number . 863
News Service . UP
Program Director . Ralph Mann
Chief Engineer . Arthur Bachmann

WAJF
DECATUR—1953—KBS-MBS
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Oper. By: J. B. Falt, Jr.
Business Address . 112 Grant Street
Phone Number . 4016
Air Time . Full Time
News Service . UP
Transmission Service . Langworth
Station Representative . Sears & Ayer, Inc.
President . J. B. Falt, Jr.
Station Manager . Cletus Quick
Comm. Mgr. . Eugene Harwell
Chief Engineer . Prince Jones

WHOS
DECATUR—1948
Frequency: 800 Kc. . Power: 1000 Watts d.
Business-Studio Address . 212 Jackson St.
Phone Number . 991-992
Air Time . Sunrise-Sunset
News Service . UP, AP
Partners . Barrett C. Shellon, John J. Jones
Gen., Com. Mgr. . Louis C. Blizzard
Pgm. Dir. . Jerry Greigs
Prom. Mgr. . Jim Fouts
Chief Eng. . G. Upton

WMSL
DECATUR—1953—KBS-MBS
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Operated By: Tennessee Valley Bcstg. Co.
Address . 703 Bank St.
Phone Number . 802-803
News Service . AP
Pres., Gen. Mgr. . Frank Whisenant
Pgm. Dir. . Robert E. Gleason
Chief Engineer . Garlan Sandlin

WXAL
DEMOPOLIS—1947—MBS-KBS
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Operated By: Demopolis Bcstg. Co.
Phone Number . 400
News Service . AP
Transmission Service . World
Pres., General Manager . W. M. Jordan
Commercial Manager . Henry J. Bley
Pgm. Dir. . Marsha James
Chief Engineer . Barry Collins

WAGF
DOTHAN—1932—NBC
Frequency: 1320 Kc. . Power: 1000 Watts
Owned-Operated By: Dothan Bcstg. Co.
ALABAMA

Address........................................204 1/2 E. Main Street
Phone Number..............................2-9100
Air Time.....................................5 a.m.-11 p.m.
News Service.................................AP
Transcription Service....................NARTB
Representative..............................Joseph Hershey McGillvra
Membership.................................James E. Brown
General Manager.........................Julian C. Smith
Sales Prom. Mgr..............................Eugene S. McClinton
Comm. Mgr....................................Fred C. Moseley
Publicity Director.........................Pat Elliott
Program Director.........................Lamar Trammell
Chief Engineer..............................Havard T. Kawlinson

WWW
FAYETTE—1949—KBS
Frequency: 990 Kc. . . . . . Power: 1000 Watts d.
Address .................Jasper, Ala.
Phone Number .............23462
News Service .................UP
President ......................W. W. Bankhead
General Manager ............James Reese
Sta., Sales Mgr...............Jack Black
Chief Engineer ...............Hugh Hughes

WJOI
FLORENCE—1946—ABC-ABS
Frequency: 1340 Kc. . . . . . Power: 250 Watts
Address .................810 S. Court St.
Phone Number .............2608
Pres., Gen.-Sta. Mgr ..........Joe T. Van Sandt
Commercial Manager .......Tom York
Sales Prom. Mgr...............Virginia Grey
Pub., Pgm. Dir...............Don E. Spry
Chief Engineer ...............Paul Shannon

WOOF
DOTHAN—1948—KBS
Frequency: 560 Kc. . . . . . Power: 5000 Watts d.
Owned-Oper. By. The WOOF Trust
Business-Studio Address........107 E. Adams St.
Phone Number ..................3-4100
News Service...........................UP
Representative.............Cummings, Reiner
Pres., Gen. Mgr....................Jesse Swicegood
Prog. Dir.............................Earl Hutto
Chief Engineer.....................Charles Lawshe

WIRB
ENTERPRISE—1948
Frequency: 1230 Kc. . . . . . Power: 250 Watts
Phone Number ..................30
News Service...........................AP
Transcription Service.............Langworth
Gen. Mgr..............................R. E. James
Com. Mgr................................Fred S. Watson
Prom. Dir..............................E. E. Vinson

WULA
EUFAULA—1948—KBS
Frequency: 1240 Kc. . . . . . Power: 250 Watts
Phone Number ..................745
Air Time...............................6 a.m.-10 p.m.
News Service...........................UP
Gen. Mgr., Co-Owner...............Edward B. Fussell
Publicity Director...............Sara Bush
Chief Engineer......................Hugh G. Chastain

WFAA
FT. PAYNE—1950
Frequency: 1400 Kc. . . . . . Power: 250 watts
Address ..........102 So. Gault Ave.
Phone Number .............1440
News Service .................AP
President ......................George Gothberg
Gen. Mgr.........................Jerry Carr
Chief Engineer ...............Edward Pierce

319
**WZOB**  
**FT. PAYNE—1950—ABS**  
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  
Representative: General Radio  
Commercial Mgr.: Irvin Liber  
Chief Engr.: Jess R. Moore

**WETO**  
**GADSDEN—1949—KBS**  
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  
Partner, Gen. Mgr.: Edwin H. Estes  
Partner: Cary L. Graham  
Commercial Manager: Morton Lloyd  
Program Director: Ray Estes  
Chief Engineer: Julius Vessels

**WGAD**  
**GADSDEN—1947—ABC**  
Owned-Oper. By: Coosa Broadcast Co., Inc.  
Air Time: 17\% hrs. daily  
Address: Phillipspon Blvd.  
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—1948**  
Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Etowah Broadcasts, Inc.  
Address: 750 Forest Ave.  
Phone Number: 6-6301  
News Service: UP  
President: Oscar P. Covingion  
Gen. Mgr.: J. P. Kirby  
Chief Engineer: W. G. Anderson

**WJBY**  
**GADSDEN—1927—NBC**  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Gadsden Broadcast Co., Inc.  
Address: 108 Broad Street  
Phone Number: 6-3381  
Representative: Avery-Knodell  
President: Bascom H. Hopson  
Sta. Mgr., Prog. Dir.: Bill Cornelius  
Chief Engineer: D. W. Bearden

**WGEA**  
**GENEVA—1953**  
Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Geneva County Reaper  
Business Address: Westville Road  
Phone Number: 456  
Transcription Service: World  
Station Manager: Robert Sidewell  
Program Director: Junior Walker  
Commercial Manager: Gene Free

**WGJV**  
**GREENVILLE—1948—ABC-KBS**  
Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Greenville Bstg. Corp.  
Business Address: P. O. Box 227  
Phone Number: 1, 1/2, 585  
Air Time: 12-1am, 6-10 p.m.  
News Service: AP  
Chief Engineer: Jim Bell

**WSVS**  
**GUNTERSVILLE—1950—KBS**  
Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By: Guntersville Bstg. Co.  
Address: P. O. Box 32  
Phone Number: 4131  
News Service: UP  
Transcription Service: Thesaurus  
Membership: NARTB  
President: H. E. Moore  
Gen., Sta., Comm. Mgr.: Edward Z. Carrel  
Program Dir., News Dir.: Ray McClendon  
Chief Engineer: Lavelle Jackson

**WJBB**  
**Haleyville—1949—MBS**  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Haleyville Bstg. Co.  
Address: Haleyville, Ala.  
Phone Number: 389  
Air Time: Full Time  
Membership: NARTB, ABA  
Representative: Indie Sales  
President: W. P. Thielen  
Gen. Mgr.: J. L. Slaton  
Program Director: Jack McNutt  
Chief Engineer: Paul Kelly

**WERH**  
**HAMILTON—1950**  
Frequency: 970 Kc. Power: 5000 Watts d.  
Owned-Oper. By: Marion County Bstg. Co.  
Address: Box 187  
Phone Number: 3481  
Air Time: 10 a.m.-Local Sunset  
News Service: UP  
Transcription Service: SESAC  
Representative: Dora-Clayton  
President, Gen. Mgr.: Hugh Fite
WEZB
HOMEOOD—1953
Frequency: 1320 Kw... Power: 1000 Watts d.
Owned-Oper. By... Voice of Homewood
Business Address... Hollywood Country Club
Phone Number... 2-8211
President, Gen. Mgr.... Gene Newman
Program Director... Ganus Scarborough
Promotion Mgr... Johny Sap
Chief Engineer... C. B. Tucker

WBHP
HUNTSVILLE—1937—MBS-KBS
Frequency: 1230 Kc... Power: 250 Watts
Owned-Oper. By... Wilton H. Pollard
Bus. Studio Address... Fifth Ave.
Phone Number... 5020
Air Time... 6 a.m.-11 p.m.
News Service... UP
President, Gen. Mgr... Wilton "T" Pollard
Prog. Dir... Kathryn Moore
Chief Engineer... Verl Cisro

WFUN
HUNTSVILLE—1946—ABS
Frequency: 1450 Kc... Power: 250 Watts
Owned-Oper. By... Huntsville Bcstg. Co., Inc.
Phone Number... 2424
Air Time... 6 a.m.-M.
News Service... UP
Representative... Sears & Ayers
General Manager... J. B. Fall, Jr.
Sta. Mgr., Prog. Dir., Chief Engr... John Garrison

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-Keel-Perna
Membership... NARTB
President... Henry P. Johnston
General Manager... John F. Neal
Program Director... Reuben Miller
Chief Engineer... Victor Bankowski

WPBB
JACKSON—1950—KBS-MBS
Frequency: 1290... Power: 1000 Watts d.
Owned-Oper. By... Jackson Bcstg. Co.
Pres., Gen. Mgr... T. H. Grallard, Jr.
Program Director... Charles Dallas
Com. Mgr... Guy R. Hester
Prog. Dir... Charles Dallas

WWWB
JASPER—1946—KBS
Frequency: 1240 Kc... Power: 250 Watts
Owned-Oper. By... Bankhead Bcstg., Co. Inc.
Business Studio Address... Bankhead-Long Building
Phone Number... 23461
Transcription Service... Capitol
News Service... UP
President... W. W. Bankhead
Gen. Mgr... James E. Ruse
Com. Mgr... William C. Edgemon

WRLD
LANETT—1943—ABC-KBS
Frequency: 1490 Kc... Power: 250 Watts
Owned-Oper. By... Valley Bcstg., Inc.
Address... P. O. Box 312, West Point, Ga.
Phone Number... 2-2771
Transcription Service... Thesaurus
News Service... AP
Representative... McGilvra
President... J. C. Henderson
General Manager... C. Jim Murphy
Program Director... Aileen Love
Chief Engineer... A. L. Stancel Jr.

WJAM
MARION—1951—ABS
Frequency: 1310 Kc... Power: 1000 Watts d.
Owned-Oper. By... Neely Bcstg. Co.
Address... Bay 221
Phone Number... 7111
Air Time... 6 a.m.-M.
Transcription Service... NARTB
News Service... AP
Representative... Southern
General Manager... L. M. Neely, Jr.
Station Manager... Erle W. Hanna
Chief Engineer... Virgil Moore

WABB
MOBILE—1948—ABC-MBS
Frequency: 1490 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.
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-Oper. By... Pape Bcstg. Co., Inc.
Bus. Studio Address... 210 Government St.
THOSE WHO KNOW FAMOUS BRANDS . . . .

Says Henry P. Johnston, President of WAPI at Birmingham, Ala.: "From AP we get solid coverage backed up by The AP's solid prestige."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
WKAB
MOBILE—1947
Frequency: 840 Kc. Power: 1000 Watts d.
Owner-Operated By: Pursley Bcastg. Service
Bus.-Studio-Trans. Address: Telegraph Rd.
Phone Number: 2-6789
Air Time Local: Local sunrise-local sunset
Transcription Service: SESAC, Langworth
Representative: Forjo, Dora Clayton
News Service: AP
Membership: NARTB
General Manager: Louise P. Pursley
Com. Mgr.: Herbert Johnson
Sales Prom. Mgr.: Jim Smith
Program Director: John T. Jackson
Chief Engineer: Gene Miller

WKRG
MOBILE—1946—CBS
Frequency: 710 Kc. Power: 1000 Watts d.
Owner-Operated By: Giddens & Rester
Bus.-Studio-Trans. Address: Telegraph Rd.
Phone Number: 2-6789
Air Time Local: Unlimited
News Service: AP
Transcription Service: Langworth
Representative: Adam J. Young, Jr.
Membership: BAB, NARTB
President: Kenneth R. Giddens
Gen., Sta. Mgr.: Frank Conwell
Sales Manager: Carl Haug
Program Director: Richard McMullen
Publicity Director: Shirley Raster
Chief Engineer: F. E. Couey

WMOZ
MOBILE—1952
Frequency: 960 Kc. Power: 1000 Watts d.
Owner-Oper. By: Gasden Radio Co.
Phone Number: 6-8201
Representative: John E. Pearson
President: Edwin Estes
Partner: C. L. Graham
General Mgr.: Walter V. Turner
Chief Engineer: Vernon Floyd

WMFC
MONROEVILLE—1952

WAPX
MONTGOMERY—1947—ABC
Frequency: 1600 Kc. Power: 1000 Watts d.
Owner-Operated By: United Bcastg. Co.
Business, Studio Address: 116 Catoma St.
Phone Number: 3-7589
News Service: AP
Transcription Service: Standard
Representative: Walter Co.
Pres., Gen. Mgr.: Thomas E. Martin
Station, Commercial Manager: Hoke Williford
Sales Promotion Manager: Frank Dudley
Program Director: Lee Stockfest
Chief Engineer: Owen Lehr

WBAM
MONTGOMERY—1953
Frequency: 740 Kw. Power: 50,000 Watts d.
Phone Number: 2-3851
President: Mrs. J. F. Richardson
General Manager: W. J. Brennan
Program Director: Fred U. Wamble
Chief Engineer: Cyril G. Brennan

WCov
MONTGOMERY—1938—CBS
Owner-Oper. By: Capitol Bcastg. Co.
Business, Studio Address: Exchange Hotel
Phone Number: 2-5781
News Service: UP
Representative: O. L. Taylor Co.
Membership: NARTB
President: Oscar P. Covington
General Manager: Hugo M. Smith
Station Manager: Joe Petranka
Sales Prom. Mgr.: O. M. Teate
Program Director: Walter Spiro
Chief Engineer: W. D. Weatherly

WJJJ
MONTGOMERY—1948—MBS
Frequency: 1770 Kc. Power: 10,000 Watts d.
1000 n.
Owner-Oper. By: Southern Bcastg. Co., Inc.
Business, Studio Address: 135 Commerce St.
Transcription Service: Thesaurus
Representative: Weed
President: Joseph G. Mathews
Chief Engineer: A. Fred Wright

WMGY
MONTGOMERY—1946
Frequency: 800 Kc. Power: 1000 Watts d.
Owner-Operated By: Dixie Bcastg. Co.
WRMA
MONTGOMERY—1953
Frequency: 950 Kw. Power: 1000 Watts d.
Business Address: 26 North Lawrence St.
Phone Number: 2-1475
Transcription Service: Associated
Representative: McGillvra
Partner & Gen. Mgr.: Ralph M. Allgood
Partner: Grover Wise
Chief Engineer: Walter B. Stevenson

WSFA
MONTGOMERY—1930—NBC
Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Montgomery Bestg. Co., Inc.
Business Address: P. O. Box 1031
Phone: 8361
News Service: AP
Representative: Headley-Reed
Membership: NARTB, BAB
President: David E. Dunn
General Manager: Lionel Baxter
Nat. Sales Mgr.: Julia Looney
Commercial Mgr.: Travis Williams

WLAY
MUSCLE SHOALS—1933—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned Oper. By: Muscle Shoals Bestg. Corp.
Business Address: P. O. Box 230, Sheffield
Phone: 1950
News Service: UP
Representative: Devney & Co.
Membership: NARTB, BAB
President: Frank M. Farris, Jr.
General Manager: E. O. Whitehead
Program Director: George Manush
Chief Engineer: Lynn V. McMoran

WCRL
ONEONTA—1952
Owned-Oper. By: Blount County Bestg. Serv.
Phone Number: 4871
News Service: AP
Transcription Service: Capitol
Gen. Mgr.: E. Glenn Abercrombie

WJHO
OPELIKA—1940—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Phone Number: 712, 713
News Service: UP
Transcription Service: World
Representative: Indie Sales, Inc.
Membership: NARTB, BAB
Station Manager: John C. Cooper, Jr.
Commercial Manager: E. Turk
Sis. Prom. Mgr.: G. E. Snyder
Chief Engineer: John E. Smollon

WAMI
OPP—1952
Frequency: 860 Kw. Power: 1000 Watts d.
Business Address: Box 169
Phone Number: 655
News Service: UP
President: H. N. Lee
Gen. Com. Mgr.: Beri Moore
Chief Engineer: Joe Osgatharp

WOZK
OZARK—1953
Frequency: 1460 Kc. Power: 1000 Watts d.
Business Address: Phenix Girard Bank Bldg.
Phone Number: 8-8787
News Service: AP
President: Ray M. Greene
Comm. Mgr.: Don C. Price
Prog. Dir. Chief Eng. neer: Jay H. Lamb

WPDX
PHENIX CITY—1952
Frequency: 1460 Kc. Power: 1000 Watts d.
Business Address: Phenix Girard Bank Bldg.
Phone Number: 8-8787
News Service: AP
President: Ray M. Greene
Comm. Mgr.: Don C. Price
Prog. Dir. Chief Eng. neer: Jay H. Lamb

WPII
PIEDMONT—1953
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: Piedmont Radio Station
Business Address: P. O. Box 230, Sheffield
Phone Number: 2201
President: C. L. Graham
General Manager: Curt Blair
Program Director: Frances Kerns
Prom. Mgr.: J. D. Carter
Chief Engineer: Hamilton Masters

WELR
ROANOKE—1950—KBS
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-operated By: J. W. Buttram
Address: 801 N. Main St.
Phone: 3811
Program Director: John Hodges
Chief Engineer: Reverne Foster

WWW
RUSSELLVILLE—1949
Frequency: 920 Kc. Power: 1000 Watts d.
Address... Bankhead-Long Bldg., Jasper, Ala.
Phone Number ...647
News Service... UP
Transcription Service... SESAC
Representative... Southern Radio
President... Walter W. Bankhead
Gen. Mgr. ... Hal Kirby
Pgm. Dir., Chief Engineer... Carl Van Sittert

W C R I
SCOTTSBORO—1950
Frequency: 1050 Kc... Power: 250 Watts d.
Owned-Operated By... Pat M. Courington
Phone ...123
News Service... AP
Gen. Mgr... Pat M. Courington
Station Mgr... Eaton P. Govan, Jr.
Program Director... Jack Wilhelm
Chief Engineer... James G. Wallace

W R O S
SCOTTSBORO—1952
Frequency: 1330 Kw... Power: 1000 Watts d.
Owned-Oper. By... Scottsboro Bcstg. Co.
Business Address... 717 Scott St.
Phone Number... 156
President... Hugh T. Kirby
Gen., Com. Mgr... Rose M. Kirby
Program Dir... Clyd R. Varner
Chief Engr... Bill Prickett

W G W C
SELMA—1946—CBS
Frequency: 1340 Kc... Power: 250 Watts
Owned-Oper. By... Dallas Broadcasters, Mc.
Address... P. O. Box 886
Phone Number... Trinity 4-6687
Air Time... Full Time
Station Representative... Hal Holman
Membership... NARTB
President... Oscar Covington
Gen. Mgr. & Chief Engr... John F. Townshend
Commercial Manager... John Frazier

W H B B
SELMA—1935—NBC
Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... Selma Bcstg., Inc.
Business Address... 209 Washington St.
Phone Number... TR 4-8561
President... B. H. Hopson
Program Director... Mrs. Douglas Reynolds
Chief Engineer... W. D. Powers, Jr.

W F E B
SYLACAUGA—1945—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... Full Time
President... E. E. Forbes, Sr.
Comm., Sta. Mgr... George W. Carr
Chief Engineer... Conrad Pickren

W M L S
SYLACAUGA—1948—ABS
Frequency: 1290 Kc... Power: 1000 Watts d.
Owned-Oper. By... Marble City Bcstg. Co., Inc.
Business Address... Box 511
Phone Number... 2-4354
Air Time... 5:45 a.m.-Sunset
News Service... AP
Pres., Gen. Manager... Curtis O. Liles, Jr.
Commercial Manager... Marion W. McEwen
Prog., Pub. Dir... Robert M. Duck
Chief Engineer... Walter Welch

W H T B
TALLADEGA—1945—MBS-KBS-ABS
Frequency: 1230 Kc... Power: 250 Watts
Owned-Operated By... Voice of Talladega, Inc.
Address... Beimiston Highway
Phone Number... 2205
Air Time... Full Time
News Service... AP
Transcription Service... World
Representative... Continental
Pres., Gen., Sta. Mgr... R. A. Davidson
Commercial Manager... Myron T. Snoddy
Program Director... W. B. Dorriety
Chief Engineer... David Andrews

HELP
THE
RED
CROSS
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.: Jess Jordan
Commercial Mgr.: Robert Tolbert
Chief Engineer: Joe W. Gilchrist

WJRD
TUSCALOOSA—1936—NBC
Owned-Oper. By: Wilhelmina (Doss) Echols
Business-Studio Address: 2316 Broad St.
Phone Number: 4464
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Rambeau, Clayton, Southeast
Membership: NARTB
Gen., Sta. Mgr.: Gene Tibbet
Comm. Mgr.: Lehman Mayer
Prog. Dir.: Roy McAllister
Chief Engineer: Dave Livingston

ARNABOA
TUSCALOOSA—1951
Frequency: 1280 Kc. Power: 1000 Watts d.
Address: P. O. Box 181
Phone Number: 3311
Representative: Indie Scales
President: W. F. Thielens
Gen. Mgr.: T. H. Todd
Program Director: Wm. C. Harris
Chief Engineer: Keith Barze

WYBC
TUSCALOOSA—1946—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned By: Tuscaloosa Bcstg. Co.
Business-Studio Address: City Hall Bldg.
Phone Number: 5523
Representative: Sears & Ayer
General Manager: Bert Bank

WTUS
TUSKEGEE—1952—KBS
Owned-Oper. By: Radio Tuskegee, Inc.
News Service: UP
General Manager: James Honey
Program Director: G. B. White
Commercial Mgr.: J. A. Bowers
Chief Engineer: Julian A. Duncan

ARIZONA
Pop. Feb. 1, 1954 (Est.) 816,000 — Families 296,000 — Radio Homes 277,000 — TV Homes 108,000 — Stations in State — 29

KSUN
BISBEE—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
Transcription Service: World, SESAC
News Service: UP
Representative: Blair & Co.
President: Carleton W. Morris
Sales Promotion Manager: Leo Bernard
Prog. Director: Ray Helgesen
Chief Engineer: John Harris

KCLF
CLIFTON—1950
Frequency: 1400 Kc. Power: 250 Watts
Address: Box 528
Phone Number: 321
News Service: UP

KCKY
COOLIDGE—1948—CBS
ARIZONA NETWORK
Frequency: 1150 Kc. Power: 1000 Watts
Address: Roosevelt & Main Streets
Phone Number: 4451
Transcription Service: Langworth
Representative: Foroe & Co.
President: Louis F. Long
Station Manager: Bill Parady
Publicity Director: Bob Ehrlich
Chief Engineer: Jeff Lapping

KAWT
DOUGLAS—1946—NBC
ARIZONA NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Carleton W. Morris
Phone Number: 173
Transcription Service: NARTB
Program Director: Sidney Manette
Publicity Director: James Bruns
Chief Engineer: Oliver Grieve

K CLS
FLAGSTAFF—1950—MBS
DON LEE—ARIZONA
Frequency: 1380 Kc. Power: 5000 Watts d.
Owned-Operated By: Saunders Bcstg. Co.
Address: Box 1677
Phone Number: 946
Owner, Gen. Mgr.: Charles J. Saunders
Commercial Mgr.: Harry Becker
Chief Engineer: Len Benson

K G P H
FLAGSTAFF—1950
Frequency: 880 Kc. Power: 1000 Watts d.
Owned-Operated By: Frontier Bcstg. Co.
Address: Weatherford Hotel
Phone Number: 51 or 65
News Service: AP
Transcription Service: Langrown
Representative: John Hershey McGillivra, Inc.
Membership: NARTB
Pres., Chief Engineer: E. C. Phillippi
General, Station Manager: A. S. Holm
Commercial Mgr.: Clair Hill
Prog. Publ. Dir.: Mary Jane Phillippi

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: Theursabus
Representative: Paul H. Raymer
President: Louis F. Long
General Manager: Paul Merrill
Station Manager: Willard Shoecraft
Prog. Dir., Comm Mgr.: 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 462
President: J. J. Glancy
Chief Engineer: Leroy O’Laughlin

K T Y L
MES A—1947
Frequency: 1310 Kc. Power: 1000 Watts d.
500 Watts n.

K O Y
PHOENIX—1922—MBS, Don Lee

K N O G
NOGALES—1948—CBS
Frequency: 1340 Kc. Power: 250 Watts
Address: Rancho Grande Hotel
Phone Number: 770
Representative: Forjoe & Co.
President: Harold C. Tovrea
General Managers: E. S. Mittendorf, Jack Martin
Station Mgr.: Dorothy deRivera
Program Dir.: Nancy M. Soto
Chief Engineer: Peter Hamilton

K O O L
PHOENIX—1947
CBS—RNA
Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By: Maricopa Bcstg., Inc.
Business-Studio Address: Adams Hotel
Phone Number: 8-6421
Air Time: 6 a.m.-m.
News Service: UP
Transcription Service: Standard
Representative: George P. Hollingbery
Membership: NARTB
President: Gene Autry
General Manager: Charles H. Garland
Commercial Manager: William Connelly
Station Manager: Thos. Kelland
Program Director: Homer Lane
Chief Engineer: Miles Shepherd

K I F N
PHOENIX—1949
Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Operated By: Western Bcstg. Co.
Address: 1975 S. Central Ave.
Phone Number: 3-6155
News Service: UP
Transcription Service: SESAC
Station Representative: Harlan Oakes
Pres., Gen. Mgr.: Frank P. Redfield
Prog. Dir.: Joe D. Alvarado
Chief Engineer: Edgar B. Pool
ARIZONA

Address ............. 840 N. Central Ave., P. O. Box 2671
Phone Number ............. ALpine 4-4144
News Service ............. World
Transcription Service ..... NARTB, BAB
Representative .......... John Bladr
Membership ............. John L. Hogg
Pres., Comm. Mgr. ......... Albert D. Johnson
Prog., Pub. Director ...... John R. Williams
Chief Engineer .......... Edward R. Janney

KPHO
PHOENIX—1940—ABC
Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By
Meredith Publishing Co., Inc., Des Moines
Phone Number ............. ALpine 8-4511
News Service ............. AP
Representative .......... Katz
Membership ............. NARTB, BAB
President ............. E. T. Meredith, Jr.
Commercial Manager ......... Charles Schlueter
Program Director .......... Gene Spry
Publicity Director .......... Dan Schwartz
Chief Engineer .......... George L. McClanahan

KRIZ
PHOENIX—1950—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .......... Howard M. Loeb
Phone Number ............. 4-8436
Air Time ............. 6:00 a.m.-12 M.
News Service ............. UP
Station Representative .......... Burn-Smith
Membership ............. NARTB
Gen. Sta. Manager .......... Howard M. Loeb
Chief Engineer .......... James E. Groll

KRUX
PHOENIX—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... Radio Arizona Inc.
Phone Number ............. ALP'ne 2-2371
President ............. Stanley Schultz
General Manager .......... Stan Norman
Comm. Mgr. ............. Frank Barc
Program Dir. ............. Timothy Sparkman
Chief Engineer .......... Gene Boos

KTAR
PHOENIX—1922—NBC-ARIZ. BCSTG.
Frequency: 620 Kc. Power: 5000 Watts
Business Studio Address .......... 1101 North Central
Phone Number ............. AL 4-4161
Air Time ............. 6 a.m.-M.
News Service ............. AP
Trans. Ser. ............. Thesaurus, Standard, Capitol

K Y C A
PRESCOTT—1940
NBC-ARIZ. BCSTG.
Frequency: 1490 Kc. Power: 250 Watts
Business Studio Address .......... P. O. Box 1831
Phone Number ............. 244
News Service ............. AP
Transcription Service .......... Thesaurus, Capitol
Representative .......... Paul H. Raymer
Pres., Gen. Mgr. ............. Harold Ritter
Program Director .......... Hollis Hill
Chief Engineer .......... George Eitel

KGLU
SAFFORD—1938—NBC-ABS
Frequency: 1480 Kc. Power: 1000 Watts
Business Studio Address .......... 520 Main St.
Phone Number ............. 15
Air Time ............. Unlimited
News Service ............. AP, UP
Transcription Service .......... World & Thesaurus
Representative .......... Paul H. Raymer
President .......... Louis F. Long
General Manager .......... Paul Merrill
Pgm., Prod. Dir. .......... Lester McBride
Comm. Mgr. ............. Edward E. Furman
Chief Engineer .......... John E. Hickman

KCNA
TUCSON—1946—ABC
Frequency: 580 Kc. Power: 5000 W. d.;
500 W. n.
Business Studio Address .......... Box 2348
Phone Number ............. 2-4664
Air Time ............. 5 a.m.-1 a.m.
News Service ............. AP
Transcription Service .......... Lang-Worth
Representative .......... Hollingsby
Membership ............. NARTB, BAB
President .......... Erskine Caldwell
Gen., Sta. Manager .......... Wayne Sanders
Sales Manager .......... Harry Chambers
Chief Engineer .......... Tom Epperson

KEVT
TUCSON—1953
Frequency: 690 Kw. Power: 250 Watts d.
Business Address .......... 500 N. Shawnee
Phone Number ............. 4-5588
Representative .......... Oakes
KOPO
TUCSON—1947—CBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Add.: 115 W. Drachman St.
Phone Number: 4-2511
Air Time: 5 a.m.-1 a.m.
News Service: AP
Representative: Forjoe & Co.
Membership: NARTB, BAB
President: Harold C. Tovrea
General Manager: E. S. Mittendorf
Commercial Manager: S. J. Kossack, Jr.
Sales Prom. Mgr.: Paul Plunkett
Publicity Director: Joe Crystall
Chief Engineer: Vernard Cimioboytii

KOLD
YUMA—1953—CBS
Frequency: 1240 Kc. Power: 250 Watts
Address: P. O. Box 1430
Phone Number: Sun-Set 3-8341
News Service: AP
Transcription Service: Standard
Representative: Hollingbery
Membership: NARTB
President: Gene Autry
General Manager: Charles H. Garland
Station Manager: Robert C. Garland
Chief Engineer: Donald Peltz

KYMA
YUMA—1950—MBS—ARIZ. NET.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: KYMA-Yuma, Inc.
Address: P. O. Box 671
Phone Number: 37841
Air Time: Full Time
Transcription Service: World
Representative: John Blair
Membership: NARTB, BAB
Pres. & General Manager: Lee Little
Business Manager: Mac C. Matheson
Commercial Mgr.: Robert Autry
Program Director: Jack La Marca
Chief Engineer: Neil Weidner

KYUM
YUMA—1940—NBC-ABS
Frequency: 560 Kc. Power: 1000 Watts
Business Address: 1901 E. 1st St.
Phone Number: 3-3305
Air Time: 5:30 a.m.-M
News Service: AP, UP, INS
Transcription Service: Thesaurus & Standard
Representative: Paul H. Rynner
Membership: NARTB
Commercial Manager: Roy L. Jorgensen
Sales Prom. Mgr.: Hank Olsott
Program Director: Bob Hansen
Publicity Director: Russ Siner
Chief Engineer: Leavenworth Wheeler

KVOA
TUCSON—1929—NBC-ARIZ. Bcstg.
Frequency: 1290 Kc. Power: 1000 Watts
Business-Studio Address: 209 W. Elm
Phone Number: 3-2557
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus, Capitol
Representative: Paul H. Rynner
Membership: NARTB
General Manager: R. B. Williams
Business Mgr.: Harper M. Phillips
Commercial Mgr.: John C. Underwood, Jr.
Program Director: Ben L. Slack, Jr.
Chief Engineer: Ray H. Holscaw
ARKANSAS

Pop. Feb. 1, 1954 (Est.) 2,000,000 — Families 580,000 — Radio Homes 487,000 — TV Homes 102,000 — Stations in State — 51

**KVRC**
ARKADELPHIA—1947—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Arkadelphia Bcastg. Co.
Business-Studio Address: 508 Main St.
Phone Number: 789
Air Time: 6 a.m.-11 p.m.
News Service: AP
Representative: Hilt F. Best
President: Cecil W. Cupp
Gen., Sta., Comm. Mgr.: J. M. Moore
Chief Engineer: Ray Burns

**KBTA**
BATESVILLE—1950—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: White River Valley Broadcasters, Inc.
Bus., Studio, Transmitter Address: Glenn St. & Lock & Dam Road
Phone: 1122-1113
Air Time: 6 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
News Service: AP
Transcription Service: Thesaurus
President: J. F. Higgibottom
Comm. Mgr.: F. W. Griffin
Program Director: Bill Clark
Chief Engineer: Morris Coffer

**KBBN**
BENTON—1953
Frequency: 890 Kw. Power: 250 Watts d.
Owned-Oper. By: Benton Bcastg. Service
Business Address: Box 294
Phone Number: 2-690
Comm. Mgr., Prod. Dir.: Lavelle Langley
Chief Engineer: Preston Bridges

**KLCN**
BLYTHEVILLE—1922
Owned-Operated By: Harold L. Sudbury
Phone Number: 2093
News Service: AP
Station Representative: John E. Pearson
Gen., Comm. Mgr.: Harold L. Sudbury
Sales Promotion Manager: J. T. Sudbury
Program Director: Carl Frame
Chief Engineer: Joe Nearns

**KAMD**
CAMDEN—1946—MBS-KBS
RAZORBACK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Camden Radio Inc.
Phone Number: P. O. Box 5859
Air Time: 6-5091-2
News Service: AP
Membership: NARTS
President: Walter E. Hussian
General Manager: Frank O. Myers
Commercial Manager: Donald Cathey
Sales Prom., Prod. Dir.: Callis Carter
Chief Engineer: Dorris Carter

**KPLN**
CAMS—1953
Frequency: 1370 Kw. Power: 1000 Watts d.
Business Address: Stephens Rd.
Phone Number: 8-9334
President: D. R. James Jr.
Gen. Mgr.: C. T. Mullins
Program Director: J. Andrew Wright
Comm. Mgr.: L. J. Smith

**KCON**
CONWAY—1950—KBS
Frequency: 1230 Kc. Power: 250 Watts
Address: 903½ Front St.
Phone Number: 189
Air Time: 6 a.m.-11 p.m.
Transcription Service: SESAC, World
News Service: UP
Pres., Gen., Sta. Mgr.: James E. Clayton
Sales Promotion Mgr.: Charles Bucie
Program Director: Mariel 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
Representative: Best-Melville
General Manager: Julian Haas
Chief Engineer: Charles Bucie

**KDMS**
EL DORADO—1950—KBS
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: KDMS, Inc.
Address: Randolph Hotel
Phone Number: 3-9190
News Service: UP
Transcription Service: Lang-Worth
Representative: Devney
Pres., Gen. Mgr.: David M. Segal
Station Manager: Virgil E. Stone
ARKANSAS

K E L D
EL DORADO—1935—ABC
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc.
Business-Studio Address: Radio Center Bldg.
Phone Number: 3-6126
Air Time: . . . Full Time
News Service: AP
Transcription Service: World
Membership: NARTB
Pres., Gen., Sta., Mgr.: W. N. McKinney
Program Director: Mrs. D. Pondrom
Chief Engineer: John Long

K G R H
FAYETTEVILLE—1946—MBS-KBS
Frequency: 1450 Kc. . Power: 250 Watts
Business-Studio Address: 222 Letteret 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
Gen. Sta., Mgr.: Fred J. Stevenson
Commercial Mgr.: Ed. Gideon
Program Director: Wallie Ingalls
Chief Engineer: John Long

K X J K
FOREST CITY—1949—KBS
Frequency: 950 Kc. . Power: 1000 Watts
Owned-Operated By: Forest City Bstg. Co., Inc.
Phone Number: 3-6126
Air Time: . . . Daytime
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: William Fogg
Commercial Manager: James Pearson
Program Director: Lloyd Donney
Chief Engineer: Walter Smith

K F P W
FORT SMITH—1930—CBS
Frequency: 1230 Kc. . Power: 250 Watts
Business Address: 2401 N. Albert Pike Rd.
Phone Number: 34105
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: BAB, NARTB
President: John T. Griffin
General Manager: L. A. Blust
Station Manager: J. Paul McCaslin
Commercial Manager: William D. Swanson
Gen. Prom. Mgr.: George Ketcham
Program Director: Harlan Judkins
Chief Engineer: Gene Gregory

K F S A
FORT SMITH—1947—ABC
Frequency: 950 Kc. . . Power: 1000 Watts d.,
500 Watts n.
Business-Stu’io 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: Pat Porta
Chief Engineer: Robert W. Platt

K W H N
FT. SMITH—1947
Frequency: 1320 Kc. . . Power: 5000 Watts
Owned-Operated By: KWHN Bstg. Co., Inc.
Business-Studio Add.: 421-423 Garrison Ave.
Phone Number: 3-6967
Air Time: . . . Full Time
News Service: AP
Representative: Rambeau
Gen. Mgr., Sec-Treas.: H. S. Nakdimen
Sta. Dir., Comm. Mgr.: Parkman R. Feezor
Program Director: Glenn O’Neal
Chief Engineer: Bruce Dennis

K H O Z
HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.
Frequency: 1240 Kc. . . Power: 250 Watts
Owned-Operated By: Harrison Bstg. Corp.
Bus.-Studio Address: Radio City Addition
Phone Number: 1240
Air Time: . . . Full Time
News Service: UP
Transcription Service: Thesaurus, Keystone
President: Betty Lou Wheeler
Comm. Mgr.: Mel Lymberry
Program Director: Pat Goolsby
Chief Engineer: Fred E. Ward

K F F A
HELENA—1941—KBS—MBS
Frequency: 1360 Kc. . . Power: 1000 Watts
Owned-Operated By: Helena Bstg. Co.
Address: 215 York St.
Phone Number: 4-2361
News Service: AP
Transcription Service: World
Representative: Best
Comm. Mgr.: George Corven
General Manager: Sam W. Anderson
Program Director: J. W. Anderson
Chief Engineer: Earl Hodges

K X A R
HOPE—1948—MBS-KBS
Frequency: 1490 Kc. . . Power: 250 Watts
<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Sales Mgr.</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBHS</td>
<td>Hot Springs</td>
<td>590 Kc.</td>
<td>1000 Watts</td>
<td>Resort Bcstg. Co.</td>
<td>113 Third St.</td>
<td>PR 7-3601</td>
<td>A. H. Washburn</td>
<td>L. B. Tooley</td>
<td>Carroll A. Winn</td>
</tr>
<tr>
<td>KBO</td>
<td>Hot Springs</td>
<td>1470 Kw.</td>
<td>1000 Watts</td>
<td>National Park Bcstg. Co.</td>
<td>1011 Central Ave.</td>
<td>5365</td>
<td>R. S. Bielow</td>
<td>Jesse Pate</td>
<td>Clint Norman</td>
</tr>
<tr>
<td>KRCH</td>
<td>Hot Springs</td>
<td>1270 Kw.</td>
<td>1000 Watts</td>
<td>Arkansas Radio &amp; TV Corp.</td>
<td>Park Ave.</td>
<td>2102</td>
<td>J. W. Bowie</td>
<td>A. E. Simmons</td>
<td>R. G. King</td>
</tr>
<tr>
<td>KWFC</td>
<td>Hot Springs</td>
<td>1340 Kc.</td>
<td>250 Watts</td>
<td>Spa Bcstg. Co. Inc.</td>
<td>819 1/2 Central Ave.</td>
<td>412-3</td>
<td>A. C. Dowden</td>
<td>Dorothy E. Foley</td>
<td>A. R. Garrett</td>
</tr>
<tr>
<td>KGHI</td>
<td>Little Rock</td>
<td>1250 Kc.</td>
<td>1000 Watts</td>
<td>KGHI Bcstg. Service</td>
<td>308 1/2 W. 3rd St.</td>
<td>Franklin 2-0166</td>
<td>George P. Hollingbery</td>
<td>V. O. Vandenbosch</td>
<td></td>
</tr>
<tr>
<td>KBTM</td>
<td>Jonesboro</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>Regional Bcstg. Co.</td>
<td></td>
<td></td>
<td>William A. Carr</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Sales Mgr.</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNEA</td>
<td>Jonesboro</td>
<td>970 Kc.</td>
<td>1000 Watts</td>
<td>Hotel Jonesboro, Inc.</td>
<td></td>
<td>WE 2-5591</td>
<td>Dick Crane</td>
<td>Harold Gregson</td>
<td>Wesley Bell</td>
</tr>
<tr>
<td>KGHI</td>
<td>Little Rock</td>
<td>1250 Kc.</td>
<td>1000 Watts</td>
<td>KGHI Bcstg. Service</td>
<td>308 1/2 W. 3rd St.</td>
<td>Franklin 2-0166</td>
<td>George P. Hollingbery</td>
<td>V. O. Vandenbosch</td>
<td></td>
</tr>
<tr>
<td>KLRA</td>
<td>Little Rock</td>
<td>1010 Kc.</td>
<td>10,000 Watts</td>
<td>Arkansas Bcstg. Co.</td>
<td></td>
<td>2-5427</td>
<td>Betty Jo McNealy</td>
<td>Arkansas Gazette</td>
<td></td>
</tr>
</tbody>
</table>
KTHS
LITTLE ROCK—1924—CBS
Frequency: 1090 Kc. Power: 50,000 Watts
Operated By: Radio Broadcasting, Inc.
Business-Studio Address: 313 Main St.
Phone Number: 4-2293
Air Time: 5 a.m.-M.
News Service: AP, AP
Transcription Service: Lang-Worth
Representative: Wm. H. Bronson
President: W. H. Bronson
General Manager: B. G. Robertson
Program Director: J. E. McGregor
Chief Engineer: Kermit F. Tracy

KVLC
LITTLE ROCK—1948
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Southwestern Bcstg. Co.
Business-Studio Address: Southern Natl. Insurance Bldg.
News Service: UP
Representative: BAB
Membership: BAB
President: B. G. Robertson
General Manager: R. L. Coe
Station Manager: J. C. Barret
Commercial Mgr.: Wally Geiger
Chief Engineer: Dale Mathurin

KXLR
LITTLE ROCK—1946
MBS-RAZORB Malcolm
Frequency: 1150 Kc. Power: 5000 Watts d.
1000 Watts n.
Business Address: 217 E. Third St.
Phone Number: 2-2155
News Service: AP
Transcription Service: Rambeau, Thesaurus
Representative: Harry Pearson
President: John F. Wells
Gen. Sta. Manager: Emil J. Pouzar
Commercial Mgr.: Melton Lancaster
Program Director: Roy Nichols
Chief Engineer: Earl H. Butler

KVMA
MAGNOLIA—1948—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: J. E. B. Lang-Worth
Chief Engineer: Joe R. Rushton

KDAS
MALVERN—1951
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By: Malvern Bcstg. Co.
Address: Young Insurance Bldg.
Phone Number: 1584
Transcription Service: World
Representative: Devney, Melville
Pres.: Gen. Mgr.: Thomas Allford
Program Director: Jim Faulkner
Chief Engineer: John R. Williams

KVSA
McGEHEE—1953—KBS
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By: S. E. Arkansas Bcstrs. Inc.
Address: Box 1220
Phone Number: 20
News Service: AP
Transcription Service: Capitol
Representative: Best
Sales Manager: Frank H. Ross
Program Director: H. E. Parent
Chief Engineer: Thomas O. Graves

KENA
MENA—1950—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: R. B. Bell
Address: S. Rene St.
Phone: 879
Transcription Service: Standard
News Service: UP
Owner Manager: R. B. Bell
Program Director: Bernice Bell
Chief Engineer: O. D. Frederick

KVOM
MORRILTON—1953
Frequency: 800 Kw. Power: 250 Watts d.
Address: C/o C. R. Horne, Station KXRM, Russellville, Ark.

KTLO
MOUNTAIN HOME—1953—MBS
Frequency: 1490 Kw. Power: 250 Watts d.
Address: Box 1471
Phone Number: 1490
President: Robert S. Wheeler Jr.
General Manager: Bruce C. Washburn
Commercial Mgr.: Everett Horton
Chief Engineer: Fred E. Ward
KNBY
NEWPORT—1949
Frequency: 1280 Kc Power: 1000 Watts d.
Owned-Operated By: Newport Bstg Co.
Business Address: Box 218
Phone Number: 749
News Service: AP
President: Harold Sudbury
Commercial Mgr: Gene Howe
Chief Engineer: Anson Clark

KOSE
OSCEOLA—1949—KBS
Frequency: 880 Kc Power: 1000 Watts d.
Owned-Oper By: Osceola Bstg Corp.
Business Address: P. O. Box 311
Phone Number: 860
News Service: AP
Transcription Service: World
Membership: NARTB
Representative: H. L. Watts
President: H. P. Ohlundor
General Manager: Ted Woods
Commercial Manager: Betty G. Woods
Program Director: Hobson Daws
Chief Engineer: H. M. Jones

KDRS
PARAGOULD—1947—KBS
Frequency: 1490 Kc Power: 250 Watts
Owned-Oper By: Progressive Bstg Co.
Business Address: Box 491
Phone Number: Cedar 2-7627
Air Time: Full Time
News Service: AP
General Manager: Ted Rand
Commercial Manager: Doyne F. Bateman
Business Manager: T. M. Self
Chief Engineer: Russell Schwamb

KCLA
PINE BLUFF—1947
Frequency: 1400 Kc Power: 250 Watts
Owned-Oper By: Radio Engineering Service
Business-Studio Address: 2900 W. 28th St.
Phone 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-Operated By: Universal Bstg Corp.
Address: P. O. Box 357
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: 1000 Watts d.
Owned-Operated By: Pocahontas Radio, Inc.
Address: P. O. Box 250
Phone: 500
News Service: AP
Transcription Service: World
President: A. J. Baltz
Gen. Mgr.: Adrian L. White
Com. Mgr.: Hiram Mayo
Prog. Dir.: Bill Nicholson
Chief Engineer: Jack Wilson

KXJR
RUSSELLVILLE—1947—MBS-KBS
Frequency: 1490 Kc Power: 250 Watts
Owned-Oper By: Valley Broadcasters, Inc.
Address: Fine Arts Bldg.
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., Chf. Engr.: W. C. Mckeeney

KWCB
SEARCY—1951
Frequency: 1300 Kc Power: 1000 Watts d.
Owned-Operated By: White County Bstg Co., Inc.
Address: P. O. Box 95
Phone Number: 1281
News Service: AP
Transcription Service: SESAC
Representative: H. L. Watts
Membership: NARTB
Pres., Gen. Mgr.: Carl N. Dodd
Sales Prom. Manager: Don P. Jones
Chief Engineer: Homer Harris

KUOA
SILOAM SPRINGS—1923—MBS
Frequency: 1290 Kc Power: 5,000 Watts d.
Owned-Operated By: KUOA, Inc.
Business-Studio Address: Siloam Springs
Phone Number: 777
News Service: UP
Transcription Service: Thesaurus
President: John E. Brown, Sr.
Program Director: Ralph Kennedy
Chief Engineer: Cecil E. Smith

KBRS
SPRINGDALE—1949—ABC
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By: Southwest Pub. Co.
Address: Box 29
Phone Number: 675
Air Time: 5:30 a.m.-11 p.m.
News Service: AP
Representative: Pearson
President: Donald W. Reynolds
General Manager .................. Roy J. Bowman
Chief Engineer ..................... Bill Ussery

KWAK
STUTTGART—1948—MBS-KBS
Frequency: 1240 Kc.......... Power: 250 Watts
Owned-Operated By ............ Stuttgart Bestg. Corp.
Business Address ................ Stuttgart
Phone Number ..................... 25212
Air Time ......................... Full Time
News Service ...................... UP
Transcription Service .......... Standard, World
Representative ................... Hill F. Best
Membership ....................... NARTB
President ......................... Beloit Taylor
Gen-Station Manager ......... Melvin P. Spann
Commercial Mgr. ................. Norman Biddulph
Program Dir. ..................... June Spann
Chief Engineer .................. Marvin Heffington

KOSY
TEXARKANA—1951—MBS
Owned-Operated By ............ Gateway Bestg. Co.
Address ......................... P. O. Box 1318
News Service ..................... AP
Transcription Service .......... Thesaurus
Partners ......................... Dr. W. Decker Smith, A. L. Davis
General Manager .............. Tom E. Dillahunty
Commercial Manager .......... Herman Cecil
Program Director ............ Bill Mitchell
Chief Engineer ................ Chas. Mathis

KWRF
WARREN—1953
Frequency: 860 Kw .......... Power: 250 Watts d.
Address ......................... Box 480
Phone Number ................... 353
Partners ......................... Paul Fiser, John Rye
General Manager .............. Lee Reeves
Commercial Mgr. ............... Deno Nichols
Chief Engineer ................. Norman Jones

KWEM
WEST MEMPHIS—1947
Frequency: 990 Kc .......... Power: 1000 Watts d.
Owned-Oper. By ................. KWEM Inc.
Business-Studio Address ..... Box 855
Phone Number ................... 463
President ......................... E. D. Rivers, Jr.
Com. Mgr. ....................... Spencer Bedsole
Chief Engineer ................ Ed Beck

THOSE WHO KNOW
FAMOUS BRANDS . . . .

Says a locker plant president: "Through daily use of this AP program I have found my business has increased to maximum present capacity. The coverage of The AP and its completeness has made it possible."

.... KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
With 45 stations located within each of the 45 important marketing areas, Don Lee is the only network to reach Pacific Coast people where they live and buy.

And remember ... on Don Lee low, low daytime rates apply to nighttime, too.

Two reasons why Don Lee is STILL the best, the most economical, the most effective medium to reach the nearly 16 million responsive people on the Pacific Coast.
CALIFORNIA

Pop. Feb. 1, 1954 (Est.) 12,479,000 — Families 4,300,000 — Radio Homes 4,223,000 — TV Homes 2,846,500 — Stations in State — 145

KCNO
ALTURAS—1951
Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: CONR Inc.
Address: P. O. Box 207
Phone: 2531
News Service: UP
Transcription Service: Standard, Capitol, SESAC
Representative: Forjoe
Membership: NARTB
President: Rowland H. Dow
Comm., Prom. Mgr.: Philip N. Good
Chief Engineer: Wayne Powers

KDIA
AUBURN—1950—KB
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Charles E. Halstead
 Address: 8540 Sunset Blvd., Hollywood
 Phone Number: 3-8431
 Air Time: Full Time
 Representative: Ayres
 Chief Engineer: Charles E. Halstead, Jr.

KBIG
AVALON—1952
Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Oper. By: John Poole Bcstrg. Co.
 Address: 8540 Sunset Blvd., Hollywood
 Phone Number: 3-8431
 Air Time: Daytime
 News Service: UP
 Transcription Service: Capitol
 Representative: Robert Meeker Associates
 Membership: NARTB, BAB
 Pres., Gen. Sta., Mgr., Chief Engr.: John Poole
 Operations Manager: Cliff Gill
 Program Director: Alan Lisser

KBK
BAKERSFIELD—1946—MBS-DON LEE
Frequency: 550 Kc. Power: 1000 Watts
 Business-Studio Address: 2013 Chester Ave.
 Phone Number: 4-6421
 News Service: UP
 Transcription Service: Capitol
 Representative: Forjoe
 Membership: NARTB
 President: Harold P. See
 Station Manager: Naum Healy
 Sales Prom. Mgr.: Bea Waldon
 Program Director: Joe Kinser
 Chief Engineer: James Garner

KBIS
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: Grant
 Pres. Mgr.: Hal Brown
 Commercial Mgr.: Franklin H. Wilbur
 Director of News: Bob Elias
 Chief Engineer: Jack Duemler

KERN
BAKERSFIELD—1938—CBS
Frequency: 1410 Kc. Power: 1000 Watts
 Business-Studio Address: Elk's Club Building
 Phone Number: 6-8431
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Capitol
 Representative: Paul H. Raymer
 President: Eleanor McClatchy
 Station Manager: Walter Baziuk
 Chief Engineer: Luverne Shatto

KERO
BAKERSFIELD—1946—NBC
Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Kern County Bcstrs., 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.: Gene De Young
 Gen. Sales Mgr.: Ed Urner
 Program Director: Leslyn Day
 Publicity Director: J. Towerlin
 Chief Engineer: Edwin Andrews

KPMC
BAKERSFIELD—1932—ABC
Frequency: 1560 Kc. Power: 1000 Watts
 Owned-Oper. By: Pioneer Mercantile Co.
 Address: P. O. Bin 1709
 Phone Number: 8-8157
 News Service: UP
 Transcription Service: Thesaurus
 Station Representative: George P. Hollingbery
 Membership: NARTB
 President: F. G. R. Schamblin

337
Increase your sales in ALL Southern California.

Reach America's Third Market with the KBIG 10,000 watt signal from Catalina.

Good Availabilities do go fast!

Call your KBIG sales representative or Robert Meeker Associates, Inc., for costs and schedules.

REACH AMERICA'S RICHEST AGRICULTURAL VALLEY WITH KBIF 900 KC Center of the Dial

Advertisers use KBIF independently or in combination with KBIG to reach Fresno County and its adjoining counties—KINGS, MADERA, MERCEDES and TULARE—all in the prosperous San Joaquin Valley of Central California.

This is the "high-traffic" point on the dial where advertisers and listeners meet. The powerful KBIG signal is boomed from Catalina Island across salt water (best conductor of radio waves) to reach all Southern California...Los Angeles, San Diego, Long Beach, Pasadena and 103 other incorporated cities PLUS the vast rural populations of 8 big counties. This is truly the Giant Economy Package of Southern California Radio.

John Poole Broadcasting Co.
KBIG KBIF KBID-TV KBIC-TV
6540 Sunset Boulevard Hollywood 28 HOLlywood 3-3205
KPAS
BANNING—1947
Frequency: 1490 Kw. Power: 250 Watts
Address: Box 1394
Phone Number: Banning 515
Pres. Gen. Mgr.: Chet Darwin
Program Director: Jack Campbell
Chief Engineer: L. P. Jarvis

KWTC
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 S. White
Program Director: Jim Harvey
Chief Engineer: Don Hetzel

KRE
BERKELEY—1923
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: CBS, Inc.
Address: 601 Ashby Avenue
Phone Number: Ashberry 3-7715
Air Time: 6 a.m.-12 M.
News Service: AP
Membership: NARTB
Comm. Prom. Mgr.: Don Hambly
Program Director: Les Avery

KIBS
BISHOP—1953
Frequency: 1230 Kw. Power: 250 Watts
Address: Box 757
Phone Number: Bishop 4411
General Manager: James R. Oliver
Partner: S. A. Cisler
Commercial Mgr.: R. S. Deming
Program Director: John Droid
Chief Engineer: Alva Will

KYOR
BLYTHE—1948—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated. Bstg. Corp. of America
Business-Studio Address: Box 668
Phone Number: 2231
General Manager: Paul Nelson
Chief Engineer: Bill Blaisey

KROP
BRAWLEY—1948—ABC
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By: Bstg. Corp. of America
Address: Box 987
Phone Number: 6290
Representative: John E. Pearson
Station Manager: Bill E. Williams
Program Director: Carol Williams
Chief Engineer: Don Peterson

KBLA
BURBANK—1952
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Bstg. Corp. of Burbank
Address: 11516 Oxnard St.
Phone Number: Sunset 2-1195
News Service: UP
Transcription Service: Lang-Worth
President: Gordon A. Rogers
Chief Engineer: William Robinson

KICO
CALEXICO—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Charles R. Love
Business Address: 722 Main St.
Phone Number: 3250
News Service: AP
President: Charles R. Love
General Mgr.: W. A. Geddes
Comm. Mgr.: Don Gillette
Chief Engineer: Hub Herbert

KHS L
CHICO—1935—CBS
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated: Golden Empire Bstg. Co.
Address: 336 Broadway
Phone Number: FI 2-0141
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
Publicity Director: Tommy Nelson
Chief Engineer: Russell B. Pope

KXOC
CHICO—1949—MBS
Frequency: 1060 Kc. Power: 10,000 Watts
Owned-Oper. By: KXOC, Inc.
Address: Box 571
Phone Number: FI 2-4211
Air Time: Full Time
News Service: UP
Transcription Service: Standard
Representative: Pearson
Membership: BAB
President: Lincoln Dellar  
Prog. Prod., Pub. Dir.: Neil 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, Langworth  
News Service: UP  
President: Benjamin M. Bowman  
Gen., Sta. Mgr.: Rea B. Bowman

**KBUC**  
**CORONA—1948**  
Frequency: 1370 Kc.  
Power: 1000 Watts d.  
Owned: Radio Broadcasting, Inc.  
Business Address: Box 248  
Phone Number: 1370-1.2  
News Service: UP  
Representative: McGilingual  
Pres., Gen. Mgr.: Elmer J. Bucknum  
Station Manager: Mary Bucknum  
Promotion Mgr.: Chuck Ferguson  
Chief Engineer: Charles Billyew

**KCRE**  
**CRESCENT CITY—1950**  
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Del Norte Bscstg. Co.  
Address: Box 248  
Phone Number: 3061  
News Service: AP, INS  
Representative: Ayres  
Transcription Service: Standard, SESAC  
World  
Business Mgr.: Peggy Burke Grey

**KCHJ**  
**DELANO—1951**  
Frequency: 1010 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: Charles Herman Johnes  
Address: Cty. Line Rd.  
Phone: 8076  
Transcription Service: SESAC  
News Service: AP  
Pres., Gen. Mgr., Chief Eng.: Charlie 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: Box 157  
Phone Number: DI 500  
News Service: AP  
Transcription Service: World  
Pres., Gen., Sta. Mgr.: Egon A. Hofer  
Program Director: Harold Sparks  
Chief Engineer: Warren Nystrom

**KXO**  
**EL CENTRO—1927—MBS**  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Valradio Inc.  
Business Address: Box 140  
Phone Number: 1100  
Air Time: Full Time  
News Service: UP  
Transcription Service: Capitol, SESAC  
Representative: Paul H. Raymer  
President: Paul A. Jenkins  
General Manager: Riley R. Gibson  
Commercial Manager: Belle Hovey

**KHUM**  
**EUREKA—1947—CBS**  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Oper. By: Carroll R. Hauser  
Address: Box 1015  
Phone Number: Hillside 2-5744  
Air Time: 6 a.m.-12M.  
News Service: AP  
Transcription Service: Capitol  
Representative: Pearson, MacGavren  
Membership: NARTB  
Gen., Sta. Mgr.: Carroll R. Hauser  
Commercial Mgr.: Frank M. Smith  
Pgm., Pub. Director: Bill Kelso  
Chief Engineer: Dean Elliott

**Kiem**  
**EUREKA—1933—MBS**  
Frequency: 1490 Kc.  
Power: 5000 Watts  
Address: Box 1021  
Phone Number: Hillside 3-621  
News Service: UP  
Representative: John Blair  
President, Manager: Wm. B. Smullin  
General Manager: Don Telford  
Commercial Mgr.: Robert Stach  
Program Director: Pearl Jacobsen  
Chief Engineer: Larry King

**KDAC**  
**FORT BRAGG—1948**  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Oper. By: Edward Merkle  
Address: Box 816  
Phone Number: 3251  
Air Time: 7 a.m.-10 p.m.  
News Service: AP  
Representative: Forioe  
Owner: Edward Merkle  
Gen. Mgr., Chief Eng.: Craig N. Smith

**KARM**  
**FRESNO—1938—ABC**  
Frequency: 1430 Kc.  
Power: 5000 Watts  
Owned-Oper. By: KARM
CALIFORNIA

Business-Studio Address: 1333 Van Ness Ave.
Phone Number: 4-2966
News Service: AP, INS
Transcription Service: Standard
Representative: Bolling
President: Hattie Harm
General-Station Manager: Clyde F. Coombs
Program Director: Lou Lampe
Chief Engineer: Elbert Dean

KYNO
FRESNO—1947—MBS
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By: Cannon System, Ltd.
Address: 102 N. Glendale Ave.
Phone Number: 1-1133
News Service: UP
Representative: Hollingbery
Transcription Service: Thesaurus
Membership: NARTB, BAB
General, Sta. Manager: L. E. Chenaudo
Commercial Manager: Leslie Daggett
Program Director: Leo Goldman
Publicity Director: Virginia Wilson
Chief Engineer: Bert Williamson

Kiev
GLendale—1933
Owned-Operated By: Cannon System, Ltd.
Address: 102 N. Glendale Ave.
Phone Number: 1-1133
News Service: UP
President: David H. Cannon
General Mgr.: Cal Cannon
Chief Engineer: Charles N. Whitten, Jr.

KINGS
HANford—1948
Frequency: 620 Kc. Power: 1000 Watts
Owned-Oper. By: Hanford Broadcasting Co.
Business Address: P. O. Box 620
Phone Number: 3-5151
Newspaper Affiliation: Hanford Sentinel.
President: Earl J. Fenston
Sta. Mgr., Chief Engr.: Don C. Reeves
Commercial Manager: John Haslam
Program Director: Lloyd Chappell

KFWB
Hollywood—1926
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: KFWB Broadcasting Corp.
Business-Studio Address: 6419 Hollywood Blvd.
Phone Number: HO 3-5151
Air Time: Unlimited
News Service: UP, INS
Transcription Service: SESAC
Station Representative: Branham
Pres., Gen., Sta. Mgr.: Harry Maizlish
Commercial Manager: Morton Sidley
Special Events Dir.: Dan Russell
Program Director: Sydney Yallen
Chief Engineer: Harry Meyers

Sales Promotion Dir.: Richard Ebbert
Chief Engineer: William N. Wallace

K FRE
FRESNO—1937—CBS
Frequency: 940 Kc. Power: 50,000 Watts
Business-Station Address: T. W. Patterson Bldg.
Phone Number: 4-5001
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB, BAB
Asst. Mgr., Chief Engr.: Keith L. Mealey
Sales Manager: Frank D. Woody
Director of Sls. Svce.: Harry B. Burum
Program Director: Ed J. Frech

KGST
FRESNO—1949
Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By: Delle Broadcasting Co.
Address: Plaza Shopping Center
Phone Number: 6-6525 and 4-5459
Air Time: 6 a.m.-Sunset
News Service: UP
Station Representative: Rambeau
Membership: NARTB, BAB
Commercial Manager: Morris Mindel
Program Director: Jeanne Bacher

KMAK
FRESNO—1953
Frequency: 1340 Kw. Power: 250 Watts
Address: 2020 McKinley
Phone Number: 5-9448
Representative: Grant
President: R. O. McMahan
General Manager: Coyle Chambers
Chief Engineer: Ed Nickels

K MJ
FRESNO—1925—NBC
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: McClatchy Bstg. Co.
Business-Studio Address: 1515 Van Ness Ave.
Phone Number: 3-6277
Air Time: Full Time
News Service: AP, UP
Transcription Service: Associated
Representative: Paul H. Raymer
President: Eleanor McClatchy
Station Manager: David T. Harris
Commercial Manager: Roy Swanson
KGFJ
HOLLYWOOD—1926
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ben S. McGlashan
Business-Studio Address: 8314 Sunset Blvd.
Phone Number: HO 4-0201
News Service: Associated
Transcription Service: Thesaurus
Owner: Ben S. McGlashan
General Manager: Thelma Kirchner
Chief Engineer: Homer Obuchon
Address: 220 E. Anaheim Street
Phone Number: Long Beach 6-7281
News Service: NARTB, BAB
Transcription Service: Lang-Worth, World
Representative: S. Nichols
Gen., Sta. Mgr.: Hal G. Nichols
Pub., Prom. Mgr.: Robert Lamb
Program Director: L. W. McDowell
Technical Advisor: Al Mutter

KLAC
HOLLYWOOD—1928
Frequency: 570 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: KMTR Radio Corp.
Address: 1000 Cahuenga Blvd.
Phone Number: Hollywood 2-7311
News Service: INS, UP
Representative: Adam J. Younq, Jr.
President: M. W. Hall
Commercial Manager: Larry Buskett
Program Director: R. F. Horgan

KREO
INDIO—1946
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Bscig. Corp. of America
Address: Box 697
Phone Number: Indio 7-3403
Representative: Pearson
General Manager: R. T. Sampson

KAIV
LANCASTER—1950
Frequency: 1340 Kc. Power: 250 Watts
Address: P. O. Box 1192
Phone: 1000
Air Time: Full Time
Transcription Service: World, SESAC
News Service: UP
Pres., Gen. Mgr.: W. B. Carter
Commercial Mgr.: H. L. Comstock
Chief Engineer: James French

KCFV
LODI—1946—KBS
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Central Valley Radio
Business Address: P. O. Box 600
Phone Number: Lodi 8-9628
News Service: UP
Co-owners: Herbert W. Brown, D. A. Brown
Program Director: D. M. Corlett
Chief Engineer: George Sampson

KFOX
LONG BEACH—1924
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Nichols & Warinner, Inc.
**KFV D**

**LOS ANGELES—1925**

Frequency: 1020 Kc. Power: 5,000 Watts
Owned-Operated By: Standard Bcstg. Co.
Business-Studio Add.: 338 S. Western Ave.
Phone Number: Dunkirk 8-2345
Air Time: Daytime
News Service: AP, UP
Transcription Service: Langworth
Representative: BAB, NARTB
Pres., Gen. Mgr.: Frank Burke, Jr.
Comm., Sta. Manager: Vern Lindblade
Pgm., Pub. Dir.: Carl Brewer
Chief Engineer: Leonard Reeves

**K H J**

**LOS ANGELES—1922**

MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
Owned-Oper. By: General Teleradio, Inc.
Address: 1013 N. Vine St., Hollywood
Phone Number: Hollywood 2-2133
Air Time: 6 a.m.-M.
News Service: AP, UP
Representative: H.R
Membership: NARTB, BAB
Pres., Gen. Mgr.: Willet H. Brown
Exec. Vice-Pres.: Ward D. Ingrid
Vice Pres., Sales: Norman Boggs
Sales Promotion Mgr.: Robert Light
Program Director: A. J. LaFranco
Publicity Director: Bud Coulson
Chief Engineer: Robert Arne

**K M P C**

**LOS ANGELES—1927**

Frequency: 710 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By: KMPC, Inc.
Address: 5939 Sunset Boulevard
Phone Number: Hollywood 3-3431
Air Time: 5:45 a.m.-1:00 a.m.
News Service: INS, UP
Representative: AM Radio Sales
Membership: BAB
President: Gene Autry
Gen. Mgr. & V.P.: Loyd C. Sigmon
V.P. & Asst. Gen. Mgr.: Charles Cowling
Nat. Sales Mgr.: Mark Haas
Chief Engineer: L. C. Sigmon
CARROLL ALCOTT
EVE ARDEN
RUTH ASHTON
GENE AUTRY
HARRY BABBITT
MEL BALDWIN
BILL BALLANCE
LIONEL BARRYMORE
JACK BENNY
EDGAR BERGEN
BARBARA Britton
CHARLES COLLINGWOOD
BILL CONRAD
Dwight COOKE
CHARLES CORRELL
BILL COSTELLO
BING CROSBY
BOB CROSBY
DAN CUBBERLY
IRVING CUMMINGS
ROSEMARY DeCAMP
RICHARD DENNING
MARLENE DIETRICH
HUGH DOUGLAS
BILL DOWNS
CHARLES FARRELL
BOB FERRIS
GASTON FISCHER
GEORGE FISHER
BILL FORMAN
CHRISTY FOX
ARTHUR GODFREY
GALE GORDON
FREEMAN GOSDEN
FRANK GOSS
TOM HANLON
TOM HARMON
HAWTHORNE
HORACE HEIDT
JEAN HERSHOLT
TODD HUNTER
DICK JOY
WILLIAM KENNEALLY
HARRY KOPLAN
CATHY LEWIS
ELIOT LEWIS
ROBERT Q. LEWIS
ART LINKLETTER
MARY LIVINGSTONE
JOHN LUND
ROBERTA LIND
CURT MASSEY
DUDE MARTIN
JAMES MATTHEWS
MERCEDES McCAMBRIDGE
JOHNNY MERCER
RAY MILLAND
VAUGHN MONROE
EDWARD R. MURROW
WENDELL NOBLE
PHILIP NORMAN
WALTER O’KEEFE
LOUella PARSONS
MAX ROBY
WILL ROGERS, Jr.
BILL SHADEL
DAVE SHOWALTER
HERB SHRINER
HOWARD K. SMITH
GALE STORM
RALPH STORY
BILL STOUT
LOWELL THOMAS
SHIRLEY THOMAS
LARRY THOR
MARTHA TILTON
ROBERT TROUT
DAVID VAILE
ELENA VERDUGO
JIMMY WAKELY
JOE WALTERS
MAURIE WEBSTER
BARBARA WHITING

☆ Los Angeles’ Most-Listened-to Station
DIAL 1070
One of Los Angeles' More Important Radio Stations

KOWL

REACHING AND SELLING:

- **NEGRO MARKET (350,000)** — Joe Adams (D.J.), "Sharing Secrets" (housewife show), news (Negro appeal).

- **MEXICAN AND MEXICAN AMERICAN MARKET (400,000)** — "Chico" (Latin flavor d.j.), Elena Salinas (Spanish language family program), news (Spanish language).

- **PLUS** Jewish and eight other language markets.

**KOWL**

1580 kc.

NOW 10,000 WATTS

— the most powerful station of its kind in the United States!

(See Santa Monica listing)
Publicity Director .................................. Fran Abell
Chief Engineer .................................... Paul Ferrelle

**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. Maeker (N. Y.), Moore (L.A.), McGavren (San. Fran.)
President .......................... John Griffin
Membership .......................... NARTB
Gen., Sta. Mgr. ..................... John H. Schacht
Sales Prom. Mgr. ................. Judd Sturtevant
Publicity Director .............. Arnold Green
Chief Engineer ...................... Pete Omnigian

**KTRB**
MODESTO—1933
Frequency: 860 Kc.  Power: 10,000 d.; 1000 n.
Address .......................... Box 593
Phone Number ..................... 3-0737
News Service ........................ INS, UP
Transcription Service .......... Cole, Standard Representative.
Commercial Mgr. ......... Lee Roddy
Prog. Dir. .......................... Don E. Lapan
News Director ...................... Charlie McEwen
Chief Engineer ...................... William H. Bates, Jr.

**KMBY**
MONTEREY—1939
Frequency: 1240 Kc.  Power: 250 Watts
Business Address .................. 468 Calle Principal
Phone Number ..................... 2-4541
President .......................... Kenyon Brown

**KXXL**
MONTEREY—1952
Frequency: 630 Kc.  Power: 1000 Watts
Owned-Oper. By .......... S. A. Gisler
Address .......................... 546 Hartnell Plaza
Transcription Service .......... Standard, Thesaurus
President .......................... S. A. Gisler
Gen. Mgr. ......................... James Oliver

**KWSD**
MT. SHASTA—1947
Frequency: 1340 Kc.  Power: 250 Watts
Address .......................... E. Alma Street
Phone Number ..................... Mt. Shasta 2124
Air Time .......................... Full Time
News Service ......................... AP
Representative ..................... Continental, McGavren

**KVON**
NAPA—1947
Frequency: 1440 Kc.  Power: 500 Watts
Address .......................... P. O. Box 911
Phone Number ..................... Napa 6-2023
Air Time .......................... 6:45 a.m.-10:45 p.m.
News Service ........................ UPS
Transcription Service .......... World Representative. Wm. Ayros
Pres., Gen. Mgr. ...................... Luther E. Gibson
Sta., Comm. Mgr. ................. Elmer L. Gibson
Program Director .............. Nolan Cruise
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 ...... 401 13th St.
Phone Number ..................... Glencourt 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.
General 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 .......... KROWN, Inc.
Address .......................... 464 19th St.
Phone Number ..................... Twinoaks 3-9600
Air Time .......................... Full Time
News Service ........................ UP
Transcription Service .......... Standard Representative. Raymer
Membership .......................... NARTB, BAB
President .......................... Sheldon F. Sackett
General Manager .............. J. C. Paltridge
Commercial Manager .......... Jack Grant
Program Director .............. Russ Coughlan
Publicity Director..................Phyllis Diller
Chief Engineer..................A. Pattison

KWBR
OAKLAND—1920
Frequency: 1310 Kc. . . . . . . Power: 1000 Watts
Owned-Operated By.....Warner Bros. Radio, Inc.
Business Studio Address.....327 22nd St.
Phone Number.................Higate 4-1212
Air Time........................Unlimited
News Service.......................UP
Representative..................Forjoe
General Manager.............S. W. Warner
Station Manager.............F. Wellington Morse
Program Director.............Joane K. Fisher
Chief Engineer..................Paul Gregg

K O C S
ONTARIO—1947
Frequency: 1510 Kc. . . . . . . Power: 250 Watts
Owned-Operated By.....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone Number.................627-54
News Service.......................UP
Transcription Service.........Capitol, SESAC
Representative...............O'Connell
Gen., Comm. Mgr................Harry Allen
Chief Engineer..................Glenn Clark

KMOR
OROVILLE—1948
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Owned-Operated By......Oroville Bcsts.
Address.........................P. O. Box 1032
Phone Number...............1340
News Service.......................UP
Transcription Service.........Thesaurus
Representative...............Ayres (S.F.)
President.........................Joy C. Fearnhead
Gen., Sta., Comm. Mgr...........J. R. Bird
Program Director............Louis Coppola

KCMJ
PALM SPRINGS—1946—CBS
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Owned-Operated By......Palm Springs Bcstg. Co.
Business Address............Box KK
Phone Number.................2253
Air Time........................Full Time
News Service.......................UP
Representative...............O'Connell, McGavren
Membership......................NARTB, BAB
Pres., Gen. Mgr...............Joseph E. Gamble
Commercial Manager........Norman Lotthas
Program Director.............Thelma Roberts
Chief Engineer..................N. Vincent Parsons

KIBE
PALO ALTO—1949
Frequency: 1220 Kc. . . . . . . Power: 1,000 Watts d.
Address.........................Box 1151
Phone Number.................Davenport 3-341
Air Time.....................Daytime
News Service.........................UP
Transcription Service........Standard, World, London
Representative...............Grant, Best
Membership......................NARTB
President.......................William R. Crocker
Gen. Mgr.........................Edward Davis
Sta., Comm., Sales Mgr....Peter A. Cuneo
Program Director...........Claire Barskey
Chief Engineer..................Ben K. Wright

KALI
PASadena—1950
Frequency 1430 Kc. . . . . . . Power: 5000 Watts d.
Owned-Operated By......Consolidated Bcstg. Co.
Business-Studio Address.....758 E. Colorado
Phone Number................RY 1-7149
News Service.......................UP
Transcription Service.........Associated
Pres., Gen. Mgr...............Henry Frieh
Chief Engineer..................Harvey Frieh

KWKW
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...............O'Connell
Membership......................NARTB, BAB
General Partner............Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Pgm. Dir., Chief Anncr......Bill Garr
Chief Engineer..................Paul W. Spargo

KXLA
PASADENA—1942
Frequency: 1110 Kc. . . . . . . Power: 10,000 Watts
Owned-Operated By......Pacific Coast Bcstg. Co.
Business Address........1401 So. Oak Knoll Ave.
Phone Number.................RYan 1-6991
News Service......................AP
Transcription Service.........World
President-Gen. Sta. Mgr......Loyal K. King
Director of News...............Carl Saunders
Program Director.............Marian Atkinson
Chief Engineer..................Jack Reeder

KPRL
PASO ROBLES—1946—MBS-KBS
Frequency: 1230 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By......D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
Phone Number...............204
News Service......................AP
Representative...............W. S. Grant
Pgm., Comm. Dir................Bernard Schwartz
Commercial Mgr..............Dorothy Schwartz
Gen. Mgr., Chief Engineer.....Dale Schwartz

KAFP
PETALUMA—1950
Frequency: 1490 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By......Warner Bros.
KECC
PITTSBURG—1949
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Kecc, Inc.
Business Address: 235 Railroad Ave.
Phone Number: 2-2964
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
Business-Studio Address: 1240 E. Holt St.
Phone Number: 2-1293
News Service: UP
Partner, Comm. Mgr.: Dean H. Wickstrom
Prog. Dir.: Florence E. Wickstrom
Chief Engineer: Buck Rogers

KTIP
PORTERVILLE—1946
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: J. F. Tighe
Business-Studio Address: Box 1312
Phone Number: PO 1450
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Representative: Cook, Grant
Membership: NARTB
President: J. F. Tighe
Gen. Sta. Mgr.: Frank Robinson Brown
Comm., Prog. Dir.: Jean Snowden
Chief Engineer: Alan Snowden

KBLF
RED BLUFF—1946—KBS
Frequency: 1480 Kc. Power: 250 Watts
Owned-Oper. By: Hal K. Shade
Address: 707 Main St.
Phone Number: 880
Gen. Mgr.: Bill Baumgarten
Chief Engineer: Harry Shelby

KVCV
REDDING—1936—CBS
Frequency: 600 Kc. Power: 1000 Watts
Address: Box 717, Merced
Phone Number: 1646
Air Time: Full Time
News Service: Standard
Transcription Service: Wm. C. Grant Co.
Representative: Mrs. Hugh McClung
Pres., Gen. Mgr.: Fred M. Stuebner
Station Manager: H. E. McCarty
Commercial Manager: Ted Dooley
Sales Prom. Mgr.: Lyle Mathys
Pgm., Prod. Dir.: 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
News Service: AP
Representative: F. Pearson
President: Fred E. Carr
Gen., Sta. Mgr.: D. R. Peterson

KCRA
SACRAMENTO—1945—NBC
Owned-Oper. By: Kcra, Inc.
Business Studio Address: 1010 11th St.
Phone Number: 2-0758
Time: 6 a.m.-12 M.
News Service: UP
Transmission Service: World
Representative: Robert Meeker
Membership: BAB, NARTB
President-General Mgr.: Ewing C. Kelly
Commercial Manager: F. C. Beckwith
News Mgr.: Howard J. Smiley
Publicity Director: Irma Davis
Program Dir.: John Kuhlman
Chief Engineer: W. Herbert Hartman

KFBK
SACRAMENTO—1922—ABC
Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By: McClatchy Bcastg. Co.
Business Studio Address: 708 Eyre St.
Phone Number: 3-1745
Air Time: Full Time
Newspaper Affiliation: Sacramento Bee
News Service: UP, AP
Transmission Service: Thesaurus
Representative: Paul H. Raymer
Membership: BAB, NARTB
President: Eleanor McClatchy
Gen., Sta. Mgr.: Keith B. Collins
Comm., Sales Prom. Mgr.: A. C. Williams
Program Director: Harry Warren
Chief Engineer: Stan Sronce

KGMS
SACRAMENTO—1952
Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Capitol Radio Enterprises
KROY
SACRAMENTO—1937—CBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: KROY, Inc.
Business-Studio Address: Hotel Sacramento Phone Number: J. 3-2525
News Service: UP
Transcription Service: Langworth Representative
Membership NARTB
Pres., Gen. Mgr.: C. L. McCarthy Program Director: John Z. Ickes
Chief Engineer: William Karpisek

KXOA
SACRAMENTO—1945—MBS
DON LEE
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By: Sacramento Bcstrs., Inc.
Business Address: P. O. Box 94 Phone Number: W A B A S H 5-2717
News Service: UP
Representative: J. E. Pearson, McGavern
Membership: NARTB, BAB
Transcription Service: Standard
President: Lincoln Dollar
General Manager: Robert W. Dumm
Program Director: Dean Seaton
Chief Engineer: Ewald Berger

KDON
SALINAS—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
Membership: NARTB, BAB
Gen. Mgr.: Charles B. Grant
Commercial Mgr.: Ann Knowlton
Program Director: J. L. Lyons
Chief Engineer: Omer Wright

KSBW
SALINAS—1946—MBS
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Salinas Bcstrs. Corp.
Business Address: P.O. Box 1551 Phone Number: 8071
News Service: AP
Transcription Service: Langworth Representative: Forjoe
Membership: NARTB, BAB

KCSB
SAN BERNARDINO—1947
Frequency: 1350 Kc. Power: 500 Watts
Owned-Oper. By: Fred P. D’Angelo
Business Address: 770 Mill St. Phone Number: 8-2245
News Service: UP
Transcription Service: Thesaurus Representative: Forjoe
President, Gen. Mgr.: Fred P. A’Angelo
Sta. Mg.: Pgm. Dir., Chief Eng.: Jim Tracewell

KFXM
SAN BERNARDINO—1929—MBS
Frequency: 590 Kc. Power: 1000 Watts
Business-Studio Address: 512 Fifth St. Phone Number: 4761
News Service: UP
Transcription Service: World Representative: John Blair
President: J. Clifford Lee
General Manager: E. W. Lee
Commercial Mgr.: Paul H. Martin
Program Director: Gene Lee
Chief Engineer: George Ewing

KITO
SAN BERNARDINO—1947—ABC
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: KITO, Inc. Address: 569 Fourth St. Phone Number: 7807
Air Time: Unlimited
News Service: UP
Representative: Hollingbery
Pres., Gen. Sta. Mgr.: J. J. Flanigan
Commercial Manager: Arnold Benum
Program Director: Fred Reinhardt
Chief Engineer: Richard Klitzing

KRNO
SAN BERNARDINO—1948
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Empire Bcstrs., Inc. Address: 990 Colton Ave Phone Number: 8-2771
Air Time: Full Time
News Service: AP
Representative: Donald Cooke
Pres., Gen. Mgr.: Norman H. Rogers
Program Director: Chuck Palmer
Chief Engineer: George W. Brock

KCBQ
SAN DIEGO—1946—ABC
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>Vice President</th>
<th>General Manager</th>
<th>Station Manager</th>
<th>Executive Editor</th>
<th>Program Director</th>
<th>Chief Engineer</th>
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<tbody>
<tr>
<td>KFSB</td>
<td>SAN DIEGO</td>
<td>600 Kc</td>
<td>5000 Watts</td>
<td>Airfian Radio Corp. Ltd.</td>
<td>U. S. Grant Hotel</td>
<td>Belmont 3-6353</td>
<td>6 a.m.-M.</td>
<td>INS, AP</td>
<td>Katz Agency</td>
<td>NARTB</td>
<td>J. D. Wrather</td>
<td>Maria Helen Alvarez</td>
<td>George Whitney</td>
<td>Hobby Myers</td>
<td>Matt Long</td>
<td>Joe Kline</td>
<td></td>
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<tr>
<td>KGB</td>
<td>SAN DIEGO</td>
<td>1360 Kc</td>
<td>1000 Watts</td>
<td>Don Lee Business-Syst.</td>
<td>1017 First Ave.</td>
<td>BE 3-6151</td>
<td>6 a.m.-M</td>
<td>UP</td>
<td>BAB</td>
<td>Willet H. Brown</td>
<td>Marion R. Harris</td>
<td>Matt Long</td>
<td>Joe Kline</td>
<td></td>
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</tr>
</tbody>
</table>

**KFSB**

SAN DIEGO—1926—NBC

**KGB**

SAN DIEGO—1926—MBS-DON LEE

---

**To completely cover isolated SAN DIEGO,**

(America's Fastest Growing Billion Dollar Market)

**You Must Buy KFMB-Radio**

-CBS-

SAN DIEGO'S MOST LISTENED-TO RADIO STATION!
KSDO
SAN DIEGO—1947
Owned-Operated By...San Diego Bcstg. Co.
Bus.-Studio Address...U. S. Natl. Bank Bldg.
Phone Number...............Main 2041
Air Time...................Full Time
News Service................AP, UP
Representative.............Pearson
Vice-Pres., Gen. Mgr..........Jack Heintz
Commercial Manager...............Norman Kay
Station Manager...............W. Edwards
Chief Engineer...............Vern Milton

KSON
SAN DIEGO—1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...Fred & Dorothy Rabell
Business Studio Address........630 F St.
Phone Number............Franklin 5175
News Service................AP
Transcription Service...........Associated
Representative............Bolling
General Manager...............Fred Rabell
Program Director...............Dorothy Rabell
Chief Engineer...............Charles Mowatt

KGIL
SAN FERNANDO—1947
Frequency: 1260 Kc. Power: 1000 Watts d.
Business Address........4919 Van Nuys Blvd.
Phone Number................State 4-6291
Air Time...................Full Time
News Service................AP
Transcription Service...........Capitol
President....................E. F. Franklin
Commercial Manager............Howard P. Gray
Program Director..............Allan McKee
Chief Engineer...............Jay Rice

KCBS
SAN FRANCISCO—1912—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
Representative........CBS Radio Spot Sales
Membership................EAB
President (CBS)...........Frank Stanton
Gen., Sta. Mgr..........Arthur Hull Hayes
Promotion Mgr...............Evelyn Clark
Program Director............Pede Worth
Publicity Director........William Cullenward
Chief Engineer...............Alan Cormack

KEAR
SAN FRANCISCO—1948
Frequency: 1550 Kc. Power: 10,000 Watts
Owned-Operated By...........Bay Radio, Inc.

THOSE WHO KNOW FAMOUS BRANDS . . .

A radio news man reports: "This station offers 20 AP news shots a day. The Associated Press 5-minute summaries are the station's favorites. Listeners appreciate the terse, concise, crisp presentations."

...KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
Business-Studio Address.... 3 W. 37th Ave.
Phone Number............. Fireside 5-4837
News Service................ AP
Transcription Service...... Associated, Standard
Representative............. Bolling
President.................... Stephen A. Cisler
General Manager........... George C. Atkinson
Chief Engineer............. Douglas F. Mariska

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.................... 8 a.m.-M.
News Service.............. AP, UP
Representative............. H-R Representatives
Membership.................. BAB, NARTB
General Manager............ William D. Pabst
Commercial Manager........ Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir. Dink Templeton
Program Director .......... Mel Venter
Chief Engineer............. E. G. Underwood

K G O
SAN FRANCISCO—1924—ABC
Frequency: 810 Kc Power: 50,000 Watts
Owned-Oper. By: ABC-PT
Business Address........... 420 Taylor St.
Phone Number............... Graystone 4-6565
Air Time..................... Full Time
News Service.............. AP, INS, UP
Transcription Service..... Langworth
Representative............ Edward Petry
Membership.................. BAB, NARTB
President (ABC)............ Robert E. Kintner
General Manager............ James H. Connolly
Station Manager............. Paul T. Scheiner
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 d.
Owned-Operated By: KJS Bestrs.
Business Studio Address.... 1470 Pine St.
Phone Number............. Ordway 3-4148
Air Time.................... 3 a.m.-Local Sunset
News Service.............. AP, INS
Representative............. Avery-Knodel
Membership.................. NARTB, BAB
Gen. Mgr.-Sta. Mgr. ......... Edwin P. Franklin
Comm. Mgr. .................. Stanley G. Breyer
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............. NARTB Spot Sales
Membership.................. NARTB, BAB
President (NBC)............ S. L. Weaver, Jr.
Gen. Sta. Mgr.............. George Greaves
Commercial Mgr............ W. K. McDaniel
Sales Promotion Mgr........ Dean Moxley
Program Director.......... John Thompson
Chief Engineer............. Curtis Peck

(KS AN
SAN FRANCISCO—1922
Frequency: 1450 Kc Power: 250 Watts
Owned-Oper. By: The Associated Beotgas, Inc.
Bus.-Studio Address: Van Ness at Greenwich
Phone Number............. Market 1-8171
Air Time..................... 6 a.m.-1 a.m.
News Service.............. INS, UP
Transcription Service..... Standard; World
Representative............. Headley-Reed
Membership.................. NARTB, BAB
President................. Wesley I. Dunn
Gen. Mgr. .................. Alan L. Torbet
Com. Mgr. .................. Gary Garland
Prom., Pub. Mgr............ Gene DeAlessi
Program Dir............... Robert Hansen
Dir. of Engineering...... A. E. Towne

K S F O
SAN FRANCISCO—1925
Frequency: 560 Kc Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: The Associated Beotgas, 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..... Standard; World
Representative............. Headley-Reed
Membership.................. NARTB, BAB
President................. Wesley I. Dunn
Gen. Mgr. .................. Alan L. Torbet
Com. Mgr. .................. Gary Garland
Prom., Pub. Mgr............ Gene DeAlessi
Program Dir............... Robert Hansen
Dir. of Engineering...... A. E. Towne

K YA
SAN FRANCISCO—1926
Frequency: 1260 Kc Power: 5000 Watts d.
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
Membership.................. BAB
President................. J. Elroy McCaw
General Manager.......... H. G. Pearnhead
Commercial Manager...... Ken Hildebrand
Chief Engineer............. Paul Beck

K B I F
SANGER—1947
Frequency: 900 Kc Power: 1000 Watts d.
This is ABC Radio-TV Center in San Francisco... new home for ABC's owned stations, KGO and KGO-TV. Just completed, this ultra-modern center, costing in excess of a million dollars, provides KGO and KGO-TV with broadcasting-telecasting facilities superior to any in the important San Francisco-Oakland Bay Area market. Better facilities mean better service to listeners and advertisers... bigger audiences for KGO and KGO-TV advertisers.

**KGO-Radio**

San Francisco

dial 810

50,000 watts

**KGO-TV**

channel 7

now, 160,000 watts

soon—316,000 watts
DOUG PLEDGER

sensation of morning radio

and other topflight participating personalities:

MARJORIE KING, CLARENCE LEISURE,
JOE GILLESPIE, HAL WOLF, BILL GUYMAN,
BUDD HEYDE, IRA BLUE.

Owned by National Broadcasting Company
Represented nationally by NBC Spot Sales

only on

San Francisco—680

50,000 watts—clear channel
K E E N
SAN JOSE—1947
Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By: United Bcastg. Co.
 Business Address: Hotel De Anza
 Phone Number: Cypress 4-0344
 Air Time: Full Time
 News Service: W. S. Grant
 Representative: Bob Blum
 Program Director: George Snell
 Chief Engineer: Bill Green

K L O K
SAN JOSE—1946
 Owned-Operated By: Valley Bcastg. Co.
 Business Address: P. O. Box 987
 Phone Number: Cypress 3-8445
 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: 1580 Kc. Power: 1000 Watts d.
 Owned-Operated By: Santa Clara Bcastg. 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
 Representative: Rambeau
 Membership: BAB, NARTB
 President: Patrick H. Peabody
 Gen., Sta. Mgr.: Charles F. Mallory
 Program Director: 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 Bcastg. Co.
 Address: Box 187
 Phone Number: Cypress 2-5080
 Air Time: 24 hrs.
 News Service: UP
 Representative: McGavren, 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: Meeker
 Membership: NARTB
 President: Maynard Marquardt
 Sta., Comm. Mgr.: D. D. MacLeod
 Sales Prom. Mgr.: Gloria Heinz
 Program Director: Barbara Brydia
 Publicity Director: Don Bowden
 Chief Engineer: Clay Coldwell

K V E C
SAN LUIS OBISPO—1937
MBS-DON LEE-KBS
Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Alley Electric-Jacobson
 Business Address: 787 Higuera St.
 Phone Number: 1100
 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: Arthur Hapgood
 Chief Engineer: E. W. Franklin

K E A R
SAN MATEO—1948
Frequency: 1550 Kw. Power: 1000 Watts
 Owned-Oper. By: Bay Radio Inc.
 Address: 3 West 37th Ave.
 Phone Number: 5-4837
 Transcription Service: Associated, Standard
 News Service: AP
 Representative: Bolling
 President: Stephen A. Cisler
 Commercial Mgr.: George C. Atkinson
 Program Director: William Agee
 Promotion Dir.: Charles Lynn
 Chief Engineer: D. 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: 4-2541
Air Time ................................ Local sunrise-local sunset
News Service ................................ INS. UP
Transcription Service .......................... Cole
Representative .................................. Walker
President ........................................... Hugh H. Smith
General Manager ................................. Gilbert L. Bond
Chief Engineer .................................... Merwyn F. Planting

**K TIM**

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Operated By: Marin Bestg. Co., Inc.
Business Address .................................. 1117 Fifth St.
Phone Number ..................................... Glenwood 3-6880
Newspaper Affiliation ......................... S. R. Independent Journal
News Service ...................................... UP
President ......................................... Roy A. Brown
Gen. Mgr., Prog. Dir. ............................. Hugh E. Turner
Publicity Director ............................... Kitty Oppenheimer
Chief Engineer ................................. Edward Ohmstead

**K VOE**

SANTA ANA—1926

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 .......................... MacGregor
Representative .................................... Pearson
Pres., Gen. Mgr. .................................. Ernest L. Spencer
Station Manager ................................. Hal Davis
Commercial Mgr. .................................. Donner P. Spencer
Program Director ............................... Dean S. Long
Chief Engineer ................................... Stanley G. Guenther

**K DB**

SANTA BARBARA—1921—MBS

DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By ................................ F. Robert Bauer
Business-Studio-Transmitter .......... Radio Square
Phone Number ................................... 4131
Air Time ......................................... Unlimited
News Service ...................................... UP
Representative .................................... Pearson
President .......................................... F. Robert Bauer
General Manager ............................... Harry Butcher
Program Director .............................. Joe Benes
Chief Engineer .................................... Robert Carter

**K IST**

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
Vice President .................................. M. J. McKeogh
Commercial Manager ......................... James Blomfield
Sales Promotion Mgr. ......................... Michael J. McKeogh
Program Director .............................. Darleen Levinson
Chief Engineer ................................. Gene Fossell

**K TMS**

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 ........................ SESAC
Representative .................................... Paul H. Raymer
President ........................................... Thomas M. Storke
Gen., Sta. Mgr. ................................. Charles A. Storke
Commercial Mgr. ............................... Jo Benes
Program Director .............................. Gordon Phillips
Chief Engineer ................................. Leo De Connick

**K SCO**

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 ................................... 1930
News Service ...................................... AP
Membership ....................................... NARTB, BAB
Transcription Service ........................ Standard, Thesaurus
Pres., Gen. Mgr., Chief Engr. ................ Charles Vernon Berlin

**K COY**

SANTA MARIA—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address .................. 114 W. Cook St.
Phone Number ................................... 5-2644
Newspaper Affiliation ........................ Santa Barbara News Press
News Service ...................................... AP
Transcription Service ........................ SESAC
Representative .................................... Paul H. Raymer
Station Manager ............................... W. A. Cook
Program Director .............................. Louise Hapgood
Chief Engineer ................................. John D. Clowes, Jr.

**K SMA**

SANTA MARIA—1945—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By ................................. Hagerman, Groom
Address ........................................... 510 W. Morrison
Phone ............................................... 5-2582
News Service ...................................... UP
Transcription Service ........................ World Partners
Partners .......................................... James M. Hagerman, John I. Groom
Program Dir. .................................... Anthony Kent
Chief Eng. ........................................ Gale Brady
KOWL
SANTA MONICA—1947
Frequency: 1580 Kc., Power: 10,000 Watts, d.
Owned-Operated By .......... KOWL, Inc.
Address ................. Pico at Ocean
Phone Number .......... Exbrook 4-6761
Air Time .......... Daytime
Representative .......... George W. Clark
McGavren, Clayton
President .......... J. D. Funk
General Manager .......... G. A. Baron
Promotion Director .......... Paul Compton
Chief Engineer .......... Robert Dye

KSPA
SANTA PAULA—1948—KBS
Frequency: 1400 Kc., Power: 250 Watts
Owned-Operated By .......... Santa Paula Bcstg. Inc.
Business-Studio Address .......... Santa Paula
Phone Number .......... 940
Pres., Gen. Mgr., Ch. Eng. .......... C. Harvey Haas
Prom., Comm. Mgr. .......... Chas. Martin

KSOR
SANTA ROSA—1937
Frequency: 1350 Kc., Power: 1000 Watts
Bus.-Studio Address .......... Corner Fresno & Finley
Phone Number .......... 110
Air Time .......... Full Time
Representative .......... W. S. Grant
President .......... Mrs. Ruth Finley
General-Station Manager .......... Charles P. Scott
Program Director .......... Al Pearson
Chief Engineer .......... Hilmar Cann

KROG
SONORA—1949—KBS
Frequency: 1450 Kc., Power: 250 Watts
Owned-Oper. By .......... Brewster E. Ferrel
Business Address .......... P. O. Box 996
Phone Number .......... Jefferson 2-7898
Air Time .......... Full Time
News Service .......... AP
Transcription Service .......... Standard, SESAC
Owner, Gen. Mgr. .......... Brewster E. Ferrel
Chief Engineer .......... C. W. Mitchell

KGDM
STOCKTON—1926—CBS
Frequency: 1140 Kc., Power: 5000 Watts
Owned-Operated By .......... E. F. Peffer
Business-Studio Address .......... 519 E. Market St.
Phone Number .......... 4-4551
Air Time .......... 6 a.m-M.
News Service .......... AP
Transcription Service .......... World
Representative .......... John Blair
President .......... E. F. Peffer
Program Director .......... M. Humphreys
Promotion Director .......... A. Stover
Chief Engineer .......... J. Tyron Kelley

KSTN
STOCKTON—1949
Frequency: 1420 Kc., Power: 1000 Watts
Owned-Operated By .. San Joaquin Bcstg. Co.
Business Address .......... Hotel Clark
Phone Number .......... 4-7338
Air Time .......... Unlimited
News Service .......... AP
Representative .......... Hollingbery
President .......... Knox La Rue
Program Director .......... Ellis Lind
Chief Engineer .......... Carl McGee

KWG
STOCKTON—1921—ABC
Frequency: 1230 Kc., Power: 250 Watts
Bus.-Studio Address .......... 612 E. Market St.
Phone Number .......... 5-5728
Newspaper Affiliation .......... McClatchy
Air Time .......... Full Time
News Service .......... AP
Transcription Service .......... Thesaurus
Representative .......... Paul H. Raymer
Membership .......... NARTB, BAB
President .......... Eleanor McClatchy
Station Manager .......... James H. Ranger
Program Manager .......... James E. Longe
Chief Engineer .......... Frank Nesmith

KXOB
STOCKTON—1947—MBS-DON LEE
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 .......... AP
Representative .......... Pearson, McGavren, etc.
Membership .......... NARTB, BAB
President .......... J. E. Gamble
Program Director .......... Homer Van DerWerker
Publicity Director .......... Carolyn Prybil
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 .......... AP
Transcription Service .......... Capitol, Standard
Representative .......... Tracy Moore
Membership .......... NARTB
Gen., Sta. Mgr. .......... Nolan Hallowell
Commercial Manager .......... Frank Ronadas
Program Director .......... Gerald Oliver
Chief Engineer .......... Harold C. Houston
KHUB
WATSONVILLE—1937
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Patrick H. Peabody
Business Address: P. O. Box 349
Phone: 4-5641
Air Time: Full Time
News Service: Up
Representative: Rambeau
Membership: NARTB
President: Patrick H. Peabody
General Manager: Hal E. Chase
Program Director: Tom Martin
Chief Engineer: Merle Rossmann

KSYC
YREKA—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Siskiyou City Bcstg. Co., Inc.
Address: Lawrence Lane & S. Oregon St.
Phone Number: 624
Air Time: Full Time

KGIW
ALAMOSA—1929
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: E. L. Allen
Phone Number: 26
News Service: Up
Transcription Service: SESAC
President: E. L. Allen
General Manager: D. L. Allen
Director of News: Charles Dynes

KBOL
BOULDER—1946—COLUMBINE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Boulder Radio KBOL, Inc.
Address: 1617 Pearl
Air Time: 7 a.m.-11:05 p.m.
News Service: UP
Transcription Service: Standard, Thesaurus
Membership: NARTB, BAB
President: E. O. Allen
Gen. Mgr.: Russel Shaffer
Commercial Manager: Gene Palm
Chief Engineer: Blair Dobbins

KRLN
CANON CITY—1946—KBS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 1615 Central Ave.
Phone Number: 1100
News Service: AP
Membership: NARTB
President: E. G. Millbourn
General Manager: D. C. Hollinger
Station Manager: Jack A. Mitchell
Assistant Manager: D. M. Comstock
Chief Engineer: Bill Maginnis

KUSA
YUBA CITY—1947
Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By: Peachbowl Bcstg., Inc.
Business Address: Hotel Marysville
Phone Number: 3-7309
News Service: AP
Transcription Service: Thesaurus
Representative: E. O'Connell
President: Chester V. Ullom
Gen. Station Manager: Roger R. Hunt
Commercial Manager: Lloyd Klemp
Sales Promotion Mgr.: Ray Davenport
Pgm., Pub. Dir.: Ric Ryan
Chief Engineer: John J. Rolih

COLORADO
Pop. Feb. 1, 1954 (Est.) 1,558,800 — Families 461,000
Radio Homes 446,000 — TV Homes 199,500 — Stations in State 33

KRDO
COLORADO SPRINGS—1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Pikes Peak Bcstg. Co.
Business-Studio Address: 399 S. 8th St.
Phone Number: 2-1515
Air Time: 6:00 a.m.-M.
News Service: AP
Transcription Service: Standard, Langworth, Thesaurus
Representative: McGillvra
Pres., Gen. Mgr.: Joseph H. Rohrer
Business Manager: Paul Crozier
Commercial Manager: Harry Holt
Program Director: Jean Gitz
Chief Engineer: Herbert Schubarth

KVOR
COLORADO SPRINGS—1924—CBS
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By: Voice of the Rockies, Inc.
Address: 512 So. Tejon
Phone Number: 4-2844
Air Time: Unlimited
News Service: UP
Transcription Service                      . World
Representative                           . Hollingbery
Membership                               . NARTB, BAB
Pres., Gen., Mgr.                         . J. D. Russell
Sta. Mgr., Prog. Dir.                    . Isabel McClung
Publicity Director                       . Betty Demarest
Chief Engineer                           . H. Cozine Strang

KRAI
CRAIG—1949—KBS
Frequency: 1230 Kc. . Power: 250 Watts
Business Address            . Craig
Phone Number                              . 707-8
Air Time                                    . Full Time
News Service                               . INS
Transcription Service                     . Thesaurus
Membership                                 . BAB, NARTB
President                                  . Miles Barrett
General Manager                           . George Cory
Station Manager                           . Gene Wilburn
Comm., Sales Prom. Mgr. & Carr Pecknold
Chief Engineer                            . Norman Davis

KFEL
DENVER—1923—MBS
Frequency: 950 Kc. . Power: 5,000 Watts
Business-Studio Address            . Albany Hotel
Phone Number                         . ALpine 4681
Air Time                               . 24 hrs.
News Service                           . INS
Transcription Service                  . Associated
Representative                         . John Blatt
Membership                              . NARTB, BAB
General Manager                        . Gene O’Fallon
Managing Director                      . Frank Bishop
Commercial Mgr.                         . John McEntry
Program Director                       . Dale Morgan
Chief Engineer                        . Rhea Cunningham

KLIR
DENVER—1953
Frequency: 890 Kw. . Power: 1000 Watts d.
Address                               . 6535 W. Jewell
Phone Number                          . Westwood 1313
Owner-Gen. Mgr.                       . F. Donald Hall
Commercial Mgr.                        . L. L. Tracy
Program Director                      . Ernest E. Mark
Chief Engineer                        . Lloyd L. Wilson

KLZ
DENVER—1922—CBS
Frequency: 560 Kc. . Power: 5000 Watts
Owned-Operated By . Aladdin Radio & TV, Inc.
Business-Studio Address           . 131 Speer Blvd.
Phone Number                          . MAin 4271
Air Time                               . 5:30 a.m.
News Service                           . AP, INS.
Transcription Serv., Standard, Capitol, World
Representative                        . Katz

KMYR
DENVER—1941—COLUMBINE
Frequency: 1940 Kc. . Power: 250 Watts
Owned-Operated By . KMYR Bestg. Co.
Address                                . Security Life Bldg.
Phone Number                           . Main 4161
Air Time                               . Unlimited
News Service                            . AP
Station Representative; Thesaurus
Membership                              . NARTB
Pres., Gen., Mgr.                       . F. W. Meyer
Station Manager                        . A. G. Meyer
Commercial Manager                     . Ed Koepeke
Pgm., Prod. Dir.                       . Lowell Switzer
Chief Engineer                        . Walt Wilson

KOA
DENVER—1924—NBC
Frequency: 850 Kc. . Power: 50,000 Watts
Owned-Oper. By                         . KOA, Inc.
Business-Studio Address              . 1625 California St.
Phone Number                          . Main 6211
Air Time                               . Full Time
News Service                           . AP, INS
Transcription Service                 . Thesaurus & Associated
Representative                        . Edward Petry & Co.
Membership                              . NARTB, BAB
President                              . William W. Grant
Gen. Mgr.                               . Don Searle
Sales Promotion Manager               . Dick Harris
Program Director                      . Jim Atkins
Publicity Director                     . Ralph Radsteyl
Chief Engineer                        . Robert H. Owen

KTLN
DENVER—1948
Frequency: 1150 Kc. . Power: 1000 Watts d.
Owned-Oper. By                      . Radio Station KTLN
Address                               . 431 W. Collax
Phone Number                          . Acoma 4811
Air Time                               . 4:30 a.m.
News Service                           . UP
Transcription Service                 . Capitol
Representative                        . Radio Reps., Inc.
Owner                                  . Leonard Coe
General Manager                        . John L. Buchanan
Commercial Manager                    . Dean Jarvis
Sales Promotion Mgr.                  . Del Wood
Program Director                      . Jack Helling
Chief Engineer                        . O. E. Kelly

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
Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth, Associated Representative: Free & Peters
Membership: NARTB
President-Gen. Mgr.: William D. Pyle
Station Manager: T. C. Ekrem
Commercial Manager: Con Hecker
Program Director: V. W. Corbett
Publicity Director: Ben H. Stanton
Chief Engineer: W. D. Pyle, T. C. Ekrem

K I U P
DURANGO—1935—MBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: San Juan Bestg. Co.
Address: P. O. Box 641
Phone Number: 117
News Service: UP
Transcription Service: SESAC, Thesaurus, World
Representative: Holman Co.
President: Mike Cummins
General Manager: R. E. O'Brien
Comm., Prom. Mgr.: Lindsey Becker
Program Director: Clayholin Holm
Publicity Director: Frank Toomey
Chief Engineer: Henry Pollman

K G M C
ENGLEWOOD—1952
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By: Grady Franklin Maples, P. B. McAlister
Address: 3355 S. Broadway
Phone Number: 14481
News Service: UP
Co-owner, Gen. Mgr.: Grady F. Maples
Co-owner, Prog. Dir., Prom. Mgr.: R. B. McAlister
Chief Engineer: D. F. White, Jr.

K C O L
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 Hoff
Chief Engineer: Dan Coltrane

K F T M
FORT MORGAN—1949—KBS
Owned-Oper. By: Morgan County Bestg. Co.
Address: P. O. Box 431
Phone Number: 1000
Air Time: Daytime
News Service: UP
Transcription Service: Capitol, Thesaurus Representative: Hal Holman
General Manager: Donnell K. Smith
Program Director: Johanna Smith
Chief Engineer: Richard Hanson

K G L N
GLENWOOD SPRINGS—1950—MBS WESTERN SLOPE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: KGLN, Inc.
Address: P. O. Box C
Phone Number: 777
Representative: Holman
News Service: UP
President: Rex Howell
Co-owner, Gen. Mgr.: Jerry Flitch
Program Director: Gene Curtis
Chief Engineer: Bonner Z. Baker

K E X O
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 Representative: Harlan Oakes
Membership: NARTB, BAB
President: D. Spencer Grow
Gen., Sta. Mgr.: Abbott Tessman
Co-owner, Gen. Mgr.: Robert Collins
Publicity Director: Mildred Fuller
Chief Engineer: D. E. Towne

K F X J
GRAND JUNCTION—1926—MBS WESTERN SLOPE-INTERMOUNTAIN
Frequency: 920 Kc. Power: 1000 Watts d.
500 Watts n.
Business-Studio Address: Box 30
Phone Number: 1300
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard Representative: Hal Holman
Membership: NARTB
Pres., Gen. Mgr.: Rex Howell
Sta., Comm. Mgr.: E. Anson Thomas
Program Director: Ed Lewis
Chief Engineer: Cecil Whitchurch

K F K A
GREELEY—1921
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By: Mid-Western Bestg. Co., Inc.
Business-Studio Address: 620—8th Ave.
Phone Number: .450-1
Air Time........................................Full Time
Representative.............................Hal Holman
News Service...............................UP
Transcription Service......................Thesaurus
Pres., Gen. Mgr..............................H. E. Green
Sta., Comm. Mgr.............................William G. Stewart
Program Director........................Jack Redus
Chief Engineer............................Harry Brewer

KYOU
GREELEY—1948—KBS-COLUMBINE

Frequency: 1450 Kc..........................Power: 250 Watts
Phone Number............................3275
Air Time.....................................Unlimited
News Service...............................AP
Representative.............................McGillvra, Inc.
Transcription Service......................World President, Gen. Mgr.....Elwood H. Meyer
Sta. Mgr. Chief Engr......................John T. Roscoe

KBNZ
LA JUNTA—1937—MBS-KBS

Frequency: 1400 Kc..........................Power: 250 Watts
Owned-Oper. By...........Otero Broadcasting Co.
Address...........................Radio Building
Phone........................................42
Air Time................................6:00 a.m.-12 M.
News Service...............................UP

KLVC
LEADVILLE—1951—KBS COLUMBINE

Frequency: 1230 Kc..........................Power: 250 Watts
Owned-Operated By.........Leadville's Top of the Nation Station, Inc.
Address..............................520 W. 6th St.

THOSE WHO KNOW FAMOUS BRANDS . . . .

Short and sweet, from a commercial manager: "Sponsor was 100% satisfied . . . said he was more than pleased with the AP's material . . . declared this was one of their best promotions."

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
**K L M O**
**LONGMONT—1949—KBS**
Frequency: 1050 Kc. Power: 250 Watts d.;
Owned-Operated By: Longmont Bestg. Co.
Phone Number: 1050
News Service: Lang-Worth
Transcription Service: UP
Pres., Gen. Mgr.: Irving Ludlow
Program Director: Dick Lee
Chief Engineer: Walter Robinson

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**K U B C**
**MONTROSE—1947—KBS**
**INTERMOUNTAIN**
Frequency: 1260 Kc. 1000 Watts d.; 500 Watts n.
Owned-Operated By: Uncompaghre Bestg. Co.
Business-Studio Address: P. O. Box 279
Phone Number: 199
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: F. J. Hartman
Gen., Sta. Mgr.: Geo. Cory
Sales Prom. Mgr.: Dale G. Moore
Program Director: Ed DeJulio
Chief Engineer: Tom Weir

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**K C S J**
**PUEBLO—1947—MBS**
**INTERMOUNTAIN**
Frequency: 590 Kc. Power: 1000 Watts
Address: 211 W. 5th St.
Phone Number: 8522
Air Time: 6 a.m.-7 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Avery-Knodel, Inc.
Pres., Gen. Mgr.: Douglass Kahle
Commercial Mgr.: Bob Clinton
Program Director: Larry Gordon
Chief Engineer: Dale Redlingshafer

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**K D Z A**
**PUEBLO—1947**
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Pueblo Radio Co.
Address: 3011 Elizabeth
Phone Number: 1255
News Service: AP
Transcription Service: Lang-Worth
Representative: McGivney
President-Gen. Mgr.: Dee B. Crouch
Sales Prom. Manager: Bill Beck
Chief Engineer: William Willig

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**K G H F**
**PUEBLO—1928—ABC**
Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Colorado Bestg. Co., Inc.
Address: Box 293
Phone Number: 3877
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, SESAC
Representative: Gill-Perma, Inc.
President: Gifford Phillips
General Manager: Robert D. Ellis
Commercial Manager: Bill Mahoney
Station Manager: J. H. McGill
Chief Engineer: Willis C. Shanks

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**K V R H**
**SALIDA—1948—KBS**
**COLUMBINE-INTERMOUNTAIN**
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Vir N. James
Phone Number: 30
News Service: INS
Representative: Clerk
Sta., Chief Eng., Gen., Comm. Mgr.: Vir N. James
Program Director: Jack Diehl
Chief Engineer: Philip Parmelee

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**K G E K**
**STERLING—1925**
Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By: Elmer G. Beehler
Address: Fleming Rd.
Phone Number: 679
News Service: UP
Owner, Gen. Mgr.: Elmer G. Beehler

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**K C R T**
**TRINIDAD—1947—MBS-KBS**
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: KCRT, Inc.
Address: Box 772
Phone Number: 338
News Service: UP
Transcription Service: World, Langworth
Pres., Gen. Mgr.: E. M. Cooper
Commercial Mgr.: Bob Loehr
Program Director: Vince Brasica
Pgm., Publ. Dir.: Martin Mendine

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363
50,000 WHATS?

Station power by itself is only part of the story, and the fact that WTIC is the most powerful station in Southern New England would not interest an advertiser were it not for the confidence and loyalty of our listeners. Over the years, WTIC's policy of careful screening of advertisers, high standards of entertainment and public service has made our programs unexcelled backgrounds for messages that sell.

FOR YOUR SELLING...

USE WTIC

WTIC DOMINATES THE PROSPEROUS
SOUTHERN NEW ENGLAND MARKET
CONNECTICUT
Pop. Feb. 1, 1954 (Est.) 2,097,000 — Families 639,000
Radio Homes 630,000 — TV Homes 485,000 — Stations in State 26

WICC
BRIDGEPORT—1926—MBS-YANKEE
Frequency: 600 Kc.  Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Bridgeport BCSTG Co.
Address: Box 9140
Air Time: 24 hrs.
News Service: AP
Phone Number: 8-1601
Transcription Service: Thesaurus
Representative: Adam Young & Co.
Membership: BAB
Press., Gen., Sta. Mgr.: Philip Merryman
Commercial Manager: Manning Slater
Sales Promotion Manager: Joan Fisher
Program Director: Bob Crane
Chief Engineer: Pat Uliano

WNAV
BRIDGEPORT—1941
ABC-CONN. STATE
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: WNAV, 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
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 BCSTG Corp.
Business-Studio Address: 183 Main St.
Phone Number: 9265
Air Time: Daytime
News Service: UP
Representative: McGillvra
Transcription Service: Associated World
President: Frederick W. Beach
Gen., Sta. Mgr.: R. H. Gillespie
Comm., Sales, Prom. Mgr.: Amleto Ciccarelli
Chief Engineer: Richard L. Ricci

WLAD
DANBURY—1947
Frequency: 800 Kc.  Power: 250 Watts d.
Owned-Oper. By: Berkshire BCSTG Co.
Business-Studio Address: 207 Main St.
Phone Number: 8-3565
Air Time: Daytime
News Service: AP
Transcription Service: World, SESAC
Representative: Indie Sales

WCCC
HARTFORD—1947
Frequency: 1290 Kc.  Power: 500 Watts d.
Owned-Oper. By: Greater Hartford BCSTG Corp.
Address: Hotel Bond
Phone Number: Jackson 5-6648
Air Time: Local sunrise-local sunset
News Service: UP
President: William M. Savitt
Sec't, Treasurer: M. Savitt
Sta., Comm. Mgr.: R. H. Klein
Program Director: B. LaCoe
Publicity Director: E. Seltzer
Chief Engineer: Michael Cookish

WDRC
HARTFORD—1922—CBS
Frequency: 1360 Kc.  Power: 5000 Watts
Business-Studio Address: 750 Main St.
Phone Number: 7-1188

We CREATE CASH CUSTOMERS
HARTFORD'S ONLY INDEPENDENT STATION — OFFERING MUSIC AND NEWS ALL DAY, EVERY DAY.

"THERE'S T.N.T. ON WCCC"
(Time, news, temperature, including weather every 15 minutes)
Representatives: Walker Kettel-Carter
1290 KC  500 WATTS
WGNTH
HARTFORD—1935—MBS
Frequency: 1410 Kc. Power: 5,000 Watts
Owned-Oper. By: Gen. Times Television Corp.
Business-Studio Address: 54 Pratt St.
Phone Number: Hartford 7-9131
Air Time: Full Time
News Service: UP
Representative: Franklin M. Doolittle
General Manager: Walter B. Haase
Comm. Sales Prom. Mgr.: William F. Malo
Program, News Dir.: Harvey H. Olson
Chief Engineer: Henry M. Broderick, Jr.

WHAY
NEW BRITAIN—1949
CONNECTICUT STATE
FOREIGN LANGUAGE
Frequency: 910 Kc. Power: 5000 Watts
Business Address: 22 Grove Hill
Phone Number: 3-2721
Air Time: Unlimited
News Service: UP
Representative: Adam Young, Banan
President: Patrick Goode
Exec. Vice-Pres.: Edward D. Taddel
Secretary-Treasurer: Aldo DeDominicis
Station Manager: Leo Borin
Commercial Manager: Charles Bell
Program Director: Pete Stoner
Chief Engineer: Hillis W. Holt

WKNB
NEW BRITAIN—1946
Frequency: 840 Kc. Power: 1000 Watts d.
Address: 213 Main St.
Phone Number: Baldwin 3-3803
Air Time: Daytime
News Service: AP
Representative: Bolling
Membership: NARTB
President: Julian Gross
General Manager: Peter B. Kenney
Commercial Manager: Gustave Nathan
Program Director: Robert Andrews
Publicity Director: Dean Bufford
Chief Engineer: John Shipley

WAVZ
NEW HAVEN—1947
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: WAVZ Bstg. Corp.
Business-Studio Address: 152 Temple St.
Phone Number: SPruce 7-4761
Air Time: Local sunrise-local sunset
News Service: AP

See Page 364
Representative: Forjoe, Kettell, Carter
Membership: BAB
President: Victor W. Knauth
V.P., Gen. Sta. Mgr.: Daniel W. Kops
Program Director: E. J. Markle
Publicity Director: S. L. Barstein
Chief Engineer: Ralph Carrano

WELI
NEW HAVEN-1935-ABC
Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: Conn. Radio Foundation, Inc.
Business-Studio Address: 221 Orange St.
Phone Number: University 5-1133
Air Time: Full Time
News Service: UP
Representative: Headley-Reed
Pres., Gen. Mgr.: Richard W. Davis
Commercial Mgr.: Edwin H. Schweitzer
Publicity Director: Rudy Frank
Program Director: Charles H. Wright
Chief Engineer: Fred King

WNHC
NEW HAVEN-1944-CONNECTICUT
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elm City Bcastg. Corp.
Business-Studio Address: 1110 Chapel St.
Phone Number: SP 7-3611
Air Time: Full Time
News Service: AP/INS
Representative: Katz Agency
Membership: NARTB
President: Patrick J. Goode
General Manager: Aldo DeDominicis
Exec. Vice-Pres.: Edward D. Taddei
Commercial Manager: J. Vincent Callanan
Station Manager: Edward C. Obist
Prom. Mgr., Publ. Dir.: James W. Evans
Chief Engineer: Vinnie DeLaurentiis

WNLC
NEW LONDON-1936- MBS
YANKEE, CONN. ST.
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Thames Bcastg. Corp.
Business-Studio Address: 281 State St.
Phone Number: 2-4365
Air Time: Unlimited
News Service: UP
President-Gen. Sta. Mgr.: Gerald J. Morey
Comm.-Sales Prom. Mgr.: Leo B. Keegan
Prog. Publ. Dir.: Nelson Brown
Chief Engineer: Randolph Barrett

WNLK
NORWALK-1948
Frequency: 1350 Kc. Power: 500 Watts
Owned-Operated By: Norwalk Bcastg. Co., Inc.
Business-Studio Address: Main & Wall Sts.
Phone Number: Temple 8-5566
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: McGilivra
Pres., Gen. Mgr.: James Stolcz
Program Director: John Naylor
Chief Engineer: Russ Bassett

WICH
NORTH OF CHICOPEE-1946
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: Cuprak Rd.
Phone Number: Turner 7-6113
Air Time: Full Time
News Service: UP
Transcription Service: World
President: J. K. Lasser
Promotion Dir.: Edward Adler
Chief Engineer: Alexander Dubenetsky

WPCT
PUTNAM-1953
Frequency: 1350 Kc. Power: 500 Watts d.
Address: 42 Main St.
Phone Number: 8-2721
President: Roland A. Gayette
General Manager: Daniel J. Hyland
Program Director: William Winne
Chief Engineer: James Bonney

WSTC
STAMFORD-1941-ABC
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 270 Atlantic St.
Phone Number: 4-7575
Air Time: 6:30 a.m.-M.
Newspaper Affiliation: Stamford Advocate
Representative: Everett-McKinney
Membership: NARTB
President: Kingsley Gillespie
Gen.-Sta. Manager: Julian Schwartz
Program Director: Walter Dibble
Acting Chief Engineer: Alex Kiselewich

WLDR
TORRINGTON-1947
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By: Litchfield City Radio Corp.
Business-Studio Address: 23 Main St.
Phone Number: 4173
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Sears & Ayer
Membership: BAB
Pres., Gen. Mgr.: Charles O. Scott
Comm., Sales Prom. Mgr.: Joe Storm
Program Director: Ken Mudgett
Chief Engineer: Alfred Pollakat

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### WTOR
**Torrington—1948**
**Conn. State—ABC**

- **Frequency:** 1490 Kc.  Power: 250 Watts
- **Owned-Oper. By:** Torrington Bcstg., Co., Inc.
- **Business-Studio Address:** 93 Perkins St.
- **Phone Number:** 4181
- **Air Time:** Full Time
- **News Service:** AP
- **Representative:** Rambeau
- **President:** Harold Thomas
- **Gen., Sta. Mgr.:** Edmund Waller
- **Sales Prom., Comm. Mgr.:** John J. Morris
- **Program Director:** Richard C. Kilbourn
- **Chief Engineer:** Edwin Michalski

### WATR
**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.-9 p.m.
- **News Service:** UP
- **Representative:** Rambeau, Bannon
- **Membership:** NARTB
- **President-Gen. Mgr.:** Harold Thomas
- **Sta.-Comm. Mgr.:** Sam Elman
- **Sales Prom. Mgr.:** Wallace Gordon
- **Program Director:** Wally King
- **Publicity Director:** Phil Corvo
- **Chief Engineer:** Russell Jensen

### WDOV
**Dover—1948**

- **Frequency:** 1410 Kc.  Power: 1000 Watts d.
- **Owned-Oper. By:** Del. State Capital Bcstg. Corp.
- **Business Address:** Denny's Rd.
- **Phone Number:** 5816
- **Air Time:** 6:30 a.m.-Sunset
- **News Service:** AP
- **Transcription Service:** World
- **Representative:** Rambeau
- **Membership:** BAB
- **President:** Dr. C. F. Freed
- **General Manager:** Cliff Goodman
- **Commercial Manager:** William S. Freed
- **Chief Engineer:** B. Brownell

### WJWL
**Georgetown—1951**

- **Frequency:** 900 Kc.  Power: 1000 Watts d.
- **Owned-Operated By:** Rollins Bcstg., Inc.

### WBRY
**Waterbury—1934—CBS**

- **Frequency:** 1590 Kc.  Power: 5000 Watts
- **Owned-Oper. By:** American-Republican, Inc.
- **Business-Studio Address:** P. O. Box 1267
- **Phone Number:** 3-1125
- **Air Time:** 6:55 a.m.-12:05 a.m.
- **News Service:** AP
- **Transcription Service:** World
- **Representative:** Avery-Knodel
- **Kettel-Carter (Boston)**
- **Membership:** NARTB
- **President:** William J. Pope
- **Commercial Manager:** Harry A. DeVorken
- **Gen., Sta. Mgr.:** J. Maxim Ryder
- **Sales Promotion Mgr.:** Robert Holzner
- **Program Director:** Walter O. Howard
- **Chief Engineer:** Frank B. Hales

### WWCO
**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:** Al Simmons
- **Program Director:** Robert C. Crager
- **Chief Engineer:** Wm. Goldstein

### DELAWARE

- **Pop. Feb. 1, 1954 (Est.) 324,000 — Families 91,000**
- **Radio Homes 87,000 — TV Homes 76,000 — Stations in State 7**

### WKSB
**Milford—1953**

- **Frequency:** 930 Kc.  Power: 500 Watts d.
- **Owned-Oper. By:** Kent-Sussex Bcstg. Co.
- **Address:** Box 444
- **Phone Number:** Milford 8881
- **News Service:** UP
- **Transcription Service:** Langworth
- **Co-owner, Comm. Mgr.:** H. M. Griffith Jr.
- **Co-owner, Chief Engineer:** C. V. Lundstedt
- **Program Director:** Borden E. Smith
THOSE WHO KNOW FAMOUS BRANDS . . .

Says a station executive, speaking of a Cadillac dealer's program: "Our sponsor believes Cadillac is the ultimate in automobile quality. We at the station believe just as firmly that the ultimate in news is AP. The marriage, you might say, was inevitable."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
DISTRICT OF COLUMBIA

Pop. Feb. 1, 1954 (Est.) 834,400 — Families 271,000
Radio Homes 262,000 — TV Homes 201,500 — Stations in State 7

W G M S
WASHINGTON, D. C.—1947
Frequency: 570 Kc. — Power: 1000 Watts d.
Owned-Oper. By: The Good Music Station, Inc.
Address: Hotel Harrington
Phone Number: Executive 3-8676
Transcription Service: Associated News Service
Air Time: 6:30 a.m. to Sunset
Representative: M. Robert Rogers
Commercial Mgr.: Dan Cavalier
Program Director: Pierson Underwood
Chief Engineer: Nick Chaconas

W M A L
WASHINGTON, D. C.—1926—ABC
Frequency: 630 Kc. — Power: 5000 Watts

Owned-Operated By: The Evening Star Bcstg. 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. Kaufmann
V.P., General Manager: K. H. Berkeley
Sales Prom., Pub. Dir.: Haywood Meeks
Commercial Mgr.: Robert Jonscher
Program Director: Charles Bishop
Chief Engineer: Frank Harvey

W O L
WASHINGTON, D. C.—1924
Frequency: 1450 Kc. — Power: 250 Watts

CHAIN LIGHTNING WORKS FOR WRC CUSTOMERS!

Attractive, effective displays as shown here can be yours in scores of leading food stores throughout metropolitan Washington.

○ Contact WRC or your NBC Spot Sales office for complete Chain Lightning information.

WRC
NBC in Washington
Air Time Full Time
Transcription Service SESAC
News Service UP
President Henry Rau
General Manager Charles Dillon
Comm. Mgr., Prog. Dir. Maxwell Marvin
Publicity Director Joan R. Dorf
Chief Engineer Lloyd Smith

W O O K
WASHINGTON, D. C.—1940
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By United Bcstg. Co.
Business-Studio Address 8th & I Sts., N.W.
Phone Number Republic 7-8000
News Service UP
Comm., Sta. Mgr. Arthur A. Snowberger

W R C
WASHINGTON, D. C.—1923—NBC
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address Sheraton Park Hotel
Phone Number Adams 4-5400
News Service AP, INS, UP
Representative NBC Spot Sales
President (NBC) Sylvester L. Weaver Jr.
Exec. Vice-Pres. (NBC) Robert Sarnoff
Vice-Pres. (Wash.) Frank Russell
General Manager Carlton D. Smith
Program Director James E. Kovach
Sales Prom. Mgr. Robert Adams
Chief Engineer John Rodgers

W T O P
WASHINGTON, D. C.—1927—CBS
Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By WTOP Inc.
Business-Studio Address Broadcast House
Phone Number Emerson 2-9300
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. Warren Boorom
Publicity Director Cody Pfanstiehl
V.P., Chief Engr. Clyde Hunt

WWDC
WASHINGTON, D. C.—1941—MBS
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By WWDC, Inc.
Business-Studio Address 1627 K St., N.W.
Phone Number Sterling 3-3800
Air Time Full Time
News Service AP, UP
Transcription Service Standard
Representative Blair
Membership NARTB, BAB
President Joseph Katz
General Manager Ben Strouse
Comm. Manager Herman Paris
Program Director Norman Reed
Sis. Prom., Pub. Dir. Irving Lichtenstein
Chief Engineer Ross H. Beville

Washington's BEST
WWDC Sells Goods!
Buy
Ask your John Blair man for the WWDC story!
FLORIDA

Pop. Feb. 1, 1954 (Est.) 3,192,000 — Families 1,041,000
Radio Homes 905,000 — TV Homes 397,500 — Stations in State 80

WBAR
BARTOW—1953
Frequency: 1460 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By . . . . William Avera Wynne
Address . . . . Box 820, Lakeland Hwy.
Phone Number . . . . 3-5111
President . . . . W. A. Wynne
General Manager . . . . Ted Leeper
Commercial Mgr. . . . . John Burgreen
Chief Engineer . . . . Edward St. Clair

WSWN
BELLE GLADE—1947
Frequency: 900 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . Seminole Bestg. Co.
Business Address . . . . P. O. Box 8
Phone Number . . . . 2063
Air Time . . . . Full Time
News Service . . . . UP
Transcription Service . . . . Thesaurus, SESAC, World
Membership . . . . BAB, NARTB
President . . . . Dr. R. G. Nelson
V.P., Gen. Mgr. . . . . Mrs. Mary Foy
Sales Manager . . . . Marvin Smith
Chief Engineer . . . . C. S. Clemans

WTRL
BRADENTOWN—1946—KBS
Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . Trail Bestg. Corp.
Business Address . . . . Memorial Pier
Phone Number . . . . 3-1531
Air Time . . . . Full Time
News Service . . . . AP
Representative . . . . Hil Best
Transcription Service . . . . World, Standard
Exec. Vice-Prez. . . . . Howard A. Donahoe
Station Mgr. . . . . George W. Manning
Dir. of Operations . . . . Don McKeever
Chief Engineer . . . . Gerald McGougan

WTAN
CLEARWATER—1946—KBS
Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . Clearwater Bcsts., Inc.
Business Address . . . . 200 Pierce Blvd.
Phone Number . . . . 33084
Air Time . . . . 6:00 a.m.-12 M.
News Service . . . . UP
Transcription Service . . . . World
Representative . . . . McGilivra
Membership . . . . NARTB
President . . . . Otis E. Pruitt
General, Station Manager . . . . H. D. Parker
Commercial Manager . . . . F. L. Parker
Program Director . . . . L. H. Falconer
Chief Engineer . . . . John D. Callan

WKKO
COCOA—1953—KBS
Frequency: 860 Kc. . . . . Power: 250 Watts d.
Address . . . . Box 387
News Service . . . . UP
Transcription Service . . . . Standard, SESAC
Representative . . . . H. F. Best
Membership . . . . BAB, NARTB
General Manager . . . . Emerson W. Browne
Chief Engineer . . . . Davis E. Wilson

WVCG
CORAL GABLES—1948
Frequency: 1070 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . Peninsular Bestg. Corp.
Business Address . . . . 223 Aragon Ave.
Phone Number . . . . 48-7411
Air Time . . . . Sunrise to sunset
News Service . . . . AP
Transcription Service . . . . Associated
Representative . . . . Clark
Membership . . . . BAB, NARTB
President-General Mgr. . . . George W. Thorpe
Commercial Manager . . . . T. Hooke McCallie
Program Director . . . . Robert S. Stevens
Chief Engineer . . . . Thomas Middleton

WCNU
CRESTVIEW—1948—KBS
Frequency: 1010 Kc. . . . . Power: 1000 Watts d.
Business-Studio Address . . . . Box 518
Phone Number . . . . 3511
News Service . . . . AP
Transcription Service . . . . World, SESAC
President . . . . D. Grady O'Neal
Program Director . . . . Vernon Cooper
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 McGilivra
Station Manager . . . . Ray Clancy
Commercial Manager . . . . John S. Pitts
Program Director . . . . Mildred Mullins
Chief Engineer . . . . Webster K. Ellenwood

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WNDB
DAYTONA BEACH—1948—MBS
Frequency: 1150 Kc. ... Power: 1000 Watts
Owned-Operated By ... News-Journal Corp.
Business-Studio Address ... Daytona Beach, Fla.
Phone Number ... 2-0531
Air Time ... Full Time
News Service ... AP
Representative ... John H. Perry
Membership ... BAB, 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 Bcstg. Corp.
Bus. Address ... Wilder Blvd. & S. Beach St.
Phone Number ... 4-626
Air Time ... Full Time
News Service ... AP
Transcription Service ... Thescurus
Representative ... Rambeau
Pres.-Gen. Mgr ... E. J. Sperry
Pgm. Dir., Chief Engr ... W. C. Collier

WJBS
DELAND—1948—NBC
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By ... John B. Stetson Univ.
Address ... 220 East Hubbard Ave.
Phone Number ... 1490
News Service ... AP
Transcription Service ... Associated
Membership ... NARTB
Gen. Mgr., Prog. Dir ... C. L. Menser
Comm., Prom. Mgr ... Robert Walton
Chief Engineer ... James Miller

WBRD
FT. LAUDERDALE—1950—KBS
Frequency: 1580 Kc. ... Power: 250 Watts
Owned-Operated By ... Broward Bcstg. Co.
Address ... P. O. Box 78
Phone Number ... 2-2563
News Service ... UP
Representative ... Hil F. Best
President ... Myles Johns
Gen., Sta. Mgr. ... Ted Nelson
Program Director ... Betty Phillips
Chief Engineer ... Sam Dudas

WFTL
FORT LAUDERDALE—1946
Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Oper. By ... Tri-County Bcstg. Co.
Bus. Studio Address ... Box 131
Phone Number ... 3-2511
Air Time ... Full Time
News Service ... AP
Transcription Service ... World, Langworth
Representative ... Sears & Ayer
President ... J. W. Dickey
Gen., Sta. Comm. Mgr ... R. L. Bowles
Program Director ... Jack W. Swart
Chief Engineer ... Richard P. Norhey

WINK
FT. MYERS—1939—CBS
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Oper. By ... Ft. Myers Bcstg. Co., Inc.
Address ... 54 E. First St.
Phone Number ... 4-1341
News Service ... AP
Representative ... Donald-Cooke
President ... Daniel Sherby
General Manager ... A. J. Bauer
Program Director ... Frank Nodine
Chief Engineer ... James Lacy

WMYR
FT. MYERS—1952
Frequency: 1410 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Robert Hacksher
Address ... 33 East Hanson St.
Phone Number ... 5-1175
Transcription Service ... Lang-Worth
News Service ... UP
Commercial Manager ... Kenneth M. Parke

WARN
FORT PIERCE—1952—ABC-KBS
Frequency: 1330 Kw. ... Power: 1000 Watts d.
Owned-Oper. By ... Hurricane Bcstg. Co.
Address ... Box 1343
Phone Number ... 1330
Co-owner, Gen. Mgr ... Murray C. Tillman
Co-owner, Prom. Mgr ... C. C. Tillman Jr.
Commercial Mgr ... E. Fisher Darden
Program Director ... Willis M. Shawyer Jr.
Chief Engineer ... John E. Palmer

WIRA
FORT PIERCE—1946—MBS-NBC
Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Operated By ... Indian River Bcstg. Co.
Business Address ... Melody Lane
Phone Number ... 1400
Air Time ... 6:30 a.m.—11:15 p.m.
News Service ... UP
Membership ... NARTB
Transcription Service ... World
Pres., Gen., Sta. Mgr ... James L. Howe
Program Director ... Anne Wilder
Commercial Manager ... J. Kingsley Butx
Chief Engineer ... James Sowinski

WGGG
GAINESVILLE—1948—ABC
Frequency: 1230 Kc. ... Power: 250 Watts
Florida

Owned-Operated By: Alachua County Broadcasting Co., Inc.
Business-Studio: 1230 Waldo Rd.
Phone Number: 5791
News Service: AP
Transmission Service: World Representative: Best
Pres., Gen. Mgr., Ch. Eng.: R. M. Chamberlin
Commercial Manager: Leon E. Mims
Program Director: Pierre A. Bejano
Promotion Manager: Scott Sutton

WRUF
GAINESVILLE—1928—MBS
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: Univ. of Fla.
Business-Studio Address: Campus, Univ. of Fla.
Phone Number: 3261, Ext. 466-7-8
Air Time: Full Time
News Service: AP
Transmission Service: Lang-Worth, Thesaurus Representative: Burn-Smith
Membership: NARTB
General Manager: Garland Powell
Commercial Manager: John Dunivant
Station Manager: Ray Dantzler
Chief Engineer: Bertram McNamara

WHWD
HOLLYWOOD—1953
Frequency: 1320 Kw. Power: 500 Watts d.
Address: First Natl. Bank Bldg.
Phone Number: 2-2969
News Service: UP
Transmission Service: Capitol Representative: McGillivra
Owner: Roy M. Greene
General Manager: Robert L. Bowles
Chief Engineer: George Ralston

Wivy
JACKSONVILLE—1948
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By: Edward J. Oberle
Business-Studio Address: Rt. 9, Box 228A
Phone Number: 4-7722
News Service: INS Representative: Thomas F. Clark
Pres., Gen. Mgr.: Edward J. Oberle
Commercial Manager: Arman Reinke
Program Director: Richard Webb
Chief Engineer: James Stephens

WJAX
JACKSONVILLE—1925—NBC
Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: City of Jacksonville, Fla.
Business-Studio Address: 1 Broadcast Pl.
Phone Number: 4-1681
Air Time: Full Time
Transmission Service: MUSAC Representative: John Blair; Harry E. Cummings
Commissioner in Charge: J. D. Kennedy

WJHP
JACKSONVILLE—1940—MBS
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Jacksonville Journal Co.
Business-Studio Address: 4038 Phillips Highway
Phone Number: 4-7711
Air Time: 6 a.m.-12M.
News Service: AP
Transmission Service: Lang-Worth Representative: John H. Perry Associates
Membership: NARTB
President: John H. Perry, Jr.
Chief Engineer: Beecher Hayford

WOBS
JACKSONVILLE—1948
Frequency: 1360 Kc. Power: 1000 Watts d.
Business-Studio Address: 1036 Mary St.
Phone Number: 98-3411
Air Time: Sunrise to sunset
Station Representative: Stars President: E. D. Rivers, Sr.
General Manager: Jim Macri
Chief Engineer: W. F. Askew

WMBR
JACKSONVILLE—1933—CBS
Frequency: 1460 Kc. Power: 5000 Watts
Business-Studio Address: 605 Main St. S.
Phone Number: 9-4475
Air Time: Full Time
News Service: UP Representative: CBS Radio Spot Sales
President: Philip Graham
Vice President: John S. Hayes
Comm. Mgr.: Charles M. Stone
Program Director: Dave Bocher
Chief Engineer: Ernest B. Vordermark

WPQ
JACKSONVILLE—1942—ABC
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: Jacksonville Bstg. Corp.
Phone Number: 4-4421
Studio Address: Gulf Life Bldg.
Air Time: 5:30 a.m.-1000 a.m.
News Service: AP
Transmission Service: World Station Representative: O. L. Taylor
President: James R. Stockton
General-Station Manager: Robert F. Feagin
Commercial Mgr.: Kenneth F. Small
Sales Prom. Mgr.: Madeleine Osborne
Program Director: Charles E. Edwards
Chief Engineer: James R. Donavan

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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.-M.
Transcription Service: Lang-Worth
Membership: NARTB
Representative: Interstate United Newspapers
Pres., Prom. Mgr.: Harold S. Cohn
General Manager: Harold Cohn, II
Program Directors: E. Cohn, A. Kenneth Knight
Chief Engineer: William Johnson

W J V B
JACKSONVILLE BEACH—1947—KBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Jacksonville Beach Bcstg. Co.
Phone Number: 5-3674
Representative: Hi F. Best
Membership: NARTB
Air Time: Daytime
News Service: AP
Program Director: Ted Booth
Chief Engineer: Daniel M. Long

WKWF
KEY WEST—1945—MBS
Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By: John M. Spottswood
Address: Stock Island
Phone Number: 2-7777
Station Manager: Kermit Lewin
Chief Engineer: Charles Lowe

WDSR
LAKE CITY—1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Deep South Radioways
Business Studio Address: 126 N. 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: Lake Land Bcstg. Corp.
Business Address: P. O. Box 1211
Phone Number: MU 2127
Air Time: Full Time
News Service: UP
Transcription Service: Associated, World, Std.
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: Maxine Tyner

WONN
LAKELAND—1949—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Coastal Bcstg. Co.
Business Address: Lake Hunter Drive
Phone Number: MU 5117
Air Time: Full Time
News Service: AP
Transcription Service: Gates
Representative: Donald Cooke, Inc.
Commercial Mgr.: Tom Barber
Program Dir.: Ted Covington
Chief Engineer: Duane McConnell

WIPC
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
Membership: BAB, NARTB
President: Sarkes Tarzian
Gen. Mgr., Chf. Engr.: G. Max Kimbel
Publicity Director: John Haugee

WEAT
LAKE WORTH W. PALM BEACH 1948—NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: James R. Meachem
Business Address: 422 North Dixie Hwy.
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: Wayne Stump

WLBE
LEESBURG—1949—MBS
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: WLBE, Inc.
Business Studio Address: Box 297
Phone Number: Leesburg 552
News Service: UP
Transcription Service: World
President: Paul A. Husebo
General Manager: Wendel F. Husebo
Program Director: Richard R. Coleman
Chief Engineer: J. Allen Brimmer

WNER
LIVE OAK—1949—KBS-FLA. STATE
Frequency: 1450 Kc. Power: 250 Watts
FLORIDA

WTYS
MARIANNA—1948—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: John H. Phipps Radio Stas.  Address: Box 585
Phone Number: 650  Air Time: Full Time
News Service: AP, Henry 89-7534
Commercial Mgr.: John Lee Allford
Program Director: Faith Protsman
Chief Engineer: C. S. Parker

WMMB
MELBOURNE—1948—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Melbourne Bcastg. Corp.  Business-Studio Address: Drawer 790
Phone Numbers: 574-5  Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: SESAC, World
Membership: NARTB
President: Henry G. Dravnek
General Manager: Austin V. Catterson
Commercial Mgr.: Victoria C. Martin
Program Director: Joy Jorgensen
Chief Engineer: Wm. A. Snowden, Jr.

WFEC
MIAMI—1949
Frequency: 1220 Kc.  Power: 250 Watts
Owned-Oper. By: David Haber  Address: 350 N.E. 71st St.
Phone Number: 68-7534  Air Time: Daytime
News Service: UP
Program Director: Milton Oshins
Chief Engineer: William Reeder

WGBS
MIAMI—1944—CBS
Frequency: 710 Kc.  Power: 50,000 Watts d., 10,000 Watts n.
Owned-Oper. By: Storer Bcastg. Co.  Address: 1005 Kane Concourse, Miami Beach 41
Phone Number: 86-0331  Air Time: Full Time
News Service: UP
Transcription Service: Langworth
Station Representative: The Katz Agency Inc.

WINZ
MIAMI—1946
Frequency: 940 Kc.  Power: 50,000 Watts d., 10,000 Watts n.
Phone Number: 82-6641-3  News Service: AP, INS
Representative: Paul Raymer  Membership: NARTB
Pres., Gen. Mgr.: Rex Rand
Chief Engineer: James Sawyer

WIOD
MIAMI—1923—NBC
Frequency: 610 Kc.  Power: 5,000 Watts
Phone Number: 3-6444  Air Time: Full Time
News Service: AP, INS, UP
Transcription Service: RCA, Thesaurus
Representative: Hollingerby
President: Daniel J. Mahoney
General Manager: James M. LoGate
Commercial Manager: Robert L. Fidlar
Program Director: Scott Bishop
Publicity Director: Martha Henriquez
Chief Engineer: M. C. Scott

WMIE
MIAMI—1948
Frequency: 1140 Kc.  Power: 10,000 Watts d., 5,000 Watts, n.
Owned-Oper. By: Sun Coast Bcastg. Corp.  Business Address: Everglades Hotel
Phone Number: 3-5558  Air Time: Full Time
News Service: INS
Representative: Stars Natl. Inc.
President: E. D. Rivers, Sr.
Gen. Sta. Mgr.: Kurt Meer
Commercial Manager: Bud Dailey
Program Director: Julian Silver
Chief Engineer: Russell Bennett

WQAM
MIAMI—1921—ABC
Frequency: 560 Kc.  Power: 5,000 Watts d., 1,000 Watts, n.
Phone Number: 2-8121  News Service: AP
Transcription Service: World
Representative: John Blair  Membership: NARTB, BAB
FLORIDA

WW PB
MIAMI—1947—KEYSTONE
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
Pres., Gen. Sta. Mgr.: Paul Brake
Program Director: Peggy Newman
Publicity Director: Bert Y. Johnson
Chief Engineer: Jack Wilson

WKAT
MIAMI BEACH—1937—MBS
Frequency: 1360 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: WKAT, Inc.
Trans-Address: 1769 Bay Road
Phone Number: 5-5711
News Service: UP
Transcription Service: Standard, Cole
Representative: Headley-Reed
President: A. Frank Katzeninge
General Manager: John I. Prosser
Sales Prom. Mgr.: Walter A. Callahan
Commercial Mgr.: C. A. Waner
Chief Engineer: Arthur Smith

WMBM
MIAMI BEACH—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: R. W. Roundtree
Address: c/o WCHI, Atlanta Ga.
Phone Number: 5-5586
News Service: UP
Representatives: Dora. Clayton, Forjoe
Station Manager: J. E. Vaughn
Program Director: Ed. Cook
Commercial Mgr.: Arnold Kaufman
Chief Engineer: Charles A. Hartwick, Jr.

WSBB
NEW SMYRNA BEACH—1951
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Beach Bestg. Co.
Address: 760
News Service: UP
Transcription Service: Thesaurus
Program Director: James D. King
Chief Engineer: Roland W. Jordon

WTMC
OCALA—1939—NBC
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Ocala Bestg. Co. Inc
Address: 14 S. Magnolia
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.
Gen., Prom. Mgr.: Thomas S. Gilchrist, Jr.
Commercial Manager: T. S. Catalano
Station Manager: James B. Smith
Publicity Director: Ken Brown
Chief Engineer: William P. Callahan

WDBO
ORLANDO—1924—CBS-FRN
Frequency: 589 Kc. Power: 5000 Watts
 Owned-Oper-By: Orlando Bestg. Co., Inc.
Business-Studio Address: P. O. Box 3707,
30 S. Ivanhoe Blvd.
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 Bogg
Chief Engineer: J. E. Yarbrough

WHO O
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: 8900
Air Time: Full Time
News Service: AP
Transcription Service: Standard, World
Representative: Avery-Knodel
President: Edward Lamb
Gen., Sta., Comm. Mgr.: Carl Halberg
Program Director: Walter E. Sickles
Sales Prom. Mgr.: Tom Sawyer
Chief Engineer: Don Compton

WLOF
ORLANDO—1940—MBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Hazelwood, Inc.
Business-Studio Address: Box 1991
Phone Number: 8163
Air Time: 4:55 a.m.-1:00 a.m.
News Service: UP
Transcription Service: Langworth
President: J. L. Brechmer
General Manager: Donn R. Collee
Commercial Mgr.: Thomas H. Donohue
Program Director: Ernest Legge
Promotion Dir.: Freda M. Milton
Chief Engineer: W. Dodd Daniel

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**FLORIDA**

**WORZ**
**ORLANDO—1947—NBC**
Owned-Oper. By: Central Florida Bcstg. Co.
Bus.-Studio Address: 790 N. Orange Ave.
Phone Number: 2-2451
Air Time: Full Time
News Service: AP
Transcription Service: Capitol
Representative: Taylor
President: Naomi Murrell
Gen., Comm. Mgr.: John E. Surrick
Promotion Dir.: Harry Gaines
Program Director: Happy Ison
Chief Engineer: Jim Moore

**WWF**
**PALATKA—1947—KBS**
Frequency: 1280 Kc. . . . . Power: 500 Watts
Owned-Operated By: Palatka Bcstg. Co.
Address: Box 86
Phone Number: EA 54555
Air Time: Full Time
News Service: UP
Transcription Service: World, Langworth
Gen. Mgr., Chief Engr.: L. C. McCall
Partner: J. E. Massey
Commercial Manager: Herb Young
Program Director: Johnny Gillis

**WWG**
**PALM BEACH—1941**
Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned-Operated By: Palm Beach Bcstg. Co.
Business Address: 3000 South Ocean Blvd.
Phone Number: 2-1515
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus, Langworth
President, Gen. Mgr.: Charles E. Davis
Program Director: Florence Hicks
Chief Engineer: Clyde L. Walkden

**WDLP**
**PANAMA CITY—1940—NBC-KBS**
Frequency: 590 Kc. . . . . Power: 1000 Watts
Owned-Oper. By: Panama City Bcstg. Co. Inc.
Business-Studio Address: West Beach Dr.
Phone Number: Poplar 3-1777
News Service: AP
Transcription Service: Lang-Worth
Representative: Perry Associates
President: John H. Perry
General Manager: C. B. Kelly
Sta., Comm. Mgr., Pgm. Dir.: Byron Hayford

**WPCF**
**PANAMA CITY—1949—ABC-MBS**
Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By: Bay County Bcstg. Co.
Trans-Address: 300 E. 15th St.
Phone Number: Sunset 5-6176
Transcription Service: Thesaurus
Representative: Devney, Dora-Clayton
Pres., Gen. Mgr.: E. L. DuKate
Sta. Mgr., Prog. Dir.: W. D. Lanier

**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
Representative: Taylor
President: Pott McDonald
Sta., Gen. Mgr.: Don J. Lynch
Commercial Manager: Bo Mitchell
Program Director: Tony Chastain
Chief Engineer: Glenn Nichols

**WCOA**
**PENSACOLA—1926—NBC**
Frequency: 1370 Kc. . . . . Power: 5000 Watts
Owned-Operated By: WCOA, Inc.
Business-Studio Address: 118 E. Intendencia St.
Phone Number: 4111
Air Time: Full Time
Newspaper Affiliation: News-Journal
News Service: AP
Transcription Service: Lang-Worth
Representative: John H. Perry Associates
President: John H. Perry, Jr.
General Manager: J. Holliday Veal
Commercial Manager: Irving Welch
Program Director: Roland Wolf
Chief Engineer: Harold Heath

**WEAR**
**PENSACOLA—1947—MBS-ABC**
Frequency: 1230 Kc. . . . . Power: 250 Watts
Address: 2nd & Hyer St.
Phone: 8-4449
Air Time: Full Time
News Service: AP
Membership: BAB
Pres., Gen., Sta., Mgr.: Mel Wheeler
Pgm., Pub. Dir.: Jerry Williams
Chief Engineer: Jim Smith

**WPLA**
**PLANT CITY—1949**
Frequency: 1570 . . . . Power: 250 Watts d.
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 Bestg, Corp.
Business Address: Quincy
Phone Number: Main 7-6700
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
Pres., Gen. Mgr.: A. B. Letson
Comm., Sta. 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
Membership: NARTB
President: Mrs. Mary E. Bell
Prog., Pub. Dir.: Mrs. Frankie C. Walker
Chief Eng., Farm Editor: Ernest Raistrick

**WPIN**
**ST. PETERSBURG—1947**
Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By: Fla. W. Coast Bestg., Inc.
Address: Royal Palm Hotel Petersburg 7-0511
Air Time: Daytime
News Service: AP
Station Representative: Indie Sales
Membership: BAB
President: Dr. Charles Farrington
Gen., Comm. Mgr.: Arthur Mundorf
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: Recreation Pier
Phone Number: 7-4747-8
News Service: UP
Transcription Service: Associated Representative
General Manager: George D. Robinson
Commercial Manager: Vera New
Program Director: Louis J. Link

**WTSP**
**ST. PETERSBURG—1939—MBS**
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Pinellas Bestg., Co.
Business-Studio Address: Box 681
Phone Number: 7-8108
News Service: UP
Transcription Service: Standard Representative
Membership: NARTB, BAB
President: Nelson Poynter
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
Business Address: Box 2431
Phone Number: 599
Air Time: Full Time
News Service: UP
Gen., Sta. Mgr.: Myron A. Beck
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 Bestg., Co.
Business Address: P. O. Box 6651
Phone Number: 6651
Representative: Hil Best
News Service: AP
Transcription Service: Lang-Worth, World
Pres., Gen. Mgr.: A. G. Fernandez

**WSPT**
**SARASOTA—1939—CBS**
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WSPB, Inc.
Business Address: City Island
Phone: Ringling 8-1911
Air Time: 6:30 a.m.-12:05 p.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 Bestg., Inc.
FLORIDA

Business Address ................................ P. O. Box 233
Phone Number ........................................ Sebring 81811
Transcription Service .............................. Lang-Worth
News Service ........................................ UP
President ............................................ W. K. Ulerich
Gen. Mgr. ............................................ William J. Thomas
Sta. Comm. Mgr. ................................. Al Frank
Program Director .............................. Betty Frank
Chief Engineer ................................. Robert Goshorn

W T A L
TALLAHASSEE—1935—CBS
Frequency: 1270 Kc ............................ Power: 5000 Watts
Business Address ................................ Box 989
Phone Number ....................................... 2-1270
News Service ........................................ AP
Representatives ................................. Meeker, Cummings
President ........................................... John H. Phipps
General Manager ............................. L. Herschel Graves
Program Director .......................... Joe Hosford
Chief Engineer ................................. W. A. Snowden, Jr.

W T N T
TALLAHASSEE—1946—ABC
Frequency: 1450 Kc ............................ Power: 250 Watts
Business-Studio Address ........... Duval Hotel
Phone Number ....................................... 2-1450
News Service ........................................ 1-UP
Transcription Service .............. Thesaurus
Representative ............................... Dora-Clayton
Pres., Gen. Mgr. ......................... Frank W. Hazelton
Vice-President ......................... Emanuel Ioanos
Chief Engineer ......................... Charles Clifton

W A L T
TAMPA—1946
Frequency: 1110 Kc ............................ Power: 1000 Watts d.
Owned-Oper. By .......... W. Walter Tison tr/os Tampa Broadcasting Company
Address ........................................ 401 W. Tyler St.
Phone ............................................. 2-7921
News Service ........................................ AP
Transmission Service .............. Langworth
Station Representative .............. Pearson
Membership ........................................ NARTB
Program Dir. .............................. C. W. Geer
Chief Engineer ................................. J. B. Tison

W D A E
TAMPA—1922—CBS
Frequency: 1250 Kc ............................ Power: 5000 Watts
Owned-Operated By .......... Tampa Times Co.
Business Address .............. 14 N. Franklin St.
Phone Number ......................... 2-2911
Air Time ....................................... Full Time
News Service ........................................ AP
Transmission Service .............. Associated
Representative ............................... Katz
President ........................................... David E. Smiley
Gen., Comm. Mgr. ..................... L. Spencer Mitchell

Program Director .......................... Kenneth W. Skelton
Chief Engineer ................................. William Pharr Moore

WEBK
TAMPA—1950
Frequency: 1590 Kc ............................ Power: 1000 Watts d.
Address ........................................ 1521 E. Broadway
Phone Number ..................................... 4-4177
News Service ........................................ INS
Gen. Mgr., Chf. Engr. .............. Elmo B. Kits
Program Dir. .............................. Bob Chambers

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
Transmission Service .............. Thesaurus
Representative ............................... John Blair, Harry E. Cumings
Membership ........................................ NARTB
President ........................................... John C. Council
Sta.-Gen. Mgr. ......................... George W. Harvey
Sales Prom. Mgr., Pub. Dir. .... Tom Matthews
Prog. Dir. .................................. Paul M. Jones
Commercial Mgr. ..................... Melvin E. Myer
Chief Engineer ................................. Joseph Mitchell

Serving the fast-growing Palm Beach County Area for 18 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

380
W HBO
TAMPA—1948
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Sulphur Springs Bcstrs., Inc.
Business Address: 1101 Florida Ave.
Phone Number: 91171
Air Time: 9:15 a.m.-12:15 p.m.
News Service: AP
Representative: Harold A. Dunlap
Sta., Comm. Mgr.: Paul Hayes

W JNO
WEST PALM BEACH—1936—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WJNO, Inc.
Business-Studio Address: Box 189
Phone Number: 2-3638
Air Time: 5:15 a.m.-12:15 p.m.
News Service: AP
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

WIRK
WEST PALM BEACH—1947—MBS
Owned-Operated By: Ken-Sell, Inc.
Business Address: 715 S. Flagler Drive
Phone Number: 2-1744
Air Time: Full Time
News Service: AP
Transcription Service: Associated
Representative: Cooke
Program Director: Rome Hartman
Chief Engineer: William P. Heitman

WSIR
WINTER HAVEN—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Citrus Belt Bcstrs., Inc.
Business Address: P. O. Box 633
Phone Number: 32-561
Air Time: Full Time
News Service: UP
Representative: Devney & Co.
President: Frederick L. Allman
Gen. Sta. Manager: Larry Rollins
Commercial Manager: Earl Sturgeon
Program Director: Richard Eyrich
Chief Engineer: L. Orden Craig

GEORGIA
Pop. Feb. 1, 1954 (Est.) 3,890,000 — Families 963,000
Radio Homes — 802,000 — TV Homes 392,500 — Stations in State 85

W A L B
ALBANY—1941—MBS
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Herald Publishing Co.
Address: 138 Pine Ave.
Phone Number: Hemlock 5-4511
News Service: UP
Transcription Service: World
Representative: Burn-Smith
Membership: NARTB
President: James H. Gray
General Manager: Tom Stillwagon
Program Director: Jack Mayer
Publicity Director: Bill Bowick
Chief Engineer: Ernest Gay

W JAZ
ALBANY—1952
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By: Southeastern Bcstr. System
Representative: Dora-Clayton
News Service: UP
President: James S. Rivers
General Manager: Richard B. Smith
Sta., Comm. Mgr.: R. V. Rogers

W G P C
ALBANY—1933—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albany Bcstrg. Co.
Business-Studio Address: New Albany Hotel
Phone Number: Hemlock 21277
Air Time: Full Time
News Service: UP
Representative: George P. Hollingsby
Membership: NARTB, BAB

WDEC
AMERICUS—1947—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address: 109½ Windsor Ave.
Phone Number: 3681-3682
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Dora-Clayton, Indie Sales
If you’re looking for coverage which umbrella would you choose?

Measure dollars expended. Measure audience obtained. POWER is radio’s only successful answer to the competition of television.

In Georgia, Atlanta’s WSB is your clear channel 50,000-watt voice. This one power station gives you the major share of the Atlanta audience; it delivers for you a worthwhile audience in Georgia’s secondary markets—and a tremendous number of listeners elsewhere.

No other Georgia station or combination of Georgia stations gives you as many listeners per dollar as you can get on WSB.

Clear channel power alone gives you this complete, low cost umbrella-type coverage.

Get more for your radio dollar in Georgia . . . get on WSB. One rate, day and night, 7 a.m. to 11 p.m., class B all other.

WSB
The Voice of the South

Georgia’s only 50,000 watt clear channel station
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution  •  Represented by Petry
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAU</td>
<td>Athens</td>
<td>1340 Kc.</td>
<td>250 Watts</td>
<td>Owned-Oper. By: J. K. Patrick &amp; Company</td>
</tr>
<tr>
<td>WRFC</td>
<td>Athens</td>
<td>960 Kc.</td>
<td>1000 Watts</td>
<td>Owned-Oper. By: Radio Athens, Inc.</td>
</tr>
<tr>
<td>WATL</td>
<td>Atlanta</td>
<td>1380 Kc.</td>
<td>5000 Watts</td>
<td>Owned-Oper. By: Atlanta Bestg. Co.</td>
</tr>
<tr>
<td>WRED</td>
<td>Atlanta</td>
<td>860 Kc.</td>
<td>1000 Watts</td>
<td>Owned-Oper. By: Radio Atlanta, Inc.</td>
</tr>
<tr>
<td>WGST</td>
<td>Atlanta</td>
<td>520 Kc.</td>
<td>5000 Watts</td>
<td>Owned-Oper. By: Board of Regents, University System of Ga.</td>
</tr>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>750 Kc.</td>
<td>50,000 Watts</td>
<td>Owned-Oper. By: Atlanta Newspapers, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Membership</th>
<th>Vice-Press., Gen. Sta. Mgr.</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>NARTB</td>
<td>Charles C. Smith</td>
<td>John Riva</td>
</tr>
<tr>
<td>BAB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don</td>
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<td>AP</td>
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<td>Albert</td>
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<td>WBGE</td>
<td>Lee Nance</td>
<td>G. C. Livingston, Jr.</td>
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<td>WRED</td>
<td>Howard J. Parrish</td>
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<tr>
<td>WSB</td>
<td>C. F. Daugherty</td>
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</tbody>
</table>
**GEORGIA**

**WQXI**

**ATLANTA—1948—MBS**

Frequency: 790 Kc... Power: 5000 Watts d.; 1000 Watts n.

Owned-Operated By: R. W. Rounsaville

Business-Studio Address: 3165 Mathieson Dr., N.E.

Phone Number: Cherokee 2196

Air Time: Full Time

News Service: UP

Transcription Service: Standard

Station Representative: Hollingbery

Membership: NARTB

Owner: R. W. Rounsaville

Station Manager: John Fulton

Commercial Mgr.: Don Mitchell

Program Dir.: Bob Corley

Chief Engineer: Elton B. Chick

Technical Director: Paul Cram

---

**WBBQ**

**AUGUSTA—1946—MBS**

Frequency: 1340 Kc... Power: 250 Watts

Owner: Savannah Valley Bcstg. Co.

Address: 515 Jefferson Davis Avenue

Phone Number: 4-5441

Air Time: Full Time

News Service: AP

Representative: Walker, Dora Clayton

Membership: BAB

President: George G. Weiss


Prod., Prom. Mgr.: John G. Lyon

Program Director: Edward H. Dunbar

Chief Engineer: Marvin Tarpley

---

**WAGU**

**AUGUSTA—1951**

Frequency: 1050 Kc... Power: 250 Watts d.

Owned-Operated By: Garden City Bcstg. Co.

Business-Studio Address: Bon Air Hotel

Phone Number: 3-4441

News Service: AP

General Manager: T. L. Morgan

Commercial Mgr.: Gordon Anderson

Chief Engineer: J. W. Faulkner

---

**WGAC**

**AUGUSTA—1940—ABC**

Frequency: 580 Kc... Power: 5000 Watts d.; 1000 Watts n.


Business-Studio Address: P. O. Box 1131

Phone Number: 2-2692

Air Time: Full Time

News Service: UP

Transcription Service: Thesaurus

Representative: Avery-Knodle

Membership: NARTB, BAB


Station Mgr.: Donald MacDonald

Commercial Mgr.: Martin E. White

Program Dir.: Warren Hites

Chief Engineer: William Atkinson

---

THE ROUNSAVILLE CHAIN

Your key to some of the nation's most profitable markets. Backed by years of successful operation, they're your best buy for high profit on low-cost permanent listener.

ROUNSAVILLE Radio Stations

Peachtree at Mathieson Dr., Atlanta, Ga.

National Reps.: Gen. P. Hollingbery (WQXI)

National Reps.: Forfey and Company (WCIN - WLOU - WMBM)

Southeastern: Dora-Clayton Agency (All Stations)

---

**3 TV STATIONS**

Now Under Construction!

**WCIN-TV** Cincinnati, Ohio

**WLOU-TV** Louisville, Kentucky

**WQXI- TV** Atlanta, Georgia

---

**3 NETWORK STATIONS**

**WQXI** Mutual, Atlanta, Georgia

**WBAC** Mutual, Cleveland, Tenn.

**WBEJ** Mutual, Elizabethton-Johnson City, Tennessee

---

**3 NEGO-PROGRAMMED STATIONS**

**WCIN** Cincinnati, Ohio

**WLOU** Louisville, Kentucky

**WMBM** Miami Beach, Florida
W J B F
AUGUSTA—1945—NBC
Frequency: 1230 Kc. . . . Power: 250 Watts
Address . . . . WJBF B'dg.
Phone Number . . . . 4-2421
Air Time . . . . Full Time
News Service . . . . UP
Representative . . . . Hollingbery
Membership . . . . NARTB, BAB
Station Mgr. . . . . D. M. Kelly, Jr.
Comm. Sales Prom. Mgr. . . . Steve Manderson

W R D W
AUGUSTA—1930—CBS
Frequency: 1480 Kc. . . . Power: 5000 Watts
Owned-Operated By: Radio Augusta, Inc.
Business-Studio Address . . . Eighth & Broad S.s.
Phone Number . . . . 2-8805
News Service . . . . AP
Transcription Service . . . . World
Representative . . . . Headley-Read
Membership . . . . BAB, NARTB
President . . . . Grover C. Maxwell
General Sta. Mgr. . . . . W. R. Ringson
Sales Manager . . . . M. C. Gregory
Program Director . . . . Richard Warner
Chief Engineer . . . . Rabun F. Bobo

W M G R
BAINBRIDGE—1946—MBS-KBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By: Decatur Bcstg. Co.
Address . . . . Box 375
Phone Number . . . . 777
Representative . . . . Sou hern Fad.o Sales
Transcription Service . . . . World
General Manager . . . . Thomas R. Hanssen
Commercial Mgr. . . . . Charles W. Dowdy
Program Director . . . . Joe Hill
Chief Engineer . . . . Thomas R. Hanssen

W G I G
BRUNSWICK—1949—ABC
Frequency: 1440 Kc. . . . Power: 1,000 Watts
Owned-Operated By: Brunswick Bcstg. Corp.
Business-Studio Address . . . 1514 Union St.
Phone Number . . . . 2714
News Service . . . . AP
Representative . . . . McGillvra
General Manager . . . . Hugh K. Tollison
Commercial Manager. . . . John Lane
Program Director . . . . John H. mon
Promotion Director . . . . Marvin Massa
Chief Engineer . . . . Herman Lange

W M O G
BRUNSWICK—1940—MBS-KBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Oper. By: Radio Brunswick Inc.
Address . . . . St. Simons Causeway
Phone Number . . . . 1500
Representative . . . . Dora-Clayton
President . . . . Allen M. Woodall
General Manager . . . . Albert H. Haack Jr.
Commercial Mgr. . . . . Ben R. Wills
Program Director . . . . Lew Carier
Chief Engineer . . . . Cecil Tankersly

W G R A
CAIRO—1950—ABC-KBS-GALS
Frequency: 790 Kc. . . . Power: 1000 Watts d.
Address . . . . Bainbridge Rd.
Phone Number . . . . 2-4392
Transcription Service . . . . Standard
News Service . . . . UP
President . . . . Ed Stevens
General Manager . . . . Jim Honey
Program Director . . . . Sara Crew
Chief Engineer . . . . Gregg Strang

W C G A
CALHOUN—1953
Frequency: 900 Kw. . . . Power: 1000 Watts d.
Address . . . . Box 312, West Point, Ga.

W L B B
CARROLLTON—1947—KBS
Frequency: 1100 Kc. . . . Power: 250 Watts d.
Business-Studio Address . . . P. O. Box 569
Phone Number . . . . 980
Transcription Service . . . . World
Membership . . . . NARTB
Program Director . . . . Chuck Angley
Chief Engineer . . . . Chesley Hooper

W B H F
CARTERSVILLE—1946—MBS-KBS
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By: W. R. Frier
Phone Number . . . . 1200
News Service . . . . UP
Transcription Service . . . . Thesaurus
Station Manager . . . . W. Ryan Frier
Program Director . . . . Martha Sullins
Chief Engineer . . . . H. E. Bridges

W G A A
CEDARTOWN—1941—ABC
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By: Timm Inc.
Business-Studio Address . . . P. O. Box 807
Phone Number . . . . Cedartown 777
News Service . . . . AP
Representative . . . . Southern Radio Prod.
General Manager . . . . John R. Bartlett
Chief Engineer . . . . James E. Schleistett
WDAK
COLUMBUS—1943—NBC
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Radio Columbus, Inc.
Business-Studio Address: Marlin Bldg.
Phone Number: 5447
Air Time: Full Time
News Service: AP
Transcription Service: World Station Representative: Headley Reed
Membership: NARTB, BAB
President: Allen M. Woodall
Sta.. Sales Prom. Mgr.: Miles H. Ferguson
Commercial Manager: William Massie
Program Director: Joe Byars
Chief Engineer: Max F. Harper

WGBA
COLUMBUS—1947
Frequency: 1270 Kc.  Power: 1000 Watts d.
Owned-Oper. By: Christian and McClure
Business-Studio Address: 1213½ Broadway
Phone Number: 3-3603
Air Time: Day Time
News Service: UP, AP
Transcription Service: Standard Representative: J. S. Ayers
Membership: BAB
President: L. H. Christian
Gen., Sta. Mgr.: C. M. McClure

WRBL
COLUMBUS—1928—CBS
Frequency: 1420 Kc.  Power: 5000 Watts
Owned-Operated By: Columbus Bcasting Co.
Business-Studio Address: 1350 - 13th St.
Phone Number: 2-0601
Air Time: Full Time
News Service: INS, UP
Commercial Mgr.: Walter Graham
Program Director: Bill Gramer
Chief Engineer: Noel Moore

WMJM
CORDELE—1940—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By: Southeastern Bcasting 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 Director: Clark Standard
Chief Engineer: Freddie Albert

AM 5000 WATTS  FM 48000 WATTS

WRBL
COLUMBUS, GEORGIA
1ST STATION IN GEORGIA'S 2ND MARKET!
Call Hollingbery
W CON
CORNELIA—1953—ABC
Frequency: 1450 Kw. Power: 250 Watts
Address 1 Burrell St.
Phone Number 1450
AP
General Manager Jack Bradley
Commercial Mgr. Bob Kilgore
Program Director Hoyt Dillard
Promotion Mgr. S. Y. Sosbee
Chief Engineer Warren G. Gilpin

W M O C
COVINGTON—1946
Frequency: 1430 Kw. Power: 1000 Watts d.
Phone Number 2275
News Service
Transcription Service
President George Mooney
General Manager Wm. P. Williams
Commercial Mgr. Delrel Morris
Program Director Lew Banks
Chief Engineer Russell Caldwell

W B L J
DALTON—1940—MBS-KEYSTONE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Dalton Bcastg. Corp.
Business-Studio Address 111 South Pentz St.
Phone Number 1180
Air Time 6 a.m.-11:15 p.m.
News Service AP
Transcription Service Thesaurus
President A. H. C. Kenemer
General Manager William B. Davies
Commercial Manager Olin H. Kenemer
Chief Engineer John S. Andrews

W D W D
DAWSON—1948—ABC-KBS
Frequency: 990 Kc. Power: 1000 Watts D.
Owned-Operated By Dawson Bcastg. Co.
Trans.-Bus.-Studio Address 353 Forsyth St.
Phone Number 416
News Service
Representative Indy Sales
President Ed Stevens
General Manager W. C. Woodall, Jr.
Program Director O. W. Parnacott
Chief Engineer Joe Stephens

W E A S
DECATOR—1947
Frequency: 1010 Kc. Power: 10,000 Watts d.
Owned-Oper. By WEAS, Inc.
Address 217 W. Ponce de Leon Ave.
Phone Number 2521
News Service INS
Representative Stars National, Inc.
Membership BAB
Chairman of Board E. D. Rivers, Jr.
President W. H. Keller, Jr.
Station Director Warren Roberts
Commercial Mgr. Joe Robkin
Publicity Director Imogene Jones
Program Director Ned Lukens
Chief Engineer Les Gradick

W G L S
DECATOR—1949—KEYSTONE
Frequency: 970 Kc. Power: 1000 Watts d.
Business-Studio Address 526 Church St.
Phone Number Crescent 6471
Newspaper Affiliation "New Era"
News Service UP
Transcription Service Standard
Representative Rambeau
President Guy W. Rutland, Sr.
Gen. Sta. Mgr. Sam W. Kane
Comm. Sales Prom. Mgr. Al Ciraldo
Chief Engineer Lawson Leake

W D M G
DOUGLAS—1947
Frequency: 860 Kc. Power: 1000 Watts D.
Owned-Operated By WDMG, Inc.
Business-Studio Address Box 590
Phone Number 564
Air Time Sunrise-sunset
News Service AP
Transcription Service World
Representative Dora-Clayton
President B. F. J. Timm
General Mgr. Mary Jarrard
News Director Edw. Lund
Chief Engr., Prog. Dir. S. H. Strickland

W M L T
DUBLIN—1945—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Dublin Bcastg. Co.
Business Address Dublin
Phone Number 871
News Service AP
Transcription Service World
Membership BAB
President George T. Morris
General Manager W. Newton Morris
Commercial Mgr. Sarah Orr Williams
Sales Prom. Mgr. W. C. Courson
Program Director George Tellmann
Chief Engineer Lawrence L. Henry

W T J H
EAST POINT—1949—KBS
Owned-Oper. By J. S. & D. R. Rivers
Address Dodson Drive
Phone Number Franklin 1473
News Service UP
President James S. Rivers
Gen. Mgr., Chief Engr. Wm. B. Hill
WSGC
ELBERTON—1946
Frequency: 1400 Kc. Power: 250 Watts
Address: Elberton
Manager: Melvin C. German

WBHB
FITZGERALD—1946—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Ben Hill Bcstg. Corp.
Address: 801 Roanoke Dr.
Phone Number: 2077-8
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Evans
President: Otto Oriner
Gen., Sta., Comm. Mgr.: Al H. Evans
Program Director: Dumphine Newsome
Chief Engineer: Ed Durham

WFPM
FORT VALLEY—1951—KBS
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By: Peach Belt Bcstg. Co.
Phone Number: 84
News Service: UP
Representative: Indie Sales
President: Ed Stevens
General Manager: Hugh Birdsong
Commercial Manager: Kenneth Flynt
Program Director: Lee Mathis

WDUN
GAINESVILLE—1949—ABC
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 217 1/2 S. Main St.
Phone Number: 755-4733
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Indie Sales
Membership: BAB
Station Manager: J. A. Hartley
Commercial Manager: Doris Smith
Program Director: Julius Still
Chief Engineer: Les Brooks

WGGA
GAINESVILLE—1941—MBS-KBS
Owned-Operated By: Blue Ridge Bcstg. Co.
Business Address: Press-Radio Center
Phone Number: LE 2-6211
Air Time: Full Time
News Service: UP
Representative: Dora Clayton Agency
President: Charles A. Smithgall
General Manager: Robert O. Horan
Commercial Manager: Robert Schwab
Program Director: Billy Kinsey
Production Mgr.: Eric Bruton
Chief Engineer: F. Keith Brown

WKEU
GRIFFIN—1933—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WKEU
Address: P. O. Box 155
Phone Number: 5507
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
President, General Mgr.: A. W. Marshall, Jr.
Chief Engineer: W. F. Westmoreland

WRHT
GRIFFIN—1952
Frequency: 1320 Kw. Power: 1000 Watts d.
Owned-Oper. By: Griffin Bcstg. System
Address: Cherokee Rd.
Phone Number: 9451
News Service: UP
Transcription Service: World
Representative: Dora-Clayton
Owner, Gen. Mgr.: R. H. Thompson, Sr.
Station Manager: James Watson
Commercial Mgr.: Johnny Williams
Program Director: R. H. Thompson, Jr.
Chief Engineer: Charles Player

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. Pfander
Chief Engineer: Eugene Holden

WCEH
HAWKINSVILLE—1952—KBS
Frequency: 610 Kw. Power: 500 Watts d.
Address: Box 184
Phone Number: 498
President: R. T. Ragan
Vice-President: Henry Griffin
General Manager: Paul E. Reid
Program Director: James Popwell
Chief Engineer: Mike Pelton

WBGR
JESSUP—1949—KBS
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By: Altamaha Bcstg. Co.
Address: Box 147
Phone Number: 2444
Air Time: Day Time
News Service: UP
Transcription Service: Capitol
Representative: W. G. Thomas, Sr.
Pres., Gen. Mgr.: Dennis N. Brown
Pgm. Prom. Dir.: T. N. Oglesby
Publicity Director: Elwood Harper
Chief Engineer: Arthur L. Manning

WLAG
LA GRANGE—1941—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: LaGrange Bcstg. Co.
Business-Studio Address: 305-307 Broome St.
Phone Number: 2-3505
Newspaper Affiliation: "Daily News"
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World, Associated
Representative: Roy C. Swank
General-Station-Commercial
Manager: Edwin Mullinax
Sales Promotion Mgr.: Patricia Smith
Program Director: John Bogess
Publicity Director: Linda McKee
Chief Engineer: James McKay

WTRP
LaGRANGE—1953
Frequency: 620 Kc. Power: 500 Watts d.
Owned-Oper. By: Chattaoochee Bcstg. Co., Ltd.
Address: Hammett Bldg.
News Service: AP
Transcription Service: Thesaurus
Partner, Gen. Mgr.: Byron H. Hurst
Partner: Ralph C. Freeman
Partner: Cecil Crew
Commercial Mgr. Prog. Dir.: Jim Martin
Chief Engineer: Ray Relihan

WBLM
MACON—1940—NBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Middle Georgia Bcstg. Co.
Business-Studio Address: 230 Second St.
Phone Number: 2-5454
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NARTB, BAB
President: Allen M. Woodall
General Manager: E. F. MacLeod
Commercial Mgr.: George W. Patton
Traffic Manager: Bernice Johnson
Chief Engineer: James M. Wilder

WIBB
MACON—1948
Frequency: 1280 Kc. Power: 1000 Watts d.

WMAZ
MACON—1922—CBS
Frequency: 940 Kc. Power: 10,000 Watts
Address: Bankers Insurance Bldg.
Phone Number: 2-7373
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
Representative: Kats
Pres., Chief Engineer: George P. Rankin
General Manager: Willon E. Cobb
Commercial Mgr.: Frank Crowther
Publicity Director: Ed Pendleton
Chief Engineer: George P. Rankin

WNEX
MACON—1945—MBS-ABC
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: Bibb Bldg.
Phone Number: 5-3301
News Service: AP
Transcription Service: Thesaurus
Representative: Brankom
President: Ed Lowe
General Manager: Alfred Lowe
Business Manager: Emory G. Strober
Commercial Manager: Marion Bragg
Program Director: Mrs. Billie Edwards
Chief Engineer: Emanuel Farber

WFOM
MARIETTA—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: F. Wilson & A. Jones
Address: P. O. Box 131
Phone Number: 8-3356
News Service: AP
Transcription Service: Thesaurus
General Manager: Albert L. Jones
Prog. Dir., Chief Engr.: Chuck Strauss

WMVG
MILLEDGEVILLE—1946—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Jeree N. Moore
Business-Studio Address: Milledgeville, Ga.
Phone Number: 250
Newspaper Affiliation: "Union Recorder"
Air Time: Full Time
Transcription Service: Langworth
Representative: Hazel Griffith
Membership: NARTB
General Manager: Michael T. Landy
Program Director........Josephine Ragsdale
Chief Engineer............Robbie O. Hattaway

WMGA
MOULTRIE—1939—ABC-KBS
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By........John F. Pidcock
Business-Studio Address....Box 310
Phone Number ...............999
Air Time ....................Full Time
News Service ..............UP
Representative ..........Everett-McKinney, Ayres
Owner, Gen. Mgr..........John F. Pidcock
Station, Comm. Mgr.......Roy F. Zess
Pgm., Publ. Dir..........Robert Lenihan
Chief Engineer............Homer Sloan

WCOH
NEWNAN—1947—MBS
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By........Newnan Bcstg. Co.
Bus.-Studio Address.......P. O. Box 581
Phone Number ...............1400
News Service ..............AP
Transcription Service.....Thesaurus
Representative ..........Richard N. Hunter
Chief Engineer ..........William E. Davis, Jr.

WLAQ
ROME—1947—ABC
Frequency: 1410 Kc........Power: 1000 Watts
Owned-Operated By........News Publishing Co.
Address....................209 Broad St.
Phone Number .............7767
Newspaper Affiliation.....“News Tribune”
News Service ..............AP, INS, UP
Transcription Service.....World
Membership ................BAB, NARTB
President ..................Mrs. B. H. Mooney, Sr.
General Manager ..........J. F. Mann
Station Manager ..........Lee Mowry
Commercial Manager .........Martha Daniel
Program Director..........Elizabeth Hardin
Chief Engineer ............Dan Scott

WRGA
ROME—1929—MBS-WGN
Frequency: 1470 Kc........Power: 5000 Watts
Owned-Operated By........Rome Bcstg. Corp.
Bus.-Studio Address.......501 Broad St.
Phone Number .............2-2411
Air Time ....................Full Time
News Service ..............UP
Transcription Service.....Lang-Worth
Representative ............Walker, Dora-Clayton
Pres. and Gen. Mgr.......Mather Payne
Secretary-treasurer ........Charles Smithgall
Commercial Manager .........L. B. Talley
Sales Prom. Mgr..........Clarence Salmon
Program Director..........Jim Roberts
Chief Engineer ..........R. A. Starr

WROM
ROME—1946
Frequency: 710 Kc........Power: 1000 Watts d.

Those Who Know Famous Brands ....

Says George W. Patton, Commercial Manager, WBML, Macon, Ga.: “Sales obstacles are lessened when you offer AP news. Ideas and quality seem to make a powerful sales combination.”

...Know the Most Famous Brand in News is AP
GEORGIA

Savannah

WCCP
SAVANNAH—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated by Dixie Bstg. Co.
Business-Studio Address: P. O. Box 943
Phone Number: 2-4182
Air Time: Full Time
News Service: AP
Representative: Walker
Membership: NARTB
President: Carter R. Thompson
General Manager: Abe Eisenman
News Manager: Don Smith
Commercial Manager: William T. Knight, Jr.
Chief Engineer: William Moats

WDAR
SAVANNAH—1946
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WDAR, Inc.
Business-Studio Address: 44 E. Bryan St.
Phone Number: 3-8807
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Pearson
Membership: NARTB-BAB
President: H. Blair Minick
General Manager: Ray G. Clark
News Manager: Bill Miller
Publicity Director: Jesse Mooney
Program Director: Joseph Testo

WFRP
SAVANNAH—1946—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Georgia Bstg. Co.
Business-Studio Address: 219 E. Charlton St.
Phone Number: 3-9642
Air Time: 6 a.m.-M.
News Service: AP
Representative: McKinley-Ayers
President: R. H. Thompson
General Manager: Edwin Bass
Chief Engineer: B. M. McKnight

WJIV
SAVANNAH—1950
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: WJIV, Inc.
Bus. Address: 128 W. Taylor St.
Phone Number: 4-7264
News Service: AP
Representative: Stars’ Nell

WSAV
SAVANNAH—1939—NBC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: WSAV, Inc.
Business-Studio Address: Liberty Natl. Bank Bldg.
Phone Number: 2-0127
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Bland
News Manager: Don Daniel
Program Director: Duane A. Hatch
Publicity Director: Susan Perry
Chief Engineer: M. E. Thompson

WTGC
SAVANNAH—1929—CBS
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Savannah Bstg. Co.
Business-Studio Address: 116 Abercorn St.
Phone Number: 2-0127
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Watth
Representative: Katz
Program Director: Dwight J. Bruce
Publicity Director: Courtenay Knight
Chief Engineer: Kyle E. Goodman

WWNS
STATESBORO—1947—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Statesboro Bstg. System
Business-Studio Address: P. O. Box 146
Phone Number: 502
Air Time: Full Time
News Service: AP
Transcription Service: World
Program Director: Shirley Dyer

WGTA
SUMMERVILLE—1950
Frequency: 950 Kc. Power: 1000 Watts d.
Address: Box 213
Phone Number: 295
News Service: AP
Transcription Service: Capitol
Program Director: Laurence Keown
Chief Engineer: Charles M. Lowry

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GEORGIA

WJAT
SWAINSBORO—1950
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address....P. O. Box 371
Phone Number...2011
Transcription Service...Langworth, Capitol, World
News Service..................UP
Membership..................NARTB
General Manager...Jack A. Thompson
Sta. Mgr., Chief Engr...John H. (Jack) Wiseley
Program Director......Doris Lewis

WSFT
THOMASTON—1947—MBS-KBS
Owned-Oper. By...Thomaston Bcstg. Co.
Business-Studio Address...P. O. Box 688
Phone Number...2187
Newspaper Affiliation..."Times" and "Free Press"
Air Time ..................Daytime
Transcription Service......World
News Service.................AP
Membership..................BAB, NARTB
President....................J. B. Hardy
Gen., Sta. Mgr........S. J. Carswell
Comm., Sales Prom. Mgr...C. D. Thames
Program Director........Bill Heule

WKTG
THOMASVILLE—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By...Southern Bcstg. System, Inc.
Address........Bank of Thomas County Bldg.
Phone Number......1501
News Service..............AP
Air Time ..................Daytime
Transcription Service......World, Thesaurus
Representative............Clark, Dora-Clayton
Sta., Comm. Manager......L. T. Porter
Program Director..........Roger Mansfield
Chief Engineer...........Bruce E. Singleton

WPAX
THOMASVILLE—1934
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...H. Wimpy
Business-Studio Address...117 Remington Ave.
Phone Number....909
News Service..............UP
Transcription Service.....Capitol
Owner, Gen. Mgr..........H. Wimpy
Commercial Manager......Al Poinberg
Chief Engineer............James Poole

WTWA
THOMON—1947—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...Hickory Hill Bcstg. Co., Inc.
Business Address........127 Journal St.
Phone Number..............777
Air Time ..................Full Time
News Service..............UP
Transcription Service......World
Representative..............Southern Radio
Membership.................NARTB, BAB
President..............Edgar H. Kobak
General Manager..........Frank F. Hash
Commercial Mgr...........Richard J. Roche
Chief Engineer............W. P. Dickson

WWGS
TIFFON—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Tifton Bcstg. Corp.
Address..............Box 34
Phone Number..........921
Air Time ..................Full Time
News Service..............UP
Transcription Service......World
Representative.............Thomas F. Clark
President.................W. A. Graham
Gen., Comm. Mgr........Carl Wendell
Program Director......William Crutchley
Chief Engineer........Frank Proctor

WLET
TOCCOA—1941—MBS-KBS
Frequency: 1420 Kc. Power: 5000 Watts d.
Owned-Oper. By...R. G. LeTourneau
Address........423 Prather Bridge Rd.
Phone Number........544
Air Time ..................Day Time
News Service..............UP
Transcription Service......Thesaurus
Representative............Thomas F. Clark
Membership................NARTB
President..............R. G. LeTourneau
Sta. Mgr., Prog. Dir........Virgil E. Craig
Comm., Sis. Prom. Mgr....Roy Gaines
Prog., Publ. Dir..........Charles H. Gaines
Chief Engineer..........C. H. Sutton

WGAF
VALDOSTA—1951—ABC
Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By...Valdosta Bcstg. Co.
Address........116 W. Hill Ave.
Phone Number........910
News Service..............AP
Transcription Service......Thesaurus
Representative.......John E. Pearson, Dora-Clayton
Membership.................NARTB
Pres., Gen. Mgr........George B. Cook
Program Director.........Willard Belote
Publicity Director.......Mary V. McDonald
Chief Engineer..........E. W. Greene

WGOV
VALDOSTA—1940—MBS
Owned-Operated By........WGOV, Inc.
Address........Daniel Ashby Hotel
Phone Number........1420

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<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City, Year, Affiliation</th>
<th>Frequency</th>
<th>Power (Watts)</th>
<th>Ownership</th>
<th>Business Address</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WVOP</td>
<td>Vidalia, 1946—MBS</td>
<td>970 Kc</td>
<td>1000</td>
<td>Vidalia Bcstg. Co.</td>
<td>Highway 280</td>
<td>3062</td>
<td></td>
<td>Daytime</td>
</tr>
<tr>
<td>WACL</td>
<td>Waycross, 1951</td>
<td>570 Kc</td>
<td>1000</td>
<td>Teletronics Inc.</td>
<td>Memorial Drive</td>
<td>3068</td>
<td>AP</td>
<td>Lang-Worth</td>
</tr>
<tr>
<td>WAYX</td>
<td>Waycross, 1936—MBS-KBS-GALS</td>
<td>1230 Kc</td>
<td>250</td>
<td>Jack Williams</td>
<td>1600 Carswell Ave.</td>
<td>965</td>
<td>UP</td>
<td>World Capitol</td>
</tr>
<tr>
<td>WBRO</td>
<td>Waynesboro, 1953</td>
<td>1310 Kc</td>
<td>1000</td>
<td>Burke County Broadcasting Co.</td>
<td>Highway 56, McBean Road</td>
<td>3373</td>
<td>INS</td>
<td></td>
</tr>
</tbody>
</table>
IDAHO

Pop. Feb. 1, 1954 (Est.) 600,000 — Families 180,000
Radio Homes 176,000 — TV Homes 27,500 — Stations in State 24

KBLI
BLACKFOOT—1951
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: William I. Palmer
Address: Yellowstone Ave.
Phone Number: 780
Comm. Sta. Manager: Carl Winther
Program Director: Vannie Winther
Chief Engineer: Donald R. Clark

KDSH
BOISE—1947—CBS
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: Boise Valley Bstg., Inc.
Business-Studio Address: 311 N. 10th St.
Phone Number: 3-2511
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Free & Peters
Membership: BAB
Pres., Gen. Mgr.: H. Western
Commercial Mgr.: J. Earl Glade Jr.
Station Manager: George Ganz Jr.
Chief Engineer: James Johnz Jr.

KGEM
BOISE—1946—ABC
Frequency: 1140 Kc. Power: 10,000 Watts
Business-Studio Address: 5601 Cassia
Phone Number: 4-3511
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Langworth
Representative: Avery Knodel
Membership: BAB, NARTB
President: Frank C. Carman
General Manager: Milo J. Petersen
Chief Engineer: Howard McDonald

KBAR
BURLEY—1946—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: KBAR, Inc.
Business-Studio Address: P. O. Box 461
Phone Number: 10
News Service: UP
Transcription Service: World
Representative: Donald S. Cooke
President: Jessica L. Longston
Commercial Mgr.: Dee Carter
Gen., Sta. Mgr.: K. Clark
Program Director: E. Joan Waller
Chief Engineer: Donald Lockwood

KCID
Caldwell—1947
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 520 S. Kimball
Phone Number: 7-7444
Air Time: 6:30 a.m.-10:30 p.m.
News Service: UP
Transcription Service: Capitol
Pres., Comm. Mgr.: Clair B. Hull
Sta. Mgr., Prog. Dir.: F. H. Booton
Chief Engineer: Richard Lewis

KVNI
COEUR D'ALENE—1946—MBS
DON LEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Coeur d'Alene Bstg. Co.
Business-Studio Address: Blackwell Island
Phone Number: 1250
Air Time: 6 a.m.-11 p.m.
President: Burl C. Haqadone
Sta., Comm. Mgr.: Wayne E. Olsen
Pgm., Pub. Dir.: Bernard V. Merriman
Chief Engineer: Don Schafer

KIDO
BOISE—1928—NBC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: KIDO, Inc.
Business-Studio Add.: Chamber of Comm. Bldg.
Phone Number: 2-4611
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.: John Young
Program Director: George Walton
Chief Engineer: Harold W. Toedtemei

KID
IDAHO FALLS—1928—CBS
Frequency: 590 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Idaho Radio Corp.
Business-Studio Address: Box 701
Phone Number: 4
Air Time: Unlimited
News Service: UP
Transcription Service: World
Membership: NARTB
President: A. W. Schneider
General-Station Manager: C. N. Layne
Commercial Manager: Leonard Wassen
Program Director: Leo Higman
Chief Engineer: Carroll Seward
KIFI
IDAHO FALLS—1947—ABC-MBS
INTERMOUNTAIN
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Eastern Idaho Bcstg. & Television Co.
Business-Studio Address: Box 581
Phone Number: 1054
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Avery-Knodel
Membership: BAB
President: Edward P. Hurt
Sta., Comm. Mgr.: Doyle Cain
Program Director: Shirl Black
Chief Engineer: G. M. Rose

KLER
LEWISTON—1953
Frequency: 740 Kw. Power: 250 Watts d.
Owned-Oper. By: Cole E. Wylle
Address: 2829 Country Club Dr.
Phone Number: 3-5558
President: Cole E. Wylle
General Manager: William C. Rhodes
Program Director: Robert O. Edwards
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: AP
Transcription Service: Thesaurus
Representative: W. H. Moore-Lund
Membership: NARTB, BAB
General Manager: H. E. Studebaker
Station Manager: Donald Thomas
Commercial Manager: Thomas Decker
Program Director: Alben Nelson
Chief Engineer: William Neuman

KRPL
MOSCOW—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Latah County Bcstrs.
Business Address: P. O. Box 396
Phone Number: Moscow 2283
News Service: AP
Transcription Service: SESAC
Owner: Roy Anderson
General Manager: Bert McAllister
Chief Engineer: Herbert D. Young

KFXD
NAMPA—1930—MBS
INTERMOUNTAIN
Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By: Frank E. Hurt & Son

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
News Service: AP
Transcription Service: Capitol
Representative: CBS Radio Spot Sales
President: Burt C. Hagadone
Sta., Comm. Mgr.: Roger L. Hagadone
Program Director: Dick Wright
Chief Engineer: Julian Dennis

KSEI
POCATELLO—1926—NBC
Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By: Radio Service Corp.
Business-Studio Address: Box 31
Phone Number: 4000
Air Time: 6 a.m.-12M.
News Service: AP
Transcription, Standard, Lang-Worth, Thesaurus
Representative: Weed and Co.
Membership: NARTB, BAB
Pres., Gen., Comm. Mgr.: Henry H. Wright
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 Bcstg. & 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.: John R. Taylor
Commercial Manager: Don W. Burden
Program Director: Robert Weggeland
Chief Engineer: Dean McCurdy

KPST
PRESTON—1948—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Voice of The Rockies, Inc.
Business-Studio Address: Box 192
Phone Number ........................................... 600
Transcription Service .......................... Associated
President .......................... Leon Smith
Gen., Sta. Mgr. .......................... Rulon Dunn
Commercial Mgr. .......................... M. S. Stocking
Chief Engineer .......................... D. A. Nash, Jr.

KRXK
REXBURG—1950
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By .............. Snake River Radio & TV Co., Inc.
Address .......................... 445 S. 2nd East
Phone Number .......................... 700, 701
News Service .......................... AP
Transcription Service .......................... Capitol, Thesaurus
President .......................... Dr. M. F. Rigby
General Manager .......................... Merrill Skinner
Program Director .......................... James G. Clawson

KSPT
SANDPOINT—1949—KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .............. Bauer Bstg. Co.
Phone Number .......................... 555
News Service .......................... UP
Transcription Service .......................... Standard
Pres., Gen. Mgr. .......................... Norman Bauer
Program Director .......................... Watt Moreland Jr.
Chief Engineer .......................... William Frey

KEEP
TWIN FALLS—1945—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
President .......................... H. W. Ireland
Commercial Mgr. .......................... Ken Montgomery
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 .......................... 206
Air Time .......................... 4:30 a.m.-1:00 a.m.
News Service .......................... AP
Transcription Service .......................... Capitol, MacGregor, Associated
Representative .......................... Avery-Knodel, Moore-Lund, N. W.
Membership .......................... NARTB, BAB
V.P., Gen. Sta. Mgr. .......................... Frank C. McIntyre
Commercial Mgr. .......................... Juneau H. Shinn
Program Director .......................... Don Cedarstrom
Sales Prom. Mgr. .......................... Dale Kassel
Chief Engineer .......................... Marilyn Potter

KTFI
TWIN FALLS—1928—NBC
Owned-Operated By .............. Radio Bstg. 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 .......................... Wood
Membership .......................... NARTB, BAB
President .......................... O. P. Soule
Gen.-Station-Comm. Manager .......................... F. M. Gardner
Sales Prom. Mgr. .......................... F. M. Gardner
Program Director .......................... Jack Farrar
Chief Engineer .......................... Marvin Hartley

KWAL
WALLACE—1938—MBS
Frequency: 620 Kc.  Power: 1000 Watts
Owned-Operated By .............. Silver Bstg. Co.
Business-Studio Address .............. Box 930
Phone Number .......................... 8-2111
Transcription Service .......................... World
Representative .......................... Hal Holman
President .......................... R. Lee Black
Program Director .......................... George Shreve
Promotion Dir. .......................... Geraldine Black
Chief Engineer .......................... Ralph S. Click

KWEI
WEISER—1947
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .............. Inland Best. Co.
Business-Studio Address .............. Box 791
Phone Number .......................... 700
News Service .......................... AP
Transcription Service .......................... Capitol
Membership .......................... BAB
Pres., Gen. Sta. Mgr. .......................... M. V. Ling
Sales Prom. Mgr., Ch. Eng. .......................... Edwin C. Miller
Program Director .......................... Marilyn Potter

ESTIMATED FAMILIES FOR 1954
SEE PAGE 296

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Pop. Feb. 1, 1954 (Est.) 9,273,000 — Families 2,858,000
Radio Homes 2,787,000 — TV Homes 1,962,000 — Stations in State 81

**WOKZ**
ALTON—1948—KBS
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Oper. By: Edward N. Palen
Address: Hotel Stratford
Phone Number: 3-5506
Air Time: Daytime
News Service: UP
Pres., Gen. Mgr.: Edward N. Palen
Sta. Comm. Mgr.: W. Ecles Huff
Prom. Mgr., Pub. Dir.: Lloyd Smith
Program Director: Clyde Wiseman
Chief Engineer: Ben Ruyle

**WMRO**
AURORA—1938
Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By: Martin R. O'Brien
Business-Studio Address: 184 S. River
Phone Number: 4215
News Service: INS
Transcription Service: Lang-Worth
Comm. Sales Prom. Mgr.: Vincent G. Cofey
Prog., Publ. Dir.: Jeanne M. Doran
Chief Engineer: John Kim

**WIBV**
BELLEVILLE—1947
Frequency: 1060 Kc. Power: 250 Watts, d.
Owned-Operated By: Belleville Bstg. Co,
Bus.-Studio-Transmitter Address: 2100 W. Main
Phone Number: BE 5000
News Service: AP
Representative: Indie Sales
President: John W. Lewis
Program Director: Wm. C. Bailey
Comm. Prom. Mgr.: Clarence Keller
Chief Engineer: Marvin Mollo

**WJBC**
BLOOMINGTON—1924—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Bloomington Bstg. 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: Fred Muxfield
News Director: Keith Bright
Chief Engineer: Fred L. Bailey

**WKRO**
CAIRO—1942—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oscar C. Hirsch
Business Address: Box 311
Phone 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.
Owned-Operated By: Fulton Co. Bstg. Co.,
Business-Studio-Transmitter: East Linn Limits
Phone Number: 1877
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Thesaurus
Owner, Gen. Mgr.: D. S. Phares

**WCIL**
CARBONDALE—1946
Frequency: 1020 Kc. Power: 1000 Watts, d.
Owned-Operated By: Southern Illinois Bstg. Co.
Business-Studio Address: 218 W. Main St.
Phone Number: 167
News Service: AP
Transcription Service: Thesaurus
Membership: NARTB, BAB
Gen., Sta. Mgr., Chief Engr.: Paul F. McRoy
Commercial Manager: Walter Schaefer

**WROY**
CARM—1948—KEYSTONE
Frequency: 1460 Kc. Power: 1000 Watts, d.
Address: 101 South Walnut St.
Phone Number: 4161
News Service: UP
Transcription Service: Lang-Worth, SESAC
Representative: Sears & Ayer, Inc.
President: Roy Clippinger
General Manager: Howard M. Reedy
Commercial Manager: Jack Wiedemann
Program Director: William Baker
Chief Engineer: John Greenwood

**WCAZ**
CARTHAGE—1921
Frequency: 990 Kc. Power: 1000 Watts, d.
Business-Studio Address: 502 Wabash Ave.
Phone Number: 520
94% of Illinois' Retail Sales
92% of Illinois' Food Store Sales
94% of Illinois' Drug Store Sales
92% of Illinois' Automotive Sales

in

WGN's COVERAGE AREA

WGN...reaching more homes per week
than any other Chicago station

Sales Management Survey of Buying Power
Nielsen Coverage Service

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

441 North Michigan Avenue
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street
ILLINOIS

Air Time .................................. Daytime
President .................................. Zola Compton

W C N T
CENTRALIA—1946
Frequency: 1210 Kc. Power: 1000 Watts, d.
Owned-Operated By .................................. Southern Illinois Broadcasting Corp.
Address .................................. Box 428
Phone Number .................................. 5151
News Service .................................. UP
Transcription Service .................................. Standard, Thesaurus
President .................................. C. W. Rodgers
General Manager .................................. Merle G. Rogers
Publicity Director .................................. Don Brown
Chief Engineer .................................. C. G. Swanzy

W D W S
CHAMPAIGN—1937—CBS
Frequency: 1400 Kc. Power: 250 Watts
Owner .................................. The Champaign News Gazette, Inc.
Business Address .................................. 40 Main St.
Phone Number .................................. 6-1855
Air Time .................................. 7-15, M. M.
News Service .................................. UP
Transcription Service .................................. World Representative.
Representative .................................. Robert Meeker & Associates
Membership .................................. NARTB
President .................................. Mrs. Helen M. Stievick
General Manager .................................. J. A. McDermott
Station Manager .................................. Larry Stewart
Chief Engineer .................................. Robert Brown

W A A F
CHICAGO—1922
Frequency: 950 Kc. Power: 1000 Watts, d.
Owned-Operated By .................................. Corn Belt Pub., Inc.
Business Address .................................. 221 N. LaSalle St.
Phone Number .................................. Randolph 6-1932
News Service .................................. Standard
Transcription Service .................................. Representative, Rambeau
Representative .................................. W. E. Hutchinson
President .................................. Ward A. Neff
Vice-President .................................. E. W. Davis
Station Manager .................................. Thomas L. Davis
Prog., Publ. Director ................................. Bill Bauer
Chief Engineer .................................. Carl W. Ulrich

W A I T
CHICAGO—1941
Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By .................................. WGN, Inc.
Bus-Studio Address .................................. 441 N. Michigan Ave.
Phone Number .................................. 4-7400
Air Time .................................. Full Time
News Service .................................. AP, UP
Transcription Service .................................. Standard
Representative .................................. Merle D. Jones
President .................................. Gene T. Dyer
General Manager .................................. Earl Withrow
Program Director .................................. Rosemary Petru
Chief Engineer .................................. Edward W. Jacker

W B B M
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
Vice-Pres., Gen. Mgr. .................................. H. Leslie Atlass
Asst. Gen. Mgr. .................................. E. H. Shomo
Commercial Mgr. .................................. Wm. F. Miller
Program Director .................................. A. Blundin
Sales Prom. Mgr. .................................. C. W. Doebler
Chief Engineer .................................. J. F. Novy

W C B D
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

W C F L
CHICAGO—1926—ABC
Frequency: 1000 Kc. Power: 50,000 Watts
Owned-Operated By .................................. Chicago Federation of Labor
Business-Studio Address .................................. 666 Lake Shore Dr.
Phone Number .................................. MOhawk 4-2400
Air Time .................................. Unlimited
News Service .................................. AP, UP
Transcription Service .................................. Standard
Representative .................................. Radio-TV Reps., Inc.
Manager .................................. Martin F. Hogan
Commercial Mgr. .................................. Thomas E. Haviland
Program Director .................................. L. J. Ronder, Jr.
Chief Engineer .................................. Charles E. Willett

W C R W
CHICAGO—1926
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By .................................. Clinton R. White
Address .................................. 2756 Pine Grove Ave.
Phone Number .................................. EAStgate 7-8860
General Manager .................................. J. A. White

W E D C
CHICAGO—1926
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By .................................. Emil Denemark, Inc.
Address .................................. 3860 W. Ogden Ave.
Phone Number .................................. CRawford 7-4100
Air Time .................................. Full Time
News Service .................................. AP
President .................................. Emil Denemark
Gen.-Station-Comm. Mgr. ................................. Frank J. Komor
Program, Publicity Director ............................. Bill Mack

W G N
CHICAGO—1924—MBS
Frequency: 720 Kc. Power: 50,000 Watts
Owned-Operated By .................................. WGN, Inc.
Bus-Studio Address .................................. 441 N. Michigan Ave.
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.

Bristol-Myers ............................................. 10 years
De Kalb Agric. Assoc. ................................. 17 years
Allied Mills .............................................. 15 years
Block Drugs ............................................. 10 years
Campbell Cereal Co. .................................. 24 years
Consolidated Products ................................. 13 years
Phillips Petroleum .................................... 10 years
General Foods ......................................... 10 years
Standard Brands ....................................... 8 years
Pioneer Hi-Bred Corn Co. ............................. 17 years
Chrysler Corp. .......................................... 9 years
Oshkosh Overall Co. ................................... 17 years
Procter & Gamble ..................................... 17 years
Carter Medicine Co. ................................... 16 years
Flex-O-Glass ........................................... 17 years
Lever Bros. .............................................. 9 years
Hulmen & Co. ........................................... 14 years
Little Crow Milling Co. ............................... 15 years
Colgate-Palmolive-Peet .............................. 11 years
Vick Chemical Co. .................................... 15 years
Murphy Products Co. .................................. 22 years
Grove Laboratories, Inc. ............................ 11 years
Sterling Drug .......................................... 10 years
Keystone Steel & Wire Co. ........................... 22 years
Metropolitan Life Ins. ............................... 9 years

ABC NETWORK
890 KILOCYCLES

50,000 WATTS CLEAR CHANNEL

The PRARIE FARMER STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.
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, B&H
President ...................... Col. Robert R. McCormick
General Sta. Manager . Frank P. Schreiber
Commercial Manager William A. McGuiness
Sales Promotion Manager Charles A. Wilson
Program Director ........... Bruce Dennis
Publicity Director ........... James Hanlon
Dir. of Engineering .......... Carl J. Meyers

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. Hinzman
Sales Promotion Mgr. ....... K. P. Freda
Program Director ........... Herbert Rudolph
Chief Engineer ............... William Shunk

WHFC
CHICAGO—1926
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By . WHFC, Inc.
Address . 3350 S. Kedzie Ave., Chicago 23, Ill.
Phone Number ............... Townhall 3-6305
Air Time ....................... Full Time
News Service .................. AP
General Manager .......... Richard W. Hoffman

WIND
CHICAGO—1926
Frequency: 580 Kc. . Power: 5000 Watts
Owned-Oper. By . WIND, Inc.
Bus.-Studio Address . 400 N. Michigan Blvd.
Phone Number ............... Whitehall 4-2170
Transmission Service .......... Standard
Air Time ....................... Unlimited
News Service .................. AP, UP
Representative ............... AM Radio Sales
Membership .................... BAB
President, General Manager . Ralph L. Altass
Commercial Manager ......... John T. Carey
Program Director ........... H. Leslie Altass, Jr.
Sales Promotion Manager . Robert D. Peel
Chief Engineer ............... Kenneth C. Shirk

WJJD
CHICAGO—1934
Frequency: 1160 Kc. . Power: 50,000 Watts
Owned-Oper. By . Abe Plough
Phone Number ............... State 2-5466
Air Time ....................... 4 a.m.-sundown
News Service .................. UP
Transmission Service . Standard, Capitol, RCA
Representative . Radio-TV Representatives, Inc.
President ...................... Abe Plough
Gen., Sta. Mgr. ............... Frederick G. Harm
Sales Prom. Mgr. ............ George Rice
Program Director ........... Jeannine Spanjer
Publicity Director ........... Ed Short
Chief Engineer ............... Walter F. Myers

WLS
CHICAGO—1924—ABC
Frequency: 890 Kc. . Power: 50,000 Watts
Owned-Oper. By . WLS, Inc.
Business Address . 1230 Washington Blvd.
Phone Number ............... MO 6-9700
News Service .................. AP, UP
Transmission Service .......... Standard
Representative ............... John Blair
President ...................... James E. Edwards
General Manager .......... Glenn Synder
Commercial Manager ....... Charles M. Freeman
Sales Prom. Mgr. .......... Betty Howard
Program Director .......... Harold Safford
Chief Engineer ............... Thomas Rowe

WMAY
CHICAGO—1922—NBC
Frequency: 670 Kc. . Power: 50,000 Watts
Business-Studio Address . Merchandise Mart
Phone Number ............... Superior 7-6300
Air Time ....................... Full Time
News Service .................. AP, INS, UP
Transmission Service ........ National Spot Sales
Representative ............... NARTB
President ...................... Brig. Gen. David Sarnoff
V.P.-General Manager ....... Harry Kopf
Sales Manager ............... Rudi Neubauer
Sales Promotion Manager . John Keys
Program Director .......... George Hehneman
Publicity Director .......... Chet Campbell
Chief Engineer ............... Howard Luttgens

WSBC
CHICAGO—1925
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Operated By . Radio Station WSBC
Business-Studio Address . 2400 W. Madison St.
Phone Number ............... Monroe 6-9050
News Service .................. UP
Transmission Service .......... SESAC
Representative ............... Sars Nat'l, Inc.
Commercial Manager . Julius Miller

WHOW
CLINTON—1947—LINCOLN NET
Frequency: 1520 Kc. . Power: 1000 Watts d.
Business Address ............. 401 1/2 S. Side Sq.
Phone Number ............... 305
Representative ............... Robert Holman
Transmission Service .......... SESAC
News Service .................. AP
President: J. R. Livesay
V.P., Gen., Sta. Mgr.: Rolland O. Looper
Comm., Prom. Manager: James Williams
Program Director: Frank C. Jennings
Chief Engineer: R. O. Looper

**WDAN**
**DANVILLE—1938—CBS**
Frequency: 1490 Kc.  Power: 250 Watts
Address: 1500 N. Washington
Phone Number: 1700
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Everett-McKinney, Inc.
Membership: NARTB, BAB
Gen., Sta., Comm., Prom. Mgr.: Robert J. Burow
Program, Publicity Dir.: Honore E. Ronan
Chief Engineer: T. G. Magin

**WITY**
**DANVILLE—1953**
Frequency: 980 Kw.  Power: 1000 Watts
Address: Box 551
President: G. E. Metzger
General Manager: F. A. Higgins
Commercial Mgr.: Ward White
Program Director: Ken Early
Chief Engineer: Jack Brookhank

**WDZ**
**DECATURE—1921**
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Operated By: WDZ Bestg. Co.
Business-Studio Address: 265 S. Park St
Phone Number: 39744
News Service: UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: NARTB, BAB
President: Charles C. Caley
Gen., Sta. Mgr.: Frank C. Schroeder, Jr.
Commercial Manager: Howard G. Bill
Program Director: William F. Miller
Chief Engineer: A. James Ebel

**WSOY**
**DECATURE—1925—CBS**
Frequency: 1340 Kc.  Power: 250 Watts
Address: Rt. 48 at N. Jasper St.
Phone Number: 5371
Air Time: 5:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Standard, Cole
Representative: Weed
Membership: NARTB, BAB
President: Frederick W. Schaub
General Manager: Merrill Lindsay
Prom., Comm. Mgr.: Charles F. Bruce
Chief Engineer: Allan Doyle

**WLBK**
**DE KALB—1947**
Owned-Oper. By: DeKalb Radio Studios, Inc.
Business-Studio Address: 153½ N. Third St.
Phone Number: 2877
News Service: AP
Transcription Service: Capitol
Pres., Gen. Mgr.: George C. Biggar
General Manager: R. C. Brown
Commercial Manager: Richard Meier
Program Director: R. C. Brown
Chief Engineer: Robert Zirk

**WDQN**
**DU QUION—1951**
Frequency: 1580 Kc.  Power: 250 Watts
Owned-Operated By: Johnson & Johnson
Address: 30½ W. Main St.
Phone Number: 1399
News Service: UP
Transcription Service: SESAC
Co-owner, Prom. Mgr.: Leonard M. Johnson
Co-owner, Gen. Mgr.: Leonard F. Johnson
Chief Engineer: Julian Emlen

**WTMV**
**EAST ST. LOUIS—1935**
Frequency: 1490 Kc.  Power: 250 Watts
Owned By-Operated By: On the Air, Inc.
Business-Studio Address: Broadview Hotel
Phone Number: 4625
News Service: UP
Transcription Service: SESAC
Representative: Sears & Ayer
General Manager: Frank J. Prendergast
Promotion Mgr.: Elmer Willrich
Program Director: R. S. Holcomb
Chief Engineer: Erle E. White

**WCRA**
**EFFINGHAM—1947**
Owned-Operated By: Effingham Bestg. Co.
Business-Studio Address: 110 N. Banker St.
Phone Number: 1090
Air Time: Daytime
News Service: UP
President: Joseph E. McNaughton
General Manager: Jack Armel
Program Director: Lee Hayward
Chief Engineer: G. S. Kregotis

**WRMN**
**ELGIN—1949**
Frequency: 1410 Kc.  Power: 500 Watts
Address: 156 Division St.
Phone Number: 7700-1
News Service: UP
Representative: Joseph Hershey Vgllivra
President: Joseph E. McNaughton
WKEI
KEWANEE—1952
Frequency: 1450 Kc.  Power: 100 Watts
Owned-Operated By...Kee Bestg. Co.
Address..............207 Baker Bldg.
Phone Number............4471
News Service.............AP
Transcription Service....Lang-Worth
Pres., Gen. Mgr., Chf. Engr....E. D. Scandrett
Prog., Pub. Dir. .........Paul Messplam

WTAQ
LA GRANGE—1950
Frequency: 1300 Kc.  Power: 500 Watts d.
Owned-Oper. By...The La Grange Bestg. Co.
Address..............Box 408
Phone Number............3100
Air Time ...............Daytime
News Service.............AP
Transcription Service....RCA, Thesaurus
Membership..............NARTB, BAB
President..............Peter Miller
General Manager.........William Helm
Program Director........Donald Frost
Publicity Director......Laverne Waltman
Chief Engineer...........Lawrence McCann

WLPO
LA SALLE—1947
Owned-Oper. By...La Salle County Bestg. Co.
Bus. Ad..............P. O. Box 215
Phone Number............3100
Air Time ...............Daytime
News Service.............AP
Transcription Service....RCA, Thesaurus
Membership..............NARTB, BAB
President..............Peter Miller
General Manager.........William Helm
Program Director........Donald Frost
Publicity Director......Laverne Waltman
Chief Engineer...........Lawrence McCann

WPRC
LINCOLN—1947—KBS
Frequency: 1370 Kc.  Power: 500 Watts d.
Owned-Oper. By...Prairie Radio Corp.
Address..............RT. 66 Bypass
Phone Number............1370
Air Time ...............Daytime
News Service.............AP
Transcription Service....Lang-Worth
Representative...........Rambeau
Membership..............NARTB
Pres., Gen. Sta. Mgr........Ray F. Knochel

Commercial Manager........Saunders Devine
Sales Prom. Mgr...........John H. Deal
Program Director........William H. Brady
Publicity Director........Earle W. Layman
Chief Engineer...........Donald Thompson

WSMI
LITCHFIELD—1950
Frequency: 1540 Kc.  Power: 1000 Watts d.
Owned-Oper. By...Mid-Illinois Bestg. Co.
Address..............Box 72
Phone Number............100
News Service.............AP
Air Time ...............Daytime
Transcription Service....Langworth
Membership..............BAB
Pres., Gen. Mgr...........Hayward L. Talley

WKAI
MACOMB—1947
Frequency: 1510 Kc.  Power: 250 Watts d.
Owned-Oper. By...The Macomb Bestg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number............1350
Air Time ...............Daytime
News Service.............UP
Transcription Service....Langworth
Membership..............NARTB
Pres., Gen. Mgr...........Wm. E. Schons
Sta., Comm. Mgr...........Allan Fobes
Sales Promotion Mgr........Don Vallier
Chief Engineer...........Howard Welty

WGGH
MARIAN—1946
Frequency: 1150 Kc.  Power: 500 Watts d.
Owned-Operated By...George W. Dodds
Business Address........P. O. Box 331
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
Owned-Operated By...Mattoon Bestg. Co.
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. Livesoy
Commercial Manager........Ken Woodell
Sales Promotion Manager........Dwain Bower
Program Director........Robert Gwess
Chief Engineer...........Ray Livesoy
WMOK
METROPOLIS—1951—KBS
Frequency: 920 Kc. Power: 500 Watts d.
Address: 2016 N. State Bank Bldg.
Phone Numbers: 2106
Transcription Service: Thesaurus
News Service: AP
Representative: Indie Sales, Inc.
Membership: NARTB, BAB
Gen., Sta., Comm. Mgr.: James H. Firmin
Program Director: J. R. Wetherington
Chief Engineer: Carlos Steel

WQUA
MOLINE—1946—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Quad-City Bstg. Corporation
Address: 1319 Fifth Ave.
Phone Number: 4-6172
Air Time: Full Time
News Service: AP
Representative: Geo. P. Hollingbery Co.
President: Dalton A. LeMansier
V. Pres., Gen. Mgr.: G. LaVerne Flambo
Promotion Mgr.: Ann Glewwe
Program Director: Benne Alter
Chief Engineer: Harold Higby

WVMC
MOUNT CARMEL—1948—KBS
Owned-Oper. By: WVMC
Address: M. T. Carmel
Phone Number: 1360
Air Time: Daytime
News Service: UP
Membership: NARTB
General Manager: Stephen P. Bellinger
Program Director: Gil Wallace
Chief Engineer: Eugene D. Garrett

W MIX
MT. VERNON—1947
Frequency: 940 Kc. Power: 1000 Watts d.
Address: No. 2 Radio Center
Phone Number: 3500
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: John E. Pearson Co.
President: John Russell Mitchell
General Manager: R. J. Cheney
Chief Engineer: Alva Hulbert

WOPA
OAK PARK—1950
Frequency: 1490 Kc. Power: 250 Watts
Address: 408 S. Oak Park Ave.
Phone Number: VI-8-5760
Transcription Service: Standard
News Service: UP
Pres., Sta., Gen. Mgr.: Egmont Sonderling
Program Director: Martin Bouhan
Publicity Director: Marylou Kelley
Chief Engineer: Sidney Schneider

WVLN
OLNEY—1947—KBS
Owned-Operated By: Olney Bstg. Co.
Business-Studio Address: Olney
Phone Number: 2156
Air Time: Daytime
News Service: AP
Transcription Service: SESAC
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-Oper. By: C. H. Meyer
Address: F. O. Box 687
Phone Number: 551
News Service: UP
Transcription Service: SESAC
Representative: Sears & Ayer
Pres., Gen. Mgr.: C. H. Meyer

WPRS
PARIS—1951
Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Operated By: Paris Bstg. Corp.
Address: 2 Mi. W. Paris on State Rd. 133
Phone Number: 3-1440
News Service: AP
Transcription Service: Capitol
Program Director: Carl E. Sunkel

WSIV
PEKIN—1945—MBN
Frequency: 1140 Kc. Power: 1000 Watts d.
Business-Studio Address: 15 S. Capitol St.
Phone Number: 3400-01
Air Time: Daytime
News Service: AP
Representative: Rambeau
Pres., Gen. Mgr.: W. Kenneth Patterson
Commercial Manager: James T. Butler
Promotion Dir.: George Udry
Program Director: Robert R. Snow

WEEK
PEORIA—1946—NBC
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: West Central Bstg. Co.
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
Representative: Avery-Knodel
Membership: NARTB
President: Timothy W. Swain
General, Station Manager: Tom Gavin
Commercial Manager: Joe Faulkner
Prog., Prom., Publ. Dir.: Lloyd Harvey
Chief Engineer: Rudolph Luukinen

WMBD
PEORIA—1927—CBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By: WMBD, Inc.
Address: 212 South Jefferson Street
Phone Number: 6-0711
Air Time: Full Time
News Service: AP, UP
Transcription Service: Thesaurus
Representatives: Free & Peters
Pres., Gen. Mgr.: Charles C. Caley
Commercial Manager: Harold V. Phillips
Promotion Mgr.: Robert M. Riley, Jr.
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
Pres., Gen. Sta. Mgr.: John R. Livingston
Sales Prom., Publ. Dir.: Bill Rogers
Program Director: Ken Scott
Chief Engineer: Gerry De Vore

WTGH
PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Hilltop Bstg. Co.
Address: 410 Fayette St.
Phone Number: 6-9771
Air Time: Full Time
News Service: AP
Transcription Service: Cole
Representative: Sears & Eyre
Pres., Gen. Mgr.: Hugh R. Norman
Sta., Comm. Mgr.: H. O. Duewell
Sales Prom. Mgr.: Dorris Duewell
Prog., Publ. Dir.: George B. Norman
Chief Engineer: Wallace Wurz

WGEM
QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Quincy Bstg. Co.
Business-Studio Address: Hotel Quincy
Phone Number: 6840
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Walker
Membership: NARTB, BAB
President: T. C. Oakley
General Manager: Joseph B. Bonansinga
Program Dir.: Paul McClelland
Chief Engineer: Frank E. Laughlin

WTAD
QUINCY—1927—CBS

Frequency: 930 Kc. Power: 5000 Watts:
1000 n.
Owned-Operated By: Lee Bstg., Inc.
Business-Studio Address: 510 Main St.
Phone Number: 6200
Air Time: Full Time
News Service: UP
Representative: Reed & Co.
Membership: NARTB, BAB
President: Lee P. Loomis
General Manager: Walter Rothschild
Sales Promotion Mgr.: Gene Terry
Program Dir.: Merritt Milligan
Chief Engineer: J. E. Gray

WROK
ROCKFORD—1929—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
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
In the 10 Iowa-Illinois Counties circling the Quad-Cities there are:

21,220 FARMS

with an average acreage of

160 ACRES per FARM

and a gross cash farm income of

$14,400 per FARM

- Three of these counties were among the nation's top ten for hog raising.
- Four of these counties were among the nation's 100 leading counties in Gross Cash Farm Income.
- And in all 10 counties that circle the Quad-Cities the farmers who live there averaged over $14,000 a year income.
- Huge acreages of grain and hay crops as well as top production of cattle, hogs, and sheep bring in the money.
- Figures from Sales Management and U. S. Census.

Sell this good Quad-City Farm Market with 

Quad-Cities' favorite

WHBF PM

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc
WSDR
STERLING—1949
Frequency: 1240 Kc. Power: 100 Watts
Address: 218 Main St.
Phone Number: 3400
News Service: AP
Transcription Service: Capitol, Lang-Worth
Pres. Gen. Mgr.: Sam Bartlett
Comm. Mgr.: Lillian Bartlett
Program Director: John Rohwer
Chief Engineer: Ed Fisher

WIZZ
STREATOR—1953
Frequency: 1250 Kc. Power: 500 Watts d.
Address: Highway 23 North
Phone Number: 4147
Representative: Best
General Manager: Vernon R. Nunn
Partner: Stephen P. Bellinger
Commercial Mgr.: Jack A. Dill
Chief Engineer: Harold I. Peters

WTIM
TAYLORVILLE—1952
Frequency: 1410 Kc. Power: 1000 Watts d.
Phone Number: 1410
Transcription Service: Standard, Thesaurus
Representative: Continental
Co-Owners: Russell Armentrout, Roger Moyer
Exec. Vice-Pres.: Keith Moyer
General Manager: James C. Hilderbrand
Chief Engineer: Tom Mathis

WKID
URBANA—1948
Frequency: 1580 Kc. Power: 250 Watts d
Address: P. O. Box 192
Phone Number: 75431
Air Time: Daytime
News Service: UP
Representative: Joseph Hershey, McGillvra
Partner, Comm. Mgr.: R. E. J. Snyder
Partner, Prog. Dir.: G. W. Phillippe

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
Representative: McGillvra
President: F. Ward Just
Program Director: A. F. Sorenson
Chief Engineer: Stanley G. Chadwick

WFRX
WEST FRANKFORT—1951
Frequency: 1300 Kc. Power: 1000 Watts d.
Address: S. Logan St.
Phone Number: 1300
News Service: UP
Transcription Service: Thesaurus
President: Guy Lambert
Station Manager: Robert O. Veach
Program Director: Billy Spangler
Chief Engineer: Everett Kennedy

WCB AnDERSON—1947
Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By: Civic Bcastg. Corp.
Address: 204 Tower Bldg.
Phone Number: 3-321
News Service: UP
Transcription Service: World, SESAC
Membership: BAB
President: Paul E. Billheimer
General Manager: Worth S. Rough
Program Director: John Snider
Chief Engineer: Burl Dixon

WHBU
ANDERSON—1923—CBS-ABC
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio: 640 Citizens Bank Bldg.
Phone Number: 7791
News Service: AP
Transcription Service: NBC Thesaurus
Standard: SESAC
Representative: Bolling Co.
Membership: BAB, NARTB
President: C. Bruce McConnell
General Manager: John R. Atkinson

INDIANA
Pop. Feb. 1, 1954 (Est.) 4,252,000 — Families 1,350,000
Radio Homes 1,303,000 — TV Homes 830,000 — Stations in State 48

WCBC
ANDERSON—1947
Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By: Civic Bcastg. Corp.
Address: 204 Tower Bldg.
Phone Number: 3-321
News Service: UP
Transcription Service: World, SESAC
Membership: BAB
President: Paul E. Billheimer
General Manager: Worth S. Rough
Program Director: John Snider
Chief Engineer: Burl Dixon

WHBU
ANDERSON—1923—CBS-ABC
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio: 640 Citizens Bank Bldg.
Phone Number: 7791
News Service: AP
Transcription Service: NBC Thesaurus
Standard: SESAC
Representative: Bolling Co.
Membership: BAB, NARTB
President: C. Bruce McConnell
General Manager: John R. Atkinson
**WBIW**

**BEDFORD—1948—MBS**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Radio Bedford, Inc.  Address: Radio Farm, P. O. Drawer 472
Phone Number: 4421-4422  Air Time: Full Time
News Service: AP, INS
Transcription Service: Langworth, Thesaurus
Representative: W. S. Grant
Program Director: Claude Parsons
Chief Engineer: Carl J. Finger

**WTTS**

**BLOOMINGTON—1949—ABC**

Frequency: 1370 Kc.  Power 5000 Watts d.
Owned-Oper. By: Sarkes Tarzian, Inc.  Business-Studio Address: 535 S. Walnut St.
Phone Number: 2-3366  Air Time: Full Time
News Service: AP
Representative: Robert Meeker Associates
Membership: BAB
President: Sarkes Tarzian
Station Manager: Glenn Van Horn
Commercial Mgr.: Ray Bartlett
Chief Engineer: Morton Weigel

**WBNL**

**BOONVILLE—1950—KBS**

Phone Number: 980  News Service: UP
Transcription Service: Cole

**WCSI**

**COLUMBUS—1950**

Owned-Oper. By: Syndicate Theatres, Inc.  Address: 55½ E. Court St.
Phone Number: 1057  Air Time: Full Time
Transcription Service: Langworth, Thesaurus
Membership: BAB
News Service: AP
President: Joseph Finneran
General Manager: Dick Jewell
Chief Engineer: Phil Hurlibut

**WCNB**

**CONNERSVILLE—1948**

Phone Number: 1950  News Service: UP

**WTRC**

**ELKHART—1931—NBC**

Frequency: 1340 Kc.  Power: 250 Watts
Phone Number: 3-1960  Air Time: 6 a.m.-M.
News Service: UP
Representative: John E. Pearson Co.
President: John F. Dille, Jr.
General Manager: 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: WVFM, Inc.  Business-Studio Address: 24 N.W. 3rd St.
Phone Number: 4-9215  Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
Representative: Kats
President: Harry M. Bitner, Jr.
General-Station-Commercial Mgr.: Don Menke
Program Director: Michael Finn
Chief Engineer: William Schultz

**WGBF**

**EVANSVILLE—1923—NBC**

Frequency: 1280 Kc.  Power: 5000 Watts d.
1000 Watts n.
Phone Number: 21171  Air Time: Full Time
Representative: Weed & Co.
News Service: UP
Membership: NARTB
President: Alvin O. Fadess
General, Station Manager: Martin L. Leich
Sales Prom., Pub. Dir.: Del Greenwood
Program Director: Mrs. Pat Roper
Chief Engineer: Erwin P. Schoeny

**WIKY**

**EVANSVILLE—1947**

Owned-Oper. By: South Central Bcstg. Corp.  Address: P. O. Box 148
Phone Number: 4-8284  Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus
Representative: John E. Pearson Co.
Pres., Gen-Sta. Mgr......... John A. Engelbrecht  
Chief Engineer............. George F. Stolz

**WJPS**  
**EVANSVILLE—1948—ABC**  
Owned-Operated By.............. WJPS, Inc.  
Business-Studio Address........ 206 Main St.  
Phone Number.................. 5-2221  
Air Time Service................. Unlimited  
News Service.................... AP  
Transcription Service............ Standard, World  
Representative................ George P. Hollingsbery  
Membership...................... NARTB  
President...................... Robert S. Davis  
Gen., Sta. Mgr................ Robert J. McIntosh  
Sales Prom. Mgr., Pub. Dir..... Phillip Landman  
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 6212  
Air Time Service................. Full Time  
News Service.................... AP  
Transcription Service............ Standard  
Representative.................. Baudino  
President...................... C. Bruce McConnell  
General Manager................. Robert McConnell  
Station Manager............... Charles E. Kennedy  
Local Commercial Manager........ Merlin Smith  
Program Director.............. Robert Hill  
Chief Engineer.................. Eugene Humphrey

**WGL**  
**FT. WAYNE—1924—ABC**  
Frequency: 1250 Kc. Power: 1000 Watts  
Business-Studio Address........ 201 W. Jefferson St.  
Phone Number.................. Eastbrook 3366  
Air Time Service................. Full Time  
Newspaper Affiliation............ News-Sentinel  
News Service.................... UP  
Transcription Service............ Headley-Reed  
Representative.................. BAB  
Membership....................... BAB  
President....................... Helen R. Foellinger  
Gen., Sta., Comm. Mgr............. Merrill C. Johnson  
Prom. Mgr., Pub. Dir............... Dorsey M. Roth  
Program Director............... Norman Widenhofer  
Chief Engineer.................. Damon Wilson  
President....................... Clarence L. Schust  
General Manager................. Edward G. Thompson  
Asst. to Mgr.................... Hilliard Gates  
Commercial Manager............... Carl B. Evans  
Program Dir..................... Calo O. Mahlock

**WOWO**  
**FT. WAYNE—1925—NBC**  
Frequency: 1190 Kc. Power: 10,000 Watts  
Owner....... Westinghouse Radio Stations, Inc.  
Phone Number................... Anthony 2136  
Air Time Service................. Unlimited  
News Service.................... UP  
Transcription Service............ RCA Thesaurus  
Representative.................. Free & Peters  
Membership....................... BAB  
President....................... Chris J. Witting  
General Manager................. J. E. Baudino  
Commercial Manager............... Tom Longsworth  
Sales Prom. Mgr.................. G. H. Abels  
Sales Service Director.......... Hilda C. Wohrmeyer  
Sta. Mgr....................... Carl Vandegrift  
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....................... 734 Washington St.  
Phone Number................... 5-5151  
Air Time Service................. Unlimited  
News Service.................... UP  
Transcription Service............ AB  
Program Director............... Robert Dietz

**WWCA**  
**GARY—1949**  
Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By.............. Lake Bcastg. Co., Inc.  
Address....................... Hotel Gary  
Phone Number................... Gary 9171  
Air Time Service................. Unlimited  
News Service.................... AP  
Membership....................... BAB  
Pres., Gen., Sta. Mgr............. Dee O. Coe  
Comm., Sls., Prom. Mgr............. Joe Fife  
Program, Publicity Director....... Todd Branson  
Chief Engineer................... Victor Voss

**WJOB**  
**HAMMOND—1928**  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By................. South Shore Bcastg. Corp.  
Business-Studio Address........ 449 St. Paul St.  
Phone Number................... Sheffield 8400  
News Service.................... UP  
Representative.................. Joseph Hershey McGivney  
Pres., Gen., Mgr................ R. C. Adair  
Commercial Manager............... Ed Rozhon  
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 8521
News Service... AP, INS
Representative... Katz
Membership... NARTB, BAB
Commercial Manager... William F. Kiley
From Mgr., Pub. Dir. Bernard W. Carney
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... SESAC
Representative... John Blair
Membership... NARTB
President, Gen. Mgr... Richard M. Fairbanks
Commercial Manager... Gilbert I. Berry
Sales Prom., Pgm. Dir... William L. Dean
Chief Engineer... Robert W. Minton

WIRE
INDIANAPOLIS—1924—NBC
Frequency: 1430 Kc. Power: 5000 Watts d.
Owned-Oper. By... Indianapolis Bcstg. Inc.
Business-Studio Address... 307 N. Pennsylvania St.
Phone Number... Plaza 1541
Newspaper Affiliation... Central Newspaper
News Service... AP
Transcription Service... Langworth
Representative... Free & Peters
Membership... BAB
President... Eugene C. Pulliam
General Manager... Willard C. Worcester
Commercial Manager... Daniel C. Park
Prom. Mgr., Pub. Dir... Richard Higgins
Program Director... M. Wayland Fullington
Chief Engineer... Eugene E. Alden

WISH
INDIANAPOLIS—1941—ABC
Frequency: 1310 Kc. Power: 5000 Watts d.
1000 n.
 Owned-Oper. By... Universal Bcstg. Co., Inc.
Business-Studio Address... 1440 N. Meridian St.
Phone Number... Plaza 4595
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... Thesaurus
Representative... Bolling
Membership... BAB, NARTB
President... C. Bruce McConnell
V. Pres... Robert B. McConnell
Sales Prom. Mgr., Pub. Dir... Reid Chapman
Station Manager... William H. Spencer
Program Director... William E. Froesch
Chief Engineer... Stokes Gresham, Jr.

WXLW
INDIANAPOLIS—1948
Owned-Oper. By... Radio Indianapolis, Inc.
Phone Number... Hickory 6494
News Service... UP
Representative... John Pearson Co.
Membership... BAB, NARTB
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-Oper. 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
Gen., Sta. Mgr... Dennis Keller
Commercial Manager... Richard Witty
Sales Prom. Mgr... Joe Salvi
Publicity Director... James Young
Program Director... Rick Foster
Chief Engineer... Peter Russo

WIOU
KOKOMO—1948—CBS
Frequency: 1350 Kc. Power: 1000 Watts
Owner... North Central Indiana Bcstg. Corp.
Business-Studio Address... State Rd. No. 26
Phone Number... 6194
Air Time... Unlimited
News Service... AP
Transcription Service... Thesaurus
Representative... Weed
Membership... NARTB, BAB
President... Richard Blackledge
V.P., Gen., Sta. Mgr... John Carl Jeffrey
Program Director... William R. Cox
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... 4300
Air Time... Full Time
News Service... UP
Representative... Wm. G. Rambeau
Membership... BAB
President... O. E. Richardson
Sta., Comm. Mgr... David Milligan
Program Director... Richard W. Long
Chief Engineer... Richard Cochran

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**INDIANA**

**WLOI**
LA PORTE—1948

Owned-Oper. By. ...La Porte Bstg. Co.
Business-Studio Address. ...La Porte Hotel
Phone Number. ...3734

News Service: ...AP
Transcription Service: ...Capital
President, Sta. Mgr.: ...Hoyt H. Scott

**WBTO**
LINTON—1953

Frequency: 1600 Kw.  Power: 500 Watts d.
Owned-Oper. By. ...The Linton Bstg. Co.
Address: ...c/o WBNL, Boonville, Ind.
Owner: ...Henry C. Sanders

**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: ...Raymond A. Olson

**WBAT**
MARION—1947—CBS

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ...Marton 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
Commercial Mgr. ...Wm. J. Emard
Chief Engineer: ...Walter E. Johnson

**WIMS**
MICHIGAN CITY—1947

Frequency: 1420 Kc.  Power: 1000 Watts d.: ...500 n.
Owned-Oper. By...Northern Indiana Bstgs., Inc.
Business-Studio Address. ...415 Franklin St.
Phone Number. ...5-5245
News Service: ...UP
Station Representative. ...Wm. G. Rambeau
Pres., Gen. Mgr. ...William N. Udell
Commercial Managers. ...Al Halus, Jay Schoff
Program Director. ...Richard Olson
Chief Engineer: ...Robert J. Schilling

**WLRP**
NEW ALBANY—1949

Frequency: 1570 Kc.  Power: 1000 Watts d.
Owned-Operated By ...Ohio Valley Bstg., Inc.
Address: ...Box 285
Phone Number. ...4-2235
Air Time. ...Sunrise-Sunset
News Service. ...UP
Transcription Service: ...Lang-Worth
Pres., Gen. Sta. Mgr. ...Roy L. Hickox
Comm., Sales Prom. Mgr. ...Milton Lamm
Program Director: ...Keith Reising
Publicity Director: ...Joe Gillum
Chief Engineer: ...Eugene A. Fischer

**WPGRW**
PORTLAND—1951

Frequency: 1440 Kc.  Power: 500 Watts d.
Owned-Oper. By ...Glenn West
Address: ...Box 608
Phone Number: ...1094
Transcription Service. ...SESAC, World
Owner, Gen. Mgr. ...Glenn West
Program Director: ...Ron Miller

**WRAY**
PRINCETON—1950

Frequency: 1250 Kc.  Power: 1000 Watts d.
Owned-Oper. By ...Princeton Bstg. Co.
Address: ...Box 8
Phone Number. ...1250
News Service: ...AP
Transcription Service: ...Lang-Worth
Station Representative ...Walker
President. ...M. R. Lankford
Station Manager. ...Gene Peterson
Commercial Mgr. ...D. T. Critchfield
Chief Engineer. ...Ray Shigley

**WKBV**
RICHMOND—1926—ABC

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ...Central Bstg. Corp.
Bus., Studio-Transmitter Address: ...Richmond
Phone Number: ...2-1156
Air Time. ...5:45 a.m.-M.
WSLM
SALEM—1953—KBS
Frequency: 1220 Kw.  Power: 250 Watts d.
Owned-Oper. By: Don H. Martin
Address: Radio Ridge
Phone Number: 700
News Service: AP
Transcription Service—Thesaurus, MacGregor
Representative: Herbert L. Arms
Pres. Gen. Mgr.: Don H. Martin
Commercial Mgr.: Margaret Martin
Program Director: Charles L. Mitchell
Chief Engineer: L. J. Duning

WJCD
SEYMOUR—1949—KBS
Owned-Oper. By: Dr. Asra C. Baker
Address: 1534 Ewing St.
Phone Number: 1212
News Service: AP
Air Time: Daytime
Transcription Service: World, Capitol
General Manager: Asra C. Baker
Commercial Manager: Robert E. Shippee
Program Director: Roger W. Bradley
Chief Engineer: Arnold Haun

WHOT
SOUTH BEND—1944—ABC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By South Bend Bestg. Corp.
Address: 434 S. St. Joseph St.
Phone Number: 71566
Air Time: Full Time
News Service: AP
Transcription Service—Associated
Representative: Bolling
President: C. Bruce McConnell
General Manager: Frank Crosiar
Commercial Manager: C. J. Pajaszkowski
Program Director: Bill Etherton
Chief Engineer: Ira D. Kealy

WJVA
SOUTH BEND—1947—KBS
Address: Box 179
Phone Number: 41111
Air Time: Sunrise-Sunset
News Service: UP
Representative: Burn-Smith
Pres. Gen. Mgr.: F. R. Householder
Program Director: Robert J. Drain
Chief Engineer: Arthur R. O'Neil

WSBT
SOUTHBEND—1922—CBS
Frequency: 950 Kc.  Power: 3000 Watts
Owned-Oper. By the South Bend Tribune
Bus-Studio Address: 253 W. Collar Ave.
Phone Number: 8161
Newspaper Affiliation: South Bend Tribune
News Service: AP, INS
Transcription Service: RCA Thesaurus
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: F. A. Miller
General Manager: A. Welch
Publicity Director: Robert H. Swintz
Program Director: Robert J. Drain
Chief Engineer: Arthur R. O'Neil

WTCJ
TELL CITY—1948
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: Tell City Bestg. Co.
Phone Number: 740
Owner, Manager: J. R. Brewer

WBOB
TERRE HAUTE—1927—NBC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By Banks of the Wabash, Inc.
Business-Studio Address: 303 S. Sixth St.
Phone Number: Crawford 5034
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
Representative: Weed
Membership: NARTB
President: Alvin Eades
Commercial Mgr.: William F. Rippotee
Sales Prom. Manager: Bob Rhoads
Program Director: Harry Frey
Publicity Director: Ralph McHargue
Chief Engineer: Howard Stewart

WTHI
TERRE HAUTE—1947—CBS
Frequency: 1480 Kc.  Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address: 120 South 7th Street
Phone Number: Crawford 9481
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: AP
Representative: Longworth
Membership: NARTB, BAB
President: Anton Hulman, Jr.
Gen. Sta. Mgr.: Joseph M. Higgins
Sales Promotion Mgr.: Robert F. Cranford
Program Director: Ben Falter, Jr.
Chief Engineer: Don Petit
WAOV
VINCENNES—1940—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Vincennes Sun Co.
Business Address: Grand Hotel
Phone Number: 787
News Service: UP
Transcription Service: World
Representative: Free & Peters
President: Eugene C. Pulliam
Gen. Comm. Mgr.: A. C. Bernstein
Program Director: Neal Spencer
Chief Technician: Ralph Baldwin
Prom. Mgr.: Roy Stanley

WKAM
WARSAW—1949—KBS
Owned-Operated By: Kosciusko Bcstg. Corp.

IOWA

Pop. Feb. 1, 1954 (Est.) 2,647,000 — Families 872,000
Radio Homes 847,000 — TV Homes 422,000 — Stations in State 50

KASI
AMES—1948—KBS
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Ames Bcstg. Co.
Business-Studio Address: 328½ Main St.
Phone Number: 3460
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
President: W. S. Rupe
Gen., Comm. Mgr.: Arthur A. Skinner
Program Director: R. B. Tilleran
Chief Engineer: Doyle D. Kelso

KJAN
ATLANTIC—1950—KBS
Owned-Operated By: Nishna Valley Bcstg. Co.
Phone Number: 1717
News Service: AP
Transcription Service: World
Representative: Continental Biddick
President: Al Hansen
Gen., Sta. Mgr.: Franklin G. Miller
Comm., Prom. Mgr.: H. A. Preston
Chief Engineer: Henry L. Ankeny

KWBG
BOONE—1950
500 Watts n.
Owned-Operated By: Boone Bcstg. Co.
Address: P. O. Box 38
Phone Number: 1590

WRSW
WARSAW—1952
Frequency: 1480 Kc. Power: 500 Watts
Owned-Oper. By: Reub Williams & Sons, Inc.
Address: Times Building
Phone Number: 155
News Service: UP
Trans. Service: Capitol, Lang-Worth, World
President: Raymond B. Williams
General Manager: C. Reuben Williams
Comm., Bus. Mgr.: William Mollenhour
Program Director: Marie Snyder
Prom. Mgr.: Jack Eisenberg
Chief Engineer: Fred Grosso

KBU
BURLINGTON—1941—ABC
Frequency: 1490. Power: 250 Watts
Owned-Operated By: Burlington Bcstg. Co.
Business-Studio Address: Roosevelt Ave.
Phone Number: 7660
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Taylor
Membership: BAB
Pres., Gen., Sta. Mgr.: Gerard B. McDermott
Prom., Comm. Mgr.: David H. Steinle
Program Director: Richard Mosena
Chief Engineer: John Gallino

KCIM
CARROLL—1950
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Carroll Broadcasting Co.
Address: 520 N. Adams St.
Phone Number: 3586
Transcription Service: Thesaurus
News Service: AP
Representative: Pearson
Membership: NARTB
General Manager: M. W. McPherson
Chief Engineer: Eugene Reiff

Address: R.F.D. No. 1
Phone Number: 65
News Service: AP
Representative: Hal Holman Co.
President: J. W. Autenrieth, Jr.
Chief Engineer: Howard Wheelock

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K C R I  
CEDAR RAPIDS—1947—MBS
Frequency: 1600 Kc.       Power 5000 Watts  
Owned-Oper. By.       Cedar Rapids TV Co.  
Business-Studio Address. 1st St. & 1st Ave.  
Phone Number. 4-194  
News Service. AP, INS  
Transcription Service. World  
Representative. Burn-Smith  
President. Sutherland Dows  
Gen., Comm. Mgr. W. S. Patterson  
Program Director. Ralph D. Willey  
Promotion Mgr. Edna Herbst  
Chief Engineer. Carl Rollert  

K P I G  
CEDAR RAPIDS—1949—TALL CORN  
Frequency: 1450 Kc.       Power 250 Watts  
Business Address. 211 1st St., S.W.  
Phone Number. 3-8265  
News Service. UP  
Transcription Service. Capitol  
Representative. W. I. L. Embury  
Program Director. Don Rasmuss  
Chief Engineer. Al Morse  

W M T  
CEDAR RAPIDS—1922—CBS  
Frequency: 600 Kc.       Power 5000 Watts  
Bus-Studio Address. Paramount Theater Bldg.  
Phone Number. 6127  
Air Time. Full Time  
News Service. AP, INS, UP  
Transcription Service. RCA, Lang-Worth  
Representative. Katz  
Manager. NARTB, BAB  
President. William B. Dolph  
General Manager. William B. Quartzon  
Sales Manager. Lew Van Nostrand  
Prom., Pub. Dir. Leo F. Cole  
Program Manager. Douglas B. Grant  
Chief Engineer. George Hixenbaugh  

K C O G  
CENTERVILLE—1949  
Frequency: 1400 Kc.       Power 100 Watts  
Owned-Operated By. Centerville Bcstg Co.  
Address. 1910 South Main St.  
Phone Number. 131, 407  
Air Time. Unlimited  
News Service. AP  
Transcription Service. Thesaurus  
Representative. McGillivra  
Membership. NARTB  
President. R. K. Beck  
Program Director. Margaret Ashby  
Chief Engineer. Walter H. Lemen  

K C H A  
CHARLES CITY—1949—KBS  
Owned-Oper. By.       Radio Incorporated  
Business Address. 3002 Y N. Main St.  
Phone Number. 787  
Air Time. Daytime  
News Service. AP  
Transcription Service. World  
Representative. Orville Lawson  
President. Charles J. Ellis  
General Manager. C. E. Wright  
Commercial Mgr. Vern Bromberg  
Program Director. Wayne Mack  
Publicity Director. Doris LaBounty  
Chief Engineer. Loren Koesling  

K C H E  
CHEROKEE—1953  
Frequency: 1440 Kc.       Power: 500 Watts d.  
Address. 219½ W. Main St.  
Phone Number. 51  
News Service. AP  
Transcription Service. Thesaurus, Langworth  
Membership. NARTB  
PROM. Mgr., Prod. Dir. Charles Resnikov  
Chief Engineer. Sterling H. Heil  

K R O S  
CLINTON—1941—MBS-TALL CORN  
Frequency: 1340 Kc.       Power: 250 Watts  
Owned-Operated By. Clinton Bcstg Corp.  
Address. 246 Fifth Avenue South  
Phone Number. 448  
Air Time. Full Time  
News Service. UP  
Transcription Service. World  
Representative. Pearson  
Membership. NARTB, BAB  
President. W. S. Jacobsen  
General Manager. B. M. Jacobson  
Commercial Mgr. Darlene Gordon  
Program Director. Ralph Stoeckel  
Chief Engineer. Gerald Parker  

K S W I  
COUNCIL BLUFFS—1947  
Frequency: 1580 Kc.       Power: 500 Watts d.  
Address. 120 S. Main  
Phone Number. Co. Bluffs 0411, Omaha.  
Jackson 7736  
Air Time. Day Time  
News Service. AP  
Transcription Service. Thesaurus  
Representative. Arthur Haag & Assoc.  
Membership. NARTB  
President. Robert R. O'Brien  
Commercial Manager. Had Hughes  
Sales Promotion Mgr. Harold Abramson  
Program Director. R. M. Hallgren  
Publicity Director. Marge Morris

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**K S I B**

CRESTON—1946—TALL CORN

Frequency: 1520 Kc. . Power: 1000 Watts d.
Address .......................... 501 First St.
Phone Number ...................... 55
News Service ............... INS
Transcription Service ......... Thesaurus
Representative .................. Pearson
President ........................ Arden D. McKee
Gen., Sta., Comm. Mgr. ......... E. M. Hoening
Publicity Director ............. Jack Mills
Chief Engineer ................. William Zollman

**K F M A**

DAVENPORT—1952

Frequency: 1580 Kc. . Power: 250 Watts d.
Owned-Operated By: . KFMA Bcstg. Co.
Address .......................... 415 Perry St.
Phone Number ...................... 6-4407
News Service ....................... UP
Transcription Service ......... Capitol. Standard
Promotion Mgr. ................. Doris Hanner
Pgm., Pub. Dir. ................. Eugene Larsen
Chief Engineer ................. Francis B. Shawver

**K S T T**

DAVENPORT—1946—MBS

Frequency: 1170 Kc. . Power: 1000 Watts
Bus.-Studio Address .............. 310 Harrison St.
Phone Number ...................... 6-2541
Air Time ................................ Full Time
News Service ....................... INS
Transcription Service ......... C. F. MacGregor
Representative .................. Sears & Aye
President ........................ Hugh B. Norman
General Manager ............. Jerry Dunphy
Commercial Mgr. ............... Neil Conklin
Nat'l Sales Mgr. .............. Lois Snively
Program Director ............ Bruno Olson
Publicity Director ............ I. F. Whalen
Chief Engineer ................. A. M. Mcgregor

**K W C**

DAVENPORT—1922—NBC

Frequency: 1420 Kc. . Power: 5000 Watts
Owned-Operated By: . Tri-City Bcstg. Co.
Address .......................... 805 Brady St.
Phone Number ...................... 3-3661
Air Time ................................ Full Time
News Service ....................... UP
Transcription Service ......... Thesaurus
Representative .................. 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 ............. Warren Vassen
Asst. Mgr. ......................... Fred A. Reed
Publicity Director ............ Paul Ives
Chief Engineer ................. Paul Arvidson

**K D E C**

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc. . Power: 250 Watts
Business-Studio Address ......... State Road
Phone Number ...................... 1240
News Service ....................... AP
Transcription Service ......... Thesaurus
Representative .................. Pearson
Membership ...................... NARTB
Sales Prom. Mgr. ................ John Hansen
Chief Engineer ................ Arnie Zaruba

**K C B C**

DES MOINES—1947

Frequency: 1390 Kc. . Power: 1000 Watts
Business-Studio Address ......... 3512 Ingersoll
Phone Number ...................... 7-4483
News Service ....................... INS, AP
Frequency: 1000 Kc. . Power: 5,000 Watts n.
Address .............................. 10th & Mulberry
Phone Number ...................... 2-9191
Air Time ................................ Full Time
News Service ....................... INS, UP
Transcription Service ......... World Representative
President ........................ Ralph L. Atlass
General Manager ............... Harold W. Caselli
Program Director ............ Lee L. Harris
Chief Engineer ................ Bob Brown

**K I O A**

DES MOINES—1948—MBS

Frequency: 940 Kc. . Power: 10,000 Watts d.
Address .............................. 3512 Ingersoll
Phone Number ...................... 2-9191
Air Time ................................ Full Time
News Service ....................... INS, UP
Frequency: 480 Kc. . Power: 5000 Watts
Business-Studio Address ......... Register & Tribune Bldg.
Phone Number ...................... 3-2111
Newspaper Affiliation ........ Register-Tribune
Air Time ................................ Full Time
News Service ....................... AP, UP
Membership ...................... NARTB
Station Representative .... The Katz Agency
Pres., Gen. Station Mgr. ....... Harold W. Cowles
Commercial Manager ........... Bob Dillon
Sales Prom. Mgr., Pub. Dir. .... Joe Hudgens
Program Director ............ Lee L. Harris
Chief Engineer ................. Lyle Nolan

**K R N T**

DES MOINES—1935—CBS

Frequency: 1350 Kc. . Power: 5000 Watts
Business-Studio Address ......... Register & Tribune Bldg.
Phone Number ...................... 3-2111
Newspaper Affiliation ........ Register-Tribune
Air Time ................................ Full Time
News Service ....................... AP, UP
Transmission Service ......... Standard
Station Representative .... The Katz Agency
Pres., Gen. Station Mgr. ....... Harold W. Cowles
Commercial Manager ........... Bob Dillon
Sales Prom. Mgr., Pub. Dir. .... Joe Hudgens
Program Director ............ Lee L. Harris
Chief Engineer ................. Lyle Nolan

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**K S O**

**DES MOINES—1921—ABC**
Frequency: 1460 Kc. ... Power: 5000 Watts
Owned-Operated By ... Murphy Bystg. Co.
Business-Studio Address ... 800 Farm Bldg.
Phone Number ... 3-0571
News Service ... AP, INS
Transcription Service ... Capitol
Representative ... Avery-Knodell
Membership ... NARTB
President ... Kingsley H. Murphy
Commercial Mgr ... Gene Shumate
Pub., Pgm. Dir ... B. C. Baldwin
Chief Engineer ... F. E. Bartlett

**K W D M**
**DES MOINES—1948**
Frequency: 1150 Kc. ... Power: 1000 Watts
Owned-Operated By ... Des Moines Bystg. Corp.
Business-Studio Address ... 407 Fifth Ave.
Phone Number ... 2-8363
Air Time ... Full Time
News Service ... INS
Transcription Service ... Cole, SESAC, Associated
Pres., Comm. Mgr ... George W. Webber
Gen., Sta. Mgr ... Robert L. Webber
Program Director ... Edith L. Webber
Sales Prom. Mgr ... Les Gates
Chief Engineer ... Werner Schwartz

**W H O**
**DES MOINES—1924—NBC**
Frequency: 1040 Kc ... Power: 50,000 Watts
Owned-Operated By ... Central Bystg. Co.
Business-Studio Address ... 914 Walnut St.
Phone Number ... 2-7147
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 Mgr ... Harold Fulton
Sales Promotion ... John Schweiker
Program Director ... Jack Kerrigan
Production Director ... Kenneth Giehler
News Bureau Manager ... Jack D. Shelley
Chief Engineer ... Reed E. Snyder

**K D T H**
**DUBUQUE—1941—NBC**
**TALL CORN**
Frequency: 1370 Kc ... Power: 1000 Watts
Owner ... Dubuque Telegraph-Herald
Bus.-Studio Address ... Eighth Ave. & Bluff St.
Phone Number ... 3-7351
Newspaper Affiliation ... Telegraph-Herald
News Service ... AP
Transcription Service ... World
Station Representative ... Pearson

**W D B Q**
**DUBUQUE—1933—MBS-ABC**
Frequency: 1490 Kc ... Power: 250 Watts
Owned-Operated By ... Dubuque Bystg. Co.
Business-Studio Address ... 505 Main St.
Phone Number ... 3-8241
Air Time ... Full Time
News Service ... UP
Transcription Service ... Thesaurus
Representative ... Robert Meeker
Membership ... NARTB
Exec. V.P., Gen. Sta. Mgr ... James D. Carpenter
Commercial Mgr ... Harry Hattenbuehler
Program Director ... Gleason Kisteler
Publicity Director ... R. E. Carpenter
Chief Engineer ... Barker-Heim

**K L I L**
**ESTERVILLE—1952—ABC**
Frequency: 1340 Kc ... Power: 100 Watts
Owned-Operated By ... Esterville Bystg. Co.
Address ... Box 173
Phone Number ... 1800
News Service ... AP
Transcription Service ... Lang-Worth, SESAC
Pres., Gen. Mgr ... Wm. E. Schons
Commercial Mgr ... Jack Turnbull
Program Director ... Gene Randolph

**K F A D**
**FAIRFIELD—1953—KBS**
Frequency: 1570 Kw ... Power: 250 Watts d.
Owned-Oper. By ... Fairfield Bystg. & TV Corp.
Address ... Highway 34 W.
Phone Number ... 345
President ... Carl D. Boyer
Vice-Pres., Gen. Mgr ... James D. Mortwedt
Program Director ... Don Mortwedt
Commercial Mgr ... Eugene Spiker
Chief Engineer ... Tom Kleeckner

**K V F D**
**FT. DODGE—1939—MBS**
**TALL CORN**
Frequency: 1400 Kc ... Power: 250 Watts
Owned-Operated By ... Northwest Bystg. Co.
Business-Studio Address ... Warden Bldg.
Phone Number ... Walnut 3761
Air Time ... Full Time
News Service ... UP, INS
Transcription Service ... Thesaurus
Representative ... Pearson
Membership ... NARTB, BAB
President, General Manager ... Edward Breen
Commercial Manager ... Max E. Landes
Program Director ... Drexel Peterson
Chief Engineer ... David G. Sinclair
<table>
<thead>
<tr>
<th>Radio Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operator</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXGI</td>
<td>MADISON</td>
<td>1360 Kc.</td>
<td>500 Watts d.</td>
<td>Lee Radio, Inc.</td>
<td>2nd &amp; Pennsylvania</td>
<td>2800</td>
<td>Full Time</td>
<td>AP, UP</td>
<td>AP</td>
<td>Roger E. Sawyer</td>
</tr>
<tr>
<td>KXIC</td>
<td>IOWA CITY</td>
<td>800 Kc.</td>
<td>1000 Watts d.</td>
<td>Associated Commercial Corp.</td>
<td>Box 885</td>
<td>.5400</td>
<td>Pearson</td>
<td>AP</td>
<td>W. G. Kelly</td>
<td>Bob Cavanaugh</td>
</tr>
<tr>
<td>KEOKX</td>
<td>KEOKUK</td>
<td>1310 Kc.</td>
<td>1000 Watts d.</td>
<td>Mohawk Bestg. Co.</td>
<td>4 So. 5th St</td>
<td>.5420</td>
<td>Sunrise-Sunset</td>
<td>AP</td>
<td>Robert M. Carson</td>
<td>Paul Dominguez</td>
</tr>
<tr>
<td>KFJB</td>
<td>MARSHALLTOWN</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>Muscatine Bestg. Co.</td>
<td>133 E. Main St.</td>
<td>.860</td>
<td>Day Time</td>
<td>UP</td>
<td>Steve M. Holt</td>
<td>Hubert J. Marshall</td>
</tr>
<tr>
<td>KGLO</td>
<td>MASON CITY</td>
<td>1300 Kc.</td>
<td>5000 Watts</td>
<td>Northeast Iowa Radio Corp.</td>
<td>41½ W. Charles St.</td>
<td>120-1</td>
<td>Full Time</td>
<td>UP</td>
<td>George J. Volger</td>
<td>Darrell Dorsey</td>
</tr>
<tr>
<td><strong>KBOE</strong></td>
<td>OSKALOOSA—1950—TALL CORN</td>
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<tr>
<td><strong>Frequency:</strong> 740 Kc.</td>
<td><strong>Power:</strong> 250 Watts d.</td>
<td></td>
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</tr>
<tr>
<td><strong>Owned-Oper. By: Oskaloosa Bcstg. Co.</strong></td>
<td><strong>Address:</strong> Highway 63, N. of Oskaloosa</td>
<td></td>
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<tr>
<td><strong>Phone Number:</strong> 3-3493</td>
<td><strong>Transcription Service:</strong> Thesaurus, SESAC</td>
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<tr>
<td><strong>Representative:</strong> Pearson</td>
<td><strong>Membership:</strong> NARTB</td>
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<tr>
<td><strong>News Service:</strong> AP</td>
<td><strong>President:</strong> E. G. Wenick</td>
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<tr>
<td><strong>General Manager:</strong> Ken Kilmer</td>
<td><strong>Commercial Mgr.:</strong> G. L. Stanley</td>
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<tr>
<td><strong>Program Director:</strong> Bob Henry</td>
<td><strong>Chief Engineer:</strong> Robert W. Moore</td>
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<thead>
<tr>
<th><strong>KBIZ</strong></th>
<th>OTTUMWA—1941—MBS</th>
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<tbody>
<tr>
<td><strong>Frequency:</strong> 1240 Kc.</td>
<td><strong>Power:</strong> 250 Watts</td>
</tr>
<tr>
<td><strong>Owned-Operated By:</strong> KBIZ, Inc.</td>
<td><strong>Address:</strong> 2513 N. Court Rd.</td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 2422</td>
<td><strong>News Service:</strong> AP</td>
</tr>
<tr>
<td><strong>Transcription Service:</strong></td>
<td><strong>Membership:</strong> NARTB</td>
</tr>
<tr>
<td><strong>Representative:</strong> Pearson</td>
<td><strong>President:</strong> James J. Conroy</td>
</tr>
<tr>
<td><strong>News Service:</strong> World</td>
<td><strong>Station Manager:</strong> Alice E. Fisher</td>
</tr>
<tr>
<td><strong>Membership:</strong> NARTB</td>
<td><strong>Program Director:</strong> Larry Shepard</td>
</tr>
<tr>
<td><strong>President, General Mgr.:</strong></td>
<td><strong>Chief Engineer:</strong> Loyd Hanson</td>
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</table>

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<thead>
<tr>
<th><strong>KFNF</strong></th>
<th>SHENANDOAH—1924—MBS</th>
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<tbody>
<tr>
<td><strong>Frequency:</strong> 920 Kc.</td>
<td><strong>Power:</strong> 1000 Watts d.</td>
</tr>
<tr>
<td><strong>500 Watts n.</strong></td>
<td><strong>Owned-Operated By:</strong> Capital Bcstg. Co.</td>
</tr>
<tr>
<td><strong>Address:</strong> Shenandoah</td>
<td><strong>Phone Number:</strong> 1302</td>
</tr>
<tr>
<td><strong>News Service:</strong> AP, INS</td>
<td><strong>Transcription Service:</strong> World, SESAC</td>
</tr>
<tr>
<td><strong>Representative:</strong> Pearson</td>
<td><strong>Membership:</strong> NARTB, BAB</td>
</tr>
<tr>
<td><strong>President:</strong> C. J. Abbott</td>
<td><strong>Gen., Comm. Manager:</strong> C. Earl Williams</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Earl Blackesley</td>
<td><strong>Chief Engineer:</strong> Franz Cherry</td>
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<tr>
<th><strong>KMA</strong></th>
<th>SHENANDOAH—1925—ABC</th>
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<tr>
<td><strong>Frequency:</strong> 960 Kc.</td>
<td><strong>Power:</strong> 5000 Watts</td>
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<tr>
<td><strong>Owned-Operated By:</strong> May Bcstg. Co.</td>
<td><strong>Phone Number:</strong> 192</td>
</tr>
<tr>
<td><strong>Air Time:</strong> Unlimited</td>
<td><strong>News Service:</strong> AP, UP</td>
</tr>
<tr>
<td><strong>Transcription Service:</strong> Capitol, SESAC</td>
<td><strong>Representative:</strong> Edward Petry</td>
</tr>
<tr>
<td><strong>Membership:</strong> NARTB</td>
<td><strong>President:</strong> Edward W. May</td>
</tr>
<tr>
<td><strong>General Manager:</strong> Owen Saddler</td>
<td><strong>Station Manager:</strong> Anthony Koelker</td>
</tr>
<tr>
<td><strong>Commercial Mgr.:</strong> Arden Swisher</td>
<td><strong>Pub., Dir., Sales Prom. Mgr.:</strong> Joe Baker</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Warren Nielson</td>
<td><strong>Chief Engineer:</strong> R. J. Schroeder</td>
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<thead>
<tr>
<th><strong>KCOM</strong></th>
<th>SIOUX CITY—1949—TALL CORN</th>
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<tbody>
<tr>
<td><strong>Frequency:</strong> 620 Kc.</td>
<td><strong>Power:</strong> 1000 Watts</td>
</tr>
<tr>
<td><strong>Owned-Operated By:</strong> KCOM Bcstg. Co.</td>
<td><strong>Address:</strong> 620 Insurance Exchange Bldg.</td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 8-0628</td>
<td><strong>Air Time:</strong> Unlimited</td>
</tr>
<tr>
<td><strong>News Service:</strong></td>
<td><strong>Transcription Service:</strong> Standard</td>
</tr>
<tr>
<td><strong>Representative:</strong> Pearson</td>
<td><strong>Membership:</strong> NARTB, BAB</td>
</tr>
<tr>
<td><strong>President &amp; Manager:</strong> Dietrich Dirks</td>
<td><strong>Sales, Prom. Mgr.:</strong> Hap Burgess</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Dean Murray</td>
<td><strong>Chief Engineer:</strong> Al Smith</td>
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<tr>
<th><strong>KSCJ</strong></th>
<th>SIOUX CITY—1927—ABC</th>
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<tr>
<td><strong>Frequency:</strong> 1360 Kc.</td>
<td><strong>Power:</strong> 5000 Watts</td>
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<tr>
<td><strong>Owned-Operated By:</strong> Perkins Bros. Co.</td>
<td><strong>Business-Studio Address:</strong> 415 Douglas St.</td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 5-7935</td>
<td><strong>News Service:</strong> AP</td>
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<tr>
<td><strong>Transcription Service:</strong> Lang-Worth, World</td>
<td><strong>Representative:</strong> George P. Hollingbery</td>
</tr>
<tr>
<td><strong>Membership:</strong> NARTB</td>
<td><strong>President:</strong> W. R. Perkins</td>
</tr>
<tr>
<td><strong>Manager:</strong> E. T. Flacherty</td>
<td><strong>Program Director:</strong> Elizabeth Sammons</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Jean Harrady</td>
<td><strong>Publicity Director:</strong> Jean Harrady</td>
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<tr>
<td><strong>Chief Engineer:</strong> Ernest Kruger</td>
<td><strong>Chief Engineer:</strong> Sam Seldon</td>
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<thead>
<tr>
<th><strong>KTRI</strong></th>
<th>SIOUX CITY—1938—MBS</th>
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<tbody>
<tr>
<td><strong>Frequency:</strong> 1470 Kc.</td>
<td><strong>Power:</strong> 5000 Watts</td>
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<tr>
<td><strong>Owned-Operated By:</strong> Sioux City Bcstg. Co.</td>
<td><strong>Business-Studio Address:</strong> 400 Commerce Bldg.</td>
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<tr>
<td><strong>Phone Number:</strong> 8-0165</td>
<td><strong>News Service:</strong> UP</td>
</tr>
<tr>
<td><strong>Transcription Service:</strong> Thesaurus</td>
<td><strong>Representative:</strong> Venard</td>
</tr>
<tr>
<td><strong>President:</strong> John C. Kelly</td>
<td><strong>General Manager:</strong> James Mitchell</td>
</tr>
<tr>
<td><strong>Sales Prom. Dir.:</strong> Harry Bulow Jr.</td>
<td><strong>Chief Engineer:</strong> Bob Hansen</td>
</tr>
<tr>
<td><strong>Program Director:</strong> Sam Seldon</td>
<td><strong>Chief Engineer:</strong> Sam Seldon</td>
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<tr>
<th><strong>KICD</strong></th>
<th>SPENCER—1941—MBS</th>
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<tr>
<td><strong>Frequency:</strong> 1240 Kc.</td>
<td><strong>Power:</strong> 250 Watts</td>
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<tr>
<td><strong>Owned-Oper. By:</strong> Iowa Great Lakes Bcstg. Co.</td>
<td><strong>Address:</strong> Spencer</td>
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<tr>
<td><strong>Phone Number:</strong> 1240</td>
<td><strong>News Service:</strong> AP</td>
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</tbody>
</table>
THOSE WHO KNOW FAMOUS BRANDS . . . .

Says a sales-minded station executive: "We buy news for re-sale. We find AP news is not only favored by our sponsors, but AP's complete coverage gives us a gratifying revenue potential because of the variety of packages we can make of it."

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
KANSAS

Pop. Feb. 1, 1954 (Est.) 1,943,000 — Families 583,000
Radio Homes 554,000 — TV Homes 215,500 — Stations in State 40

KSOK
ARKANSAS CITY—1947—KBS
Frequency: 1280 Kc. .. Power: 1000 Watts d.
Owned-Operated By . The KSOK Bdstg. Co.
Address ... Box 455
Phone Number 2666
News Service AP
Transcription Service Lang-Worth
President Oscar S. Stauffer
General Manager S. C. Thompson
Program Director Richard Moore
Commercial Mgr. C. E. Archer
Chief Engineer Edward H. Howe

KARE
ATCHISON-ST. JOSEPH—1939
Frequency: 1470 Kc. .. Power: 1000 Watts
Address . . Fifth & Kansas Ave., Atchison
Phone Number 2447
Air Time 5:45 a.m.-12 M.
News Service AP
Representative Sears & Ayre
Transcription Service Standard
General Manager J. M. Griffith
Station Manager Paul H. Buening
Publicity Director Edna Shelly
Chief Engineer L. H. Winegardner

KCRB
CHANUTE—1952—KBS
Frequency: 1460 Kc. .. Power: 1000 Watts d.
Owned-Operated By . Cecil W. Roberts
Address Box 132
Phone Number 434
News Service UP
Representative H. I. F. Best
President Cecil W. Roberts
Gen. Mgr., Chief Engr. D. W. Holsington
Program Director Joe Young

KGGF
COFFEYVILLE—1930—ABC
Frequency: 690 Kc. .. Power: 10,000 Watts d.
5000 Watts n.
Business-Studio Address 6th & Elm
Phone Number 1843.4
Air Time 6 a.m.-12 M.
News Service AP, INS
Transcription Service World
Representative Weed
Membership NARTB
President Richard M. Seaton
Gen., Sales Prom. Mgr.
Pub. Dir. Robert L. Pratt
Commercial Manager E. B. Spoonamore

KGNO
DODGE CITY—1930
Frequency: 1370 Kc. .. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Dodge City Bdstg. Co.
Business Address 705 Second St.
Phone Number 1370
Air Time 6 a.m.-11 p.m.
Newspaper Affiliation Dodge City Daily Globe
News Service AP
Representative Art Haag
Membership NARTB, BAB
President J. C. Denious
Gen., Sta. Mgr. W. Elliott
Program Director Herschel Holland
Chief Engineer Frank Miller
Sales Prom. Mgr. Ruth Peterson

KBTO
EL DORADO—1953
Frequency: 1380 Kw. Power: 500 Watts d.
Owned-Oper. By C. A. Tedrick
Address Box 168
Phone Number 130
Owner O. A. Tedrick

Program Dir. Richard S. Embody
Chief Engineer J. S. Jaminet

K XXXX
COLBY—1947
Frequency: 790 Kc. .. Power: 5000 Watts d.
Owned-Oper. By Western Plains Bdstg. Co.
Address 380 W. 4th St.
Phone Number 790
Air Time Daytime
News Service UP
Transcription Service RCA
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

KFRM
CONCORDIA—1948—CBS
Frequency: 550 Kc. .. Power: 5000 Watts d.
Address KMBB Bldg., Kans. City, Mo.
Phone Number 2650
News Service AP, UP
Transcription Service Langworth
Representative Free & Peters
President Arthur B. Church
Vice-Pres., Gen. Mgr. George J. Higgins
Program Director Rodrick B. Cupp
Promotion Mgr. Harold W. Storm
Chief Engineer C. E. Moler

K G O
General Manager ........................................ B. E. Brown
Chief Engineer ........................................ Jay H. Williams

**KTSW**

**EMPORIA—1939—MBS**

Frequency: 1400 Kc.  Power: 250 Watts
Business Address ............ Soden’s Grove
Phone Number .............. 153
Air Time .................. Unlimited
News Service ............... AP
Transcription Service ...... Theasaurus Representative
President ..................... G. F. Reed
Commercial Manager .......... Harold Servay
Program Director ............. Wilma Slattery
Chief Engineer ............... Everett Thompkins

**KGAR**

**GARDEN CITY—1948**

Frequency: 1050 Kc.  Power: 1000 Watts d.
Business-Studio Address ........ R.R. No. 1
Phone Number .............. 3041
News Service ............... AP
Transcription Service ...... Associated Representative
President ..................... Ellsworth Sherman
General Manager .......... M. R. Pearce
Program Director .......... Lo-raise L. Pearce
Chief Engineer ............... Robert Breeding

**KIUL**

**GARDEN CITY—1935—MBS**

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By .......... KIUL, Inc.
Business-Studio Address ........ 509½ N. Main
Phone Number .............. 3251
News Service ............... AP
Transcription Service ...... World
Commercial Manager ........ Bob Emery
Program Director .......... Tony Jewell
Promotion Director .......... Ann Conrad
Chief Engineer ............... Joe Tennesen

**KWGB**

**GOODLAND—1947—MBS-KBS**

Frequency: 730 Kc.  Power: 1000 Watts d.
Address .................. Hotel Howard
Phone Number .............. 331
News Service ............... AP
Transcription Service ...... Capitol. Cole
Owner, General Mgr. ...... James E. Blair
Commercial Mgr. .......... Bert Blair
Chief Engineer ............... Lyle Fick

**KVGB**

**GREAT BEND—1937—NBC**

Frequency: 1590 Kc.  Power: 5000 Watts
Owned-Operated By .......... KVGB, Inc.
Business-Studio Address ........ 2103 Forest
Phone Number .............. 4317
Air Time .................. Full Time
News Service ............... AP
Newspaper Affiliation ...... "Daily Tribune"
Transcription Service .... Theasaurus Representative
President ..................... John E. Pearson
Membership .................... NARTB
V.P., Gen., Sta. Mgr. ...... Grover C. Cobb
Asst. Mgr. ............... Sherwood R. Parks
Sales Manager .............. Bill J. Jarvis
Program Director .......... Ray H. Beals
Chief Engineer ............... Gilbert Hanzlcek

**KAYS**

**HAYS—1948—KBS**

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .......... KAYS, Inc.
Phone Number .............. 4-2578
Address .................. 2450 Hall St.
Air Time .................. Full Time
Newspaper Affiliation ...... Hays Daily News
News Service ............... AP
Transcription Service ...... Langworth
Membership .................... NARTB, BAB
President ..................... Frank Motz
Gen., Sta., Comm. Mgr. .... Bob Schmidt
Program Director .......... Max Bicknell
Publicity Director .......... Janie Roth
Promotion Manager .......... Bud Ryan
Chief Engineer ............... Glen Barnett

**KBWB**

**HUTCHINSON—1935—NBC**

Frequency: 1450 Kc.  Power: 250 Watts
Business-Studio Address ...... Box 1026
Phone Number .............. 24486
Air Time .................. Full Time
News Service ............... AP
Transcription Service ...... World
Representative .......... Taylor
Membership .................... NARTB
President ..................... Bess Marsh Wyse
General Manager .......... Harold E. King
Commercial Manager .......... Kainor Carson
Program Director .......... Edward Welch
Publicity Director .......... Marguerite MacMorris
Chief Engineer ............... Bill Hart

**KWHK**

**HUTCHINSON—1946**

Business-Studio Address ...... 18 W, 5th St
Phone Number .............. 5-4461
Air Time .................. Full Time
News Service ............... AP
Transcription Service ...... Theasaurus Representative
President ..................... Everett-McKinnie
General Manager .......... James E. Murray
Chief Engineer ............... Vern Minor

422
Program Director .......................... Jim Murray, Jr.
Chief Engineer ............................. Millard Clary

**KIND**

**INDEPENDENCE—1947**

Owned-Operated By .......................... Central Bestg., Inc.
Bus.-Studio-Transmitter ...................... Professional Bldg.
Phone Number .............................. 1010
News Service ............................... AP
Membership ................................. BAB
Chief Engineer .............................. James Teats

**KJCK**

**JUNCTION CITY—1949**

Frequency: 1420 Kc. Power: 1000 Watts d.
Owner-Oper. By .............................. Junction City Bestg. Co.
Address ................................... 724 1/2 No. Washington St.
Phone Number ................................ 18-3165
Air Time .................................... Full Time
News Service ................................. AP
Transcription Service ..................... Lang-Worth
Pres., General Manager .................... R. L. Weir, Jr.
Commercial Mgr. ............................. James Platt
Program Director ........................... Jack Horner

**KCKN**

**KANSAS CITY—1930**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......................... KCKN Bestg. Co.
Business Address ........................... 300 Waltower Bldg.
Phone Number .............................. Victor 3864
Air Time .................................... Full Time
News Service ................................. AP
Transcription Service ..................... Lang-Worth, Standard
Representative .............................. Capper Publications
President ................................. W. A. Bailey
General Manager ............................ Ben Ludy
Program Director ........................... George Stump
Chief Engineer .............................. Louis Dickensheets

**KLWN**

**LAWRENCE—1951**

Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Operated By .......................... Lawrence Bestrs. Inc.
Address ................................... Lawrence
Phone Number .............................. 3431
News Service ................................. UP
Transcription Service ..................... Thesaurus
Representative .............................. W. S. Grant
Membership ................................. NARTB, BAB
President ................................. R. E. Graber
Gen., Sta. Mgr. .............................. Ardene Booth
Program Director ........................... Ed Hundleym
Chief Engineer .............................. Hal Carlson

**KCLO**

**LEAVENWORTH—1948—KBS**

Address ................................... Farmington
Phone Number .............................. 3620
Air Time .................................... Day Time
News Service ................................. UP
Representative .............................. Hil F. Best
President ................................. Cecil W. Roberts
Station Manager ............................ Chet B. Kozak
Commercial Mgr. ............................. Jack Campbell
Chief Engineer .............................. Del Rush

**KSCB**

**LIBERAL—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By .............................. Seward County Bestg. 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 ................................. Ali M. Landon
General Manager ........................... Leon S. Salathiel
Commercial Manager ....................... Roy Pearce
Program Director ........................... Bill Scott
Chief Engineer .............................. J. A. Seegars

**KMAN**

**MANHATTAN—1950**

Frequency: 1350 Kc. Power: 500 Watts d.
Address ................................... 114 No. 4th St.
Phone Number .............................. PR 8-4451
Transcription Library ..................... Thesaurus, SESAC
Newspaper Affil. ............................ "Daily Mercury-Chronicle"
News Service ................................. AP
President ................................. Fred A. Seaton
Gen., Sta. Manager .......................... Warren L. Mowder
Commercial Mgr. ............................ Paulson E. Leighton
Program Director ........................... Sam Blessing
Chief Engineer .............................. Herbert P. Lavin

**KNEX**

**McPHERSON—1949—KBS**

Phone Number .............................. 1540
News Service ................................. AP
Transcription Service ..................... Thesaurus
Membership ................................. BAB
General Manager ............................ Henry Dais
Chief Engineer .............................. Claude Hughes

**KJRG**

**NEWTON—1953**

Frequency: 850 Kw. Power: 500 Watts d.
Owned-Oper. By .............................. Geo. Basil Anderson
Phone Number .............................. 3240
Representative .............................. Continental, Biddick
Owner ................................. Geo. BasilAnderson
General Manager ........................... Robert Kent
Commercial Mgr. ............................. William Fellner
Program Director ........................... Ken Stobbaugh
KOFO
OTTAWA—1949
Owned-Operated By: Ottawa Bcstg. Co.
Address: 20th & S. Main
Phone Number: 1045
Air Time: Daytime
News Service: AP
Transcription Service: Capitol, Lang-Worth
Partner, Gen. Mgr.: J. N. Jobes
Partner: Herbert M. Jobes
Commercial Mgr.: Thomas F. Ruble

KLKC
PARSONS—1948
Owned-Oper. By: Community Bcstg. Co.
Business-Studio Address: 1904 Broadway
Phone Number: 4050
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Thesaurus, Associated
President: Clyde M. Reed, Jr.
General Manager: Raeburn D. Drenner
Chief Engineer: Charles Neer

KOAM
PITTSBURG—1937—NBC
Frequency: 860 Kc. Power: 10,000 Watts d.
5,000 n.
Phone Number: 2165
Air Time: 5:45 a.m.-M.
News Service: AP
Representative: John E. Pearson
Membership: NARTB
Pres., Gen., Sta. Mgr.: E. V. Baxter
Sales Prom. Mgr.: Paul Hudson
Chief Engineer: Leo Stafford

KSEK
PITTSBURG—1947
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 1340 E. Quincy
Phone Number: 742
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: O. S. Stauffer
President: Thad M. Sandstrom
General Manager: Paul A. Winders

KWSK
PRATT—1952
Owned-Operated By: Pratt Bcstg. Co.
Address: 207½ Main St.
Phone Number: 1570
General Manager: Clem Morgan
Commercial Mgr.: John Wright

KSAL
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
Transcription 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: McGilvra
President: S. H. Patterson
General Manager: Norwood J. Patterson
Program Director: Hal McWilliams
Commercial Mgr.: A. J. Stewart

KTOP
TOPEKA—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Charles B. Axton
Address: Box 538
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
Asst. Manager: Marie M. McKinney
Program Director: Jack Warren Ostrode
Chief Engineer: Floyd A. Griffiths

WIBW
TOPEKA—1926—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned By: Capper Publications, Inc.
Business-Studio Address: 1035 Topeka Blvd.
Phone Number: 3-2377
News Service: AP, UP
Transcription Service: Lang-Worth, Standard
Membership: NARTB
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, Edcstg. Co., Inc.
Business-Studio Address  .. 411 W. 10th St.
Phone Number .................. 2-0505
Air Time.............................. Full Time
News Service ....................... UP
Transcription Service.......... World
Representative ..................... Weed
Membership ....................... NARTB, BAB
President ......................... All M. Landon
Business Manager ................. Fred L. Conger
Sales Promotion Manager ...... Gerald K. Barker
Program Director ............... Max Falkenstein
Technical Spvsr.................. Albert J. Meyer

KAKE
WICHITA—1947—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .. KAKE Bststg. Co., Inc.
Bus.-Studio Address .. 418 W. Douglas Ave.
Phone Number .......... 4-9369
News Service ...................... AP
Transcription Service ........ World
Representative ................. Radio Reps. Inc.
V.P., General Manager ...... Jack Todd
Commercial Manager .......... Martin Bass
Program Director .............. Graeme Fletcher
Chief Engineer .................... Harold Newby

KANS
WICHITA—1936—NBC
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 ...... Associated
Representative ................. O. L. Taylor Co.
Membership ...................... NARTB
President ......................... O. L. Ted Taylor
General Manager .............. Archie J. Taylor
Sales Promotion Manager ... Russell L. Lowe
Program Director .............. Vernon Reed
Chief Engineer .................... Ted Heihecker

KFB1
WICHITA—1922—ABC
Frequency: 1070 Kc.  Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By .......... KFB1, Inc.
Business-Studio Address .. Box 1402
Phone Number ........ Temple 8-3377
Air Time.............................. 6 a.m.-M.
News Service ....................... AP
Transcription Service ........ World
Representative ................. Avery-Knodel
Membership ....................... NARTB, BAB

KFH
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 ...... Capitol
Representative ..................... Blair
Membership ....................... NARTB
President ......................... John Rigby
V.P., Gen. Mgr.................. Frank V. Webb
Sales Promotion Manager ... Beulah Roth
Program Director .............. Thomas Bashaw
Chief Engineer .................... Virgil Hinshaw

KWBB
WICHITA—1950
Frequency: 1410 Kc.  Power: 1000 Watts
Owned-Oper. By ... Wichita Beacon Bststg. Co.
Address ................ 2829 Sallina Ave.
Phone Number .......... 8-3331
Air Time.............................. 6 a.m.-M.
Transcription Service .... Thesaurus
News Service ....................... AP
Representative ................. Clark
Membership ....................... NARTB, BAB
President ......................... O. E. Bradley
General Manager .............. J. Milton Hall
Commercial Mgr.............. John Merrell
Program Director .............. W. Welch
Chief Engineer .................... Gene Williams

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**KENTUCKY**

Pop. Feb. 1, 1954 (Est.) 3,004,000 — Families 770,000
Radio Homes 684,000 — TV Homes 359,500 — Stations in State 50

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**WCMI**
ASHLAND—1935—CBS
Frequency: 1340 Kc.  Power: 250 Watts
Address: 120 20th Street
Phone Number: Main 3010
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Trans. Service: World, Thesaurus, SESAC
Representative: H-R Reps
President: Charles Sawyer
Exec. Vice-President: J. P. Williams
General Manager: Adna H. Karns
Sta. Comm. Mgr.: W. R. Martin
Program Director: J. B. Sowards
Chief Engineer: Clarence W. Weaver

**WKCT**
BOWLING GREEN—1947—ABC
Frequency: 930 Kc.  Power: 1000 Watts d.
500 Watts n.
Address: Box 727
Phone Number: BO 4325
Air Time: 5:30 a.m.-12 M.
News Service: UP
Newspaper Affiliation: Park City Daily News
Transcription Service: Thesaurus
Representative: Pearson
President: J. Ray Gaines
Sta. Gen. Mgr.: Al Temple
Comm. Prom. Mgr.: Jeff Wright
Program Director: Jack Eversole
Publicity Director: Alvus Temple
Chief Engineer: Haro Durham

**WLBJ**
BOWLING GREEN—1938—MBS-KBS
1000 Watts n.
Address: 901 Fairview
Phone Number: 3212
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Burn-Smith
Membership: BAB, NARTB
Pres., Gen., Sta. Mgr.: Ken D. Given
Commercial Manager: Robert Proctor
Sales Prom. Mgr.: Bill Kuznitsof
Publicity Director: Georgia Bates
Program Director: Helen Given
Chief Engineer: Tom Smith

**WLCK**
CAMPBELLSVILLE—1951
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Taylor Bcstg. Co.
Address: P. O. Box 248
Phone Number: 380
News Service: UP
Transcription Service: Cole
Pres., Gen. Mgr.: Redman Turner
Commercial Manager: Lindsey Harden
Program Director: Tommie Kerr
Chief Engineer: James B. Crawley

**WTVO**
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. Comm. Mgr.: Frank Shacklette
Sales Promotion Mgr.: Frank Hayden
Chief Engineer: Harvey Kingsbury

**WAIN**
COLUMBIA—1951
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
Pres., Gen. Mgr.: S. C. Bybee
Commercial Mgr.: Lanier Burchett
Chief Engineer: Lewis Owens

**WCTT**
CORBIN—1947—MBS
Frequency: 680 Kc.  Power: 1000 Watts
Owned-Oper. By: Corbin Times-Tribune, Inc.
Phone Number: 123-4
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
President: J. Springer Robinson
General Manager: John L. Crawford
Station Manager: Kenneth Turner
Commercial Manager: S. G. Hembree
Chief Engineer: C. R. Austin

**WZIP**
COVINGTON—1947—KBS
Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Operated By: WZIP, Inc.
Bus-Studio Address: Sixth & Madison Aves.
Phone Number: 5300
Air Time: Daytime
KENTUCKY

News Service ........................................ AP
Representative ...................................... Indies, Inc.
Membership ......................................... NARTB, BAB
Publicity Director ................................. Walter Rebaum
Chief Engineer ...................................... Robert G. Staab

W C P M
CUMBERLAND—1950—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ................................. Blanford Radio Co.
Address ............................................. Danville, Ky.
Commercial Mgr. ................................. Lew Boehm
Program Director ................................. Charles Esposito
Chief Engineer ...................................... J. Francie Fox

W H I R
DANVILLE—1947—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Address ........................................ Danville 1230
Phone Number ................................. P. O. Box 234
Air Time ............................................ Full Time
News Service ....................................... UP
Transcription Service ......................... World Representative
Mem. ship ........................................... Hal Holman Co.
Pres., Comm. Mgr. ................................. W. T. Isaac
V.P., Pgm. Dir. ................................. David B. Highbaugh
Chief Engineer ...................................... Henry C. Lovell

W I E L
ELIZABETHTOWN—1950
Frequency: 1400 Kc.  Power: 250 Watts
Phone Number ..................................... 5151
Air Time ............................................ Full Time
Transcription Service ......................... RCA Thesaurus
News Service ....................................... UP
Membership ......................................... NARTB, BAB
President .......................................... J. W. Hodges
Gen., Sta. Mgr. ................................. Dee Huddleston
Chief Engineer ...................................... Tom Moore Baldwin

W F K Y
FRANKFORT—1946—MBS-KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ................................. Frankfort Bestg. Co., Inc.
Phone Number ..................................... 48281
Air Time ............................................ 5 a.m.—11 p.m.
News Service ....................................... UP
Representative ...................................... Burn-Smith
Pres., Gen. Mgr. ..................................... Ken Hart
Prog. Dir. .......................................... Robert Beasley
Comm., Sales Prom. Mgr. ...................... Charles Drew
Chief Engineer ...................................... Wally Roach

W F U L
FULTON—1951
Frequency: 1270 Kc.  Power: 1000 Watts d.
Owned-Operated By ................................. Ken-Tenn Bestg. Corp.
Phone Number ..................................... 1270
News Service ....................................... UP

Transcription Service ......................... Thesaurus, SESAC
President .......................................... Dr. R. W. Bushart
Gen. Mgr., Pgm. Dir. ............................. J. O. Lewis
Gen. Mgr., Chief Engr. .......................... John Latham

W K A Y
GLASGOW—1946
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Glasgow Bestg. Co., Inc.
Phone Number ..................................... 2141
News Service ....................................... UP
Transcription Service ......................... SESAC
President .......................................... Jack Pelto
Gen., Sta. Mgr., Chief Engr. .................... Clovis Sadler
Sales Prom. Mgr. .................................. J. M. Barrick
Mgr. ................................................. Freeman Cherry
Program Director ................................. Caroline Bigger
Chief Engineer ...................................... C. H. Hulse

W H L N
HARLAN—1941—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Blanford Radio Co., Inc.
Phone Number ..................................... 625
Air Time ............................................ Full Time
News Service ....................................... UP
Transcription Service ......................... Thesaurus, World Representative
Membership ......................................... BAB
President, Gen. Mgr. ............................. R. B. Helms
Program Director ................................. Nell Bradford
Commercial Mgr. .................................. J. T. Morgan
Chief Engineer ...................................... J. Francie Fox, Jr.

Those Who Know
Famous Brands . .

Says WLBJ’s Commercial Manager Bob Proctor at Bowling Green, Ky.: “Our merchants — like merchants everywhere — are brand conscious.
When we offer them AP, they know they’re getting the best brand in news.”

...... Know the Most Famous
Brand in News Is AP
WKIC
HAZARD—1947—MBS
Frequency: 1340 Kc.   Power: 250 Watts
Owned-Operated By: BMG Bestg. Corp.
Address: Peoples Bank Building
Phone Number: 720
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Hil F. Best
President: Fred B. Bullard
General Manager: Richard H. Goodlette
Chief Engineer: Marvin E. Young
News Director: Charles W. McCuliff
Comm., Prom. Manager: Bob Mansfield

WSON
HENDERSON—1941—MBS-KBS
Bus.-Studio Address: Zion Rd.
Phone Number: 3923
News Service: UP
Transcription Service: RCA
Representative: Meeker
Membership: NARTB, BAB
Pres., Gen. Sta. Mgr.: Hecht S. Lackey
Program Director: Martin E. Schaefer
Chief Engineer: Orville D. Jackson

WHOP
HOPKINSVILLE—1940—CBS
Frequency: 1230 Kc.   Power: 250 Watts
Phone Number: TV 5-5331
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
Program Director: Margaret Wyatt
Chief Engineer: Leo Y. Wilson

WLBN
LEBANON—1953
Frequency: 1590 Kw.   Power: 500 Watts d.
Address: Box 647
Co-Owner, Gen. Mgr.: C. H. Hulse
Co-Owner, Prog. Dir.: Charles Shuffett

WLAP
LEXINGTON—1922—ABC
Frequency: 630 Kc.   Power: 5000 Watts d.
1000 n.
Owned-Operated By: American Bestg. Corp.
(Not ABC)
Business-Studio Address: Radio Bldg.
Phone Number: 3-2727

WLXK
LEXINGTON—1946—KBS
Frequency: 1300 Kc.   Power: 1000 Watts
Busines Address: Campbell House
Phone Number: 3-0433
Air Time: Unlimited
Trans. Service: Lang-Worth, MacGregor
Representative: Forjo
News Service: AP
President: J. D. Gay, Jr.
Secy.-Treas.: Guthrie Bell
Gen., Com. Mgr.: J. L. Brownell, Sr.
Chief Engineer: William Youn!

WVLK
LEXINGTON—1947—MBS
Frequency: 590 Kc.   Power: 1000 Watts
Owned-Oper. By: Bluegrass Bestg. Co., Inc.
Address: Phoenix Hotel
Phone Number: 4-6470
News Service: AP
Transcription Service: Thesaurus
Representative: Burn-Smith
President: Donald J. Horton
V. Pres., Gen. Mgr.: Ted Grizzard
Secy., Sta. Dir.: Ted Grizzard
Commercial Manager: Lynn E. Knox
Promotion Manager: George T. Webb
Program Director: O. C. Halyard, Jr.
Chief Engineer: Paul Dunbar

WAVE
LOUISVILLE—1933—NBC
Frequency: 970 Kc.   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: Fred & Peters
Membership: NARTB, BAB
President: George W. Norton, Jr.
General-Station Manager: Nathan Lord
Commercial Manager: Le Vel Wallman
Sales Prom. Mgr.: Charles Hill
Program Director: James Caldwell
Chief Engineer: Wilbur Hudson

WGRC
LOUISVILLE—1936
Frequency: 790 Kc.   Power: 5000 d. 1000 n.
Owned-Operated By: Northside Bestg. Corp.
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner Operated By</th>
<th>Address</th>
<th>Phone</th>
<th>Station Affiliation</th>
<th>News Service</th>
<th>Air Time</th>
<th>Transcription Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAS</td>
<td>840 Kc.</td>
<td>50.000 Watts</td>
<td>WHAS, Inc.</td>
<td>525 W. Broadway</td>
<td>2211</td>
<td>Courier-Journal, “Times”</td>
<td>AP</td>
<td>Full Time</td>
<td>Long-Worth</td>
</tr>
<tr>
<td>WLOU</td>
<td>1350 Kc.</td>
<td>1000 Watts</td>
<td>Robert W. Rounsaville</td>
<td>2549 S. Third St.</td>
<td>387</td>
<td>Madison Publishing</td>
<td>UP</td>
<td>Daytime</td>
<td>Standard, Capitol</td>
</tr>
<tr>
<td>WFMW</td>
<td>730 Kc.</td>
<td>250 Watts</td>
<td>Messenger Broadcasting Co.</td>
<td>Box 387</td>
<td>1985</td>
<td>Sunrise-Sunset</td>
<td>UP</td>
<td>7 a.m.-M.</td>
<td>World</td>
</tr>
<tr>
<td>WKLO</td>
<td>1080 Kc.</td>
<td>5000 Watts</td>
<td>Kentucky Broadcasting Corp.</td>
<td>Earl Hotel</td>
<td>4441</td>
<td>Air Time</td>
<td>Full Time</td>
<td>BAB</td>
<td></td>
</tr>
<tr>
<td>WKYW</td>
<td>900 Kc.</td>
<td>1000 Watts</td>
<td>Radio Kentucky, Inc.</td>
<td>431 W. Jefferson St.</td>
<td>387</td>
<td>Air Time</td>
<td>Full Time</td>
<td>AP</td>
<td></td>
</tr>
<tr>
<td>WFMW</td>
<td>730 Kc.</td>
<td>250 Watts</td>
<td>Messenger Broadcasting Co.</td>
<td>Box 387</td>
<td>1985</td>
<td>Sunrise-Sunset</td>
<td>UP</td>
<td>7 a.m.-M.</td>
<td>World</td>
</tr>
<tr>
<td>WKLO</td>
<td>1080 Kc.</td>
<td>5000 Watts</td>
<td>Kentucky Broadcasting Corp.</td>
<td>Earl Hotel</td>
<td>4441</td>
<td>Air Time</td>
<td>Full Time</td>
<td>BAB</td>
<td></td>
</tr>
<tr>
<td>WKYW</td>
<td>900 Kc.</td>
<td>1000 Watts</td>
<td>Radio Kentucky, Inc.</td>
<td>431 W. Jefferson St.</td>
<td>387</td>
<td>Air Time</td>
<td>Full Time</td>
<td>AP</td>
<td></td>
</tr>
</tbody>
</table>
Transcription Service .................. Capitol
President .......................... H. M. Suthard
General Mgr. ......................... T. E. Brewer
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 ........................ 626 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. Belts
Commercial Mgr. ..................... James Newhart
Program Director .................... Gene Waters
Chief Engineer ...................... Harvey Cross

WMIK
MIDDLESBORO—1948
Owned-Oper. By:  Cumberland Gap Bcstg.
Phone Number ....................... 980
Air Time ................................ Day Time
Representative ....................... Holman
Transcription Service ............... Thesaurus
News Service .......................... UP
Membership .......................... BAB
President ............................ Dr. U. G. Brummett

WNBS
MURRAY—1948
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  Murray Bcstg. 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 Bcstg. Co.
Business-Studio Address ............ 606 Monmouth St.
Phone Number ....................... Juniper 7100
Air Time ................................ Sunrise-sunset
News Service .......................... UP
President, Comm. Mgr. ............... James G. Lang
Station Manager ..................... Ann Rolles Lang
Chief Engineer ...................... Joseph M. Rice

WOMI
OWENSBORO—1938—MBS-KBS
Frequency: 1490 Kc.  Power: 250 Watts
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 .................... Cliffordean Potter
Chief Engineer ....................... Harold I. Peters

WVJS
OWENSBORO—1946
Frequency: 1420 Kc.  Power: 1000 Watts
Owned-Oper. By:  Owensboro On The Air, Inc.
Business-Studio Address .......... 324 Allen St.
Phone Number ....................... 2-3521
News Service ........................ UP
Transcription Service ............... World
Representative ....................... William O. Rombeau
Membership .......................... NARTB
President ............................ V. J. Steele
General Manager ..................... Malcolm Greep
Commercial Manager ................ John T. Rutledge
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 .......... Box 931
Phone Number ....................... 2-1678
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 ...................... E. J. Pell

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. Lackey
Prog., Pub. Dir. ...................... Ray Mofield
Chief Engineer ...................... U. C. Morris

WSIP
PAINTSVILLE—1949—MBS
Frequency: 1490 Kc.  Power: 250 Watts
KENTUCKY

WLSI
PIKEVILLE—1949
Frequency: 900 Kc. Power: 1000 Watts d.
Address: Pikeville
Phone Number: 456
Air Time: Day Time
Newspaper Affiliation: Daily News
News Service: UP
Transcription Service: Thesaurus
President: Mrs. W. J. Ward
Gen., Comm. Mgr.: Ray E. Alexander

WPKE
PIKEVILLE—1949—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Phone Number: 1280
News Service: AP
Transcription Service: SESAC, World
Membership: NARTB
President: Clyde Childers Jr.
Program Director: Al Kahn
Chief Engineer: Edwin Meek

WPRT
PRESTONBURG—1953
Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By: Kentucky Mt. Holiness Assn.
Bus.-Studio Address: Vancleve
Phone Number: 2072
Air Time: Vancleve 3 (Jackson exch.)
News Service: AP
Representative: Continental
President: Dr. Lela G. McConnell
General-Station Comm. Mgr.: Kenneth Amspaugh

WPKY
PRINCETON—1950—MBS-KBS
Address: Box 478
Phone: 2072
News Service: AP
Owner, Gen. Mgr.: Leslie Goodaker
Program Dir.: Mrs. Leslie Goodaker
Commercial Mgr.: James H. Johnson
Chief Engineer: Marvin Mahoney

WEKY
RICHMOND—1953—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Dages I. Boyle
Address: McKee Bldg.
Phone Number: 1340
Owner: Dages I. Boyle
General Manager: O. C. Halbard Jr.
Commercial Mgr.: Jack Parrish
Program Director: Bob Doll
Promotion Mgr.: Jay Watters
Chief Engineer: Reed Anderson

WRWS
RUSSELLVILLE—1953
Frequency: 800 Kc. Power: 1000 Watts d.

WSFC
SOMERSET—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Southeastern Bcstg. Corp.
Address: Stanford Rd.
Phone Number: 1240-41
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Hill F. Best
Pres., Gen., Sta. Mgr.: Mike Loyman
Commercial Manager: Donald Orwin
Program Director: John A. Hartnett
Chief Engineer: Johnny Agostine

WMTC
VANCLEVE—1948
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Kentucky Mt. Holiness Assn.
Bus.-Studio Address: Vancleve
Phone Number: 2711
Air Time: Vancleve 3 (Jackson exch.)
News Service: AP
Representative: Continental
President: Dr. Lela G. McConnell
General-Station Comm. Mgr.: Willfred Fisher
Chief Engineer: Kenneth Amspaugh

WTCW
WHITESBURG—1953
Frequency: 920 Kc. Power: 1000 Watts d.
Address: Whitesburg
Phone Number: 2711
News Service: AP
Pres., Gen. Mgr.: Kenneth J. Crosthwaite
Commercial Mgr.: Frank L. Jones
Program Director: Aubrey Garber
Chief Engineer: David B. Jordan
KROF
ABBEVILLE—1948
Frequency: 960 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 620
Phone Number: 90
Transcription Service: World
General Manager: George P. Martin
Program Director: Ebba Lou Martin
Chief Engineer: George P. Martin

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
Pres.: Jack S. Burk
V.P., Gen. Mgr.: T. E. Gibbons
Commercial Mgr.: Ron Litteral
Program Director: Charlie Arnold
Chief Engineer: Donald K. Allan

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
Transcription Service: World, MacGregor
Representative: Weed & Co.
Pres.: Walter H. Allen
Gen. Mgr.: Willard L. Cobb
Commercial Manager: Walter D. Nelson
Promotion Mgr.: Vivian Close
Prog. Dir.: Alex Marchand
Chief Engineer: Jesse R. Sexton

WIBR
BATON ROUGE—1948
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By: Community Bcstg. Co.
Address: P. O. Box 1226
Phone Number: 49493
News Service: AP
Trans. Serv.: Lang-Worth & Standard
Representative: Walker
Pres.: G. T. Owen
Gen. Mgr.: Robert Earle
Commercial Manager: Roger Davison
Chief Engineer: E. E. Case

KSYL
ALEXANDRIA—1947—NBC
Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By: KSYL, Inc.
Address: Box 1489
Phone Number: 6611-12
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
Representative: Everett-McKinney
Pres., Comm. Mgr.: Milton Fox
General Manager: Virgil G. Evans
Program Director: Bruce Rainey
Chief Engineer: Thomas Marhelka

WXBO
BATON ROUGE—1934
NBC-LA. NET
Frequency: 1150 Kc. Power: 5000 Watts
Business-Studio Address: 444 Florida St.
Phone Number: 2-5271
Air Time: Unlimited
News, Affil.: State Times, Morning Advocate
News Service: AP, UP
Transcription Service: World
Representative: George P. Hollingsbery
Membership: BAB, NARTB
President: Douglas L. Manship
V.P., General Mgr.: J. Roy Dabadie
Sales Manager: Charles C. Garvey
Program Director: Don Perrie
Chief Engineer: Pat Weathersby

KTRY
BASTROP—1948—KBS
Business-Studio Address: Box 193
Phone Number: 1400
News Service: AP
Transcription Service: Associated
General Manager: G. I. Johnson
Commercial Manager: Harry Howard

WLCS
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
W X O K
BATON ROUGE—1953
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: WXOK, Inc. Address: 243 Convention St.
Phone Number: 4-7604
News Service: AP
Transcription Service: World
Representative: Forje Co-Owners: Jules Poglin,
Stanley W. Ray Jr.
General Manager: Herb Pearson
Program Director: Ed Bishop
Chief Engineer: Charles Hogue

W I K C
BOGALUSA—1947
Frequency: 1490 Kc. Power: 250 Watts
Phone Number: 1490
General Manager: Curt Siegelin

W A R B
COVINGTON—1953
Owned-Oper. By: A. R. Blossman, Inc. Address: Box 568
Phone Number: 1600
President: A. R. Blossman
Commercial Mgr.: Roy Hebert
Program Director: Winford McDaniel
Promotion Dir.: Mildred Bland

K S I G
CROWLEY—1947
Frequency: 1450 Kc. Power: 250 Watts
Phone Number: 1450-1
News Service: AP
President: Max Thomas
Commercial Manager: Dan Harper
Chief Engineer: C. P. Ruffner

K D L A
DeRIDDER—1950—KBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Sabine Bcstg. Co. Address: Box 46
Phone Number: 7600
News Service: UP
President: Cyril W. Reddoch
Commercial Manager: Ralph L. Hooks
Program Director: Ted Thompson

KEUN
EUNICE—1952—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Tri-Parish Bcstg. Co. Address: Box 789
Phone Number: 3041
News Service: AP
Transcription Service: World
President: Vincent Riehl
General Manager: John A. Chauvin
Publicity Director: Milton S. David
Chief Engineer: J. L. Sylvester

W I H L
HAMMOND—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Cefalu Radio Station Business-Studio Address: Box 432
Phone Number: 360
News Service: AP
President: Nicholas Cefalu
Gen., Comm. Mgr.: J. K. Ferris
Sta. Mgr., Pgm. Dir.: George Bonnell
Chief Engineer: Warren Adams

K C I L
HOUMA—1946—NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: KCI L Inc. Business Address: Bayou Black Dr.
Phone Number: 1155
News Service: UP
Transcription Service: Thesaurus
Pres., Gen. Mgr.: Clovis L. Bailey
Comm. Mgr.: Gerald Dugas
Chief Engineer: P. T. Brannen

K J E F
JENNINGS—1950
Frequency: 1290 Kc. Power: 500 Watts d.
Phone Number: 1155
News Service: UP
Transcription Service: Thesaurus
Pres., Gen. Mgr.: Clovis L. Bailey
Comm. Mgr.: Gerald Dugas
Chief Engineer: Edgar E. Barton, Jr.

K L F Y
LAFAYETTE—1950—ABC
Frequency: 1420 Kc. Power: 1000 Watts d.
500 W. n.
Owned-Oper. By: Camellia Bcstg. Co. Address: P. O. Box 367
Phone Number: 8-9494
Transcription Service: World
News Service: UP
Membership: NARTB, BAB
President: Paul H. De Clout
General Manager: William A. Patton
Program Director: Bob Castellon
Publicity Director: Virginia Boulanger
Chief Engineer: Carroll Crew
<table>
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<tr>
<th>Radio Station</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Time</th>
<th>News Service</th>
<th>Representative</th>
<th>General Manager</th>
<th>Commercial Mgr.</th>
<th>Chief Engineer</th>
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<td>KVOI</td>
<td>Lafayette</td>
<td>1330 Kc</td>
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<td>John Power</td>
<td>Lucille Pearson</td>
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<td>KAOK</td>
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<td>1400 Kc</td>
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<td>P. O. Box 1399</td>
<td>6-7541</td>
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<td>George H. Thomas</td>
<td>Evan H. Hughes</td>
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<td>KLOU</td>
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<td>1580 Kc</td>
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<td>203 W. Clarence St</td>
<td>6-7277</td>
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<td>Tom Gresham</td>
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<td>John L. Vath</td>
<td>Harper L. Clark</td>
<td>Sid Morse</td>
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<td>KAPK</td>
<td>Minden</td>
<td>1240 Kc</td>
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<td>Dr. Carl Goulden</td>
<td>Reggie Ward</td>
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<td>KMLB</td>
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<td>1440 Kc</td>
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<td>ABC</td>
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<td>T. L. Bowman</td>
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<td>1390 Kc</td>
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<td>8155</td>
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<td>Paul H. Goldman</td>
<td>John H. Allen Jr.</td>
<td>Jack Ratliff</td>
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<td>1450 Kc</td>
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<td>NBC</td>
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<td>Dr. William Pierson</td>
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</tbody>
</table>

**KVOI**

**KAPK**

**KMLB**

**KNOE**

**KWCI**
KANE
NEW IBERIA—1946—ABC
Frequency: 1240 Kc. Power: 250 Watts
Address: 101 West St., Peter St.
Phone Number: 2-6726
News Service: AP
Transcription Service: World
General Manager: George H. Thomas
Station Manager: Dieprill Hamm
Sales Prom. Pgm. Dir.: Al Viguerie
Commercial Mgr.: Donald Bonin
Chief Engineer: Merle Case

KVIM
NEW IBERIA—1951
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By: Queen City Bcstg. Co.
Address: P. O. Box 50
Phone Number: 2-5826
Transcription Service: Associated
President: F. M. Cochran
General Manager: John H. Coco
Sales Prom. Mgr.: Jim Drake
Chief Engineer: Lynn Hargreves

WBOK
NEW ORLEANS—1951
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: WBOK, Inc.
Address: 505 Baronne St.
Phone Number: Tulane 5363
News Service: UP
Representative: Forlue
President: Jules J. Paqlin
Comm. Mgr.: Fred Schwarz
Chief Engineer: John Rhode

WDSU
NEW ORLEANS—1923—NBC
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: WDSU Bcstg. Corp.
Business-Studio Address: 520 Royal St.
Phone Number: Tulane 4371
Air Time: 6 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Capitol, World
Representative: John Blair
Membership: NARTB, BAB
Program Director: Don Howell
Prom. Dir.: Marion Annenberg
Chief Engineer: Lindsey Riddle

WJBM
NEW ORLEANS—1926
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Louise C. Carlson
Business-Studio Address: Cigall Bldg.
Phone Number: Ma. 3488

WJMR
NEW ORLEANS—1945
Owned-Operated By: Supreme Bcstg Co., Inc.
Address: Jung Hotel, 1500 Canal Street
Phone Number: Canal 0356-0357
Air Time: Sunrise-Sunset
News Service: UP
Representative: Bolling
Membership: NARTB, BAB
President: Chester Owens
Exec. V.P.: George A. Mayoral
V.P. & Gen. Mgr.: James E. Gordon
Commercial Mgr.: Patrick J. Shannon
Program Dir.: Tom Abbott
Chief Engineer: Jack Petrak

WMRY
NEW ORLEANS—1950
Frequency: 600 Kc. Power: 500 Watts d.
Address: 2107 Dryades St.
Phone Number: Tulane 4841
Representative: Gill-Perma
News Service: UP
Membership: BAB
President: Lester Kamin
General Manager: Mort Silverman
Chief Engineer: Samuel Perkins

WNME
NEW ORLEANS—1925—MBS
Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.
Owned-Operated By: James A. Noe
Business-Studio Address: St. Charles Hotel
Phone Number: Express 2173
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC
Representative: H.R
Membership: NARTB, BAB
Owner: James A. Noe
Gen. Sta. Mgr.: Benton Paschall
Commercial Mgr.: Paul Beville
Prog. Dir.: Eldon Durand
Publicity Dir.: Bill Elliott
Chief Engineer: A. J. Bourgeois

WSMB
NEW ORLEANS—1925—ABC
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Business-Studio Address: Maison Blanche Bldg.
Phone Number: Magnolia 5921
President: Gaston Dureav
General Manager: Jack O' Meanie

**WTIX**
**NEW ORLEANS**—1951
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Mid-Continent Bcstg. Corp.
Address: 624 Canal St.
Phone Number: Magnolia 3211
Air Time: Full Time
News Service: UP
Membership: NARTB, BAB
President: Robert H. Storz
Exec. Vice-President: Todd Storz
Vice-President, Gen. Mgr.: George W. Armstrong
Commercial Mgr.: Fred Berthelson
Program Director: Larry Wilson
Chief Engineer: Morris E. Jones

**WTPS**
**NEW ORLEANS**—1948
Frequency: 940 Kc. Power: 1000 d.; 500 n.
Owned-Oper. By: The Times Picayune
Business Address: 615 Howard Ave.
Phone Number: Canal 5561
Transmission Service: Associated
Representative: Branham
President: John F. Tims
General Mgr.: H. F. Wehrmann
Prog. Dir.: Robert Smith
Prom. Mgr.: Martin Burke
Chief Engineer: George DeBlieux

**WWEZ**
**NEW ORLEANS**—1947
Frequency: 690 Kc. Power: 5000 Watts
Owned-Operated By: WWEZ Radio Inc.
Bus.-Studio Address: Hotel New Orleans
Phone Number: Canal 3521
News Service: UP
Representative: Hollingbery
President: A. J. Chilton
General Manager: Joe A. Oswald
Program Dir.: Ken Elliott
Chief Engineer: Harrison Monda

**WLW**
**NEW ORLEANS**—1922—CBS
Frequency: 870 Kc. Power: 50,000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2184
News Service: UP, AP
Transcription Service: Standard, Thesaurus
Representative: Katz
Membership: NARTB
President: Rev. Patrick Donnelly
General Manager: W. H. Summerville
Comm. Manager: Larry Bahrd
Sales Prom. Pub. Mgr.: Ray Liuzza
Program Director: E. M. Hoerner
Chief Engineer: J. D. Bloom, Jr.

**KREH**
**OAKDALE**—1953—KBS
Owned-Oper. By: Louisiana Bcstg. Service
Phone Number: 900
President: Cyril W. Reddoch
General Manager: Ralph L. Hooks
Commercial Mgr.: La Vance Carson

**KSLO**
**OPELOUSAS**—1947—ABC-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KSLO Bcstg. Co.
Studio Address: Box 392
Phone Number: 2633
News Service: UP
Transmission Service: World
Representative: Sears & Ayer
Pres., Gen. Mgr.: W. Eugene Jones
Commercial Mgr.: A. B. Reed Jr.
Program Director: Wandell Allegood
Chief Engineer: Richard M. Cole

**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"
President: C. E. Faulk, Jr.
Station Manager: Kenneth L. Whitaker
Program Director: Bill Carter
Chief Engineer: Charles Gandy

**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
Frequency: 1550 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By: Frank H. Ford
Business-Stuido Address: 311 Milam Bldg.
Phone Number: 3-3681
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Walker
Membership: NARTB
Pres., Gen. Mgr.: Frank H. Ford
Prom., Pub. Dir.: Bill Monroe
K R M D  
SHREVEPORT—1938—ABC  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Radio Station KRM D  
Bus.-Studio Address: New Jefferson Hotel  
Representative: Weed  
President: T. B. Lanford  
Manager: G. V. Wilson  
Program Director: Elizabeth V. Alford  
Chief Engineer: Carl W. Goulden

K T B S  
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: BAB, NARTB  
Pres., Gen. Mgr.: E. Newton Wray  
Business Manager: Patricia White  
Pub., Prom. Mgr.: Dorothy Goldsworthy  
Program Director: Michael Roppolo  
Chief Engineer: C. H. Maddox

K W K H  
SHREVEPORT—1925—CBS  
Frequency: 1130 Kc. Power: 50,000 Watts  
Owned-Operated By: International Bestg. Corp.  
Business-Studio Address: Box 1387  
Phone Number: 2-8711  
Newspaper Affiliation: Shreveport Times  
Air Time: AP, UP  
News Service: Standard  
Representative: Brannham  
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: O. S. Fontenot

KVPI  
VILLE PLATTE—1953  
Frequency: 1050 Kc. Power: 250 Watts d.  
Address: Box 566  
Phone Number: 5888  
President: Lionel B. Deville  
General Manager: Chris Duplexchain  
Program Director: J. S. Fontenot

MAINE

Pop. Feb. 1, 1954 (Est.) 922,000 — Families 287,000  
Radio Homes 273,000 — TV Homes 69,000 — Stations in State 16

WF AU  
AUGUSTA—1946—MBS-YANK E  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Twin City Bestg. Co., Inc.  
Address: 160 Bangor St.  
Phone Number: 3-3878  
Air Time: Full Time  
News Service: AP  
Transcription Service: Standard, World  
Representative: O'Connell, Borgatti  
President: Faust Couture  
General Manager: Norman G. Gallani  
Comm. Mgr.: Harry Simons  
Program Director: Mona Hixon  
Publicity Director: Gregory Evans  
Chief Engineer: Paul Graves

WR DO  
AUGUSTA—1932—NBC  
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

WABI  
BANGOR—1924—ABC-MBS  
Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By: Community Bestg. Service  
Business-Studio Address: 57 State St.  
Phone Number: 6446  
Air Time: Full Time  
News Service: AP  
Representative: Everett-McKinney, Kettell-Carter  
Co-O., President: Horace E. Hildreth  
Gen., Sta., Comm. Mgr.: Leon Gorman  
Program Dir.: Richard Bronson  
Chief Engineer: Walter Dickson

WGUY  
BANGOR—1947—CBS  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Guy Gannett Bestg. System
WLBZ
BANGOR—1926—NBC-NERN
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Maine Bcstg. Co.
Business-Studio Address: 100 Main St.
Phone Number: Bangor 2-4656
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Representative: Weed, Bertha Bannam
Membership: NARTB, BAB
President: Adeline Rines
General Manager: Edward E. Guernsey
Program Director: Irving S. Hunter
Publicity Manager: George Chapman
Chief Engineer: John Wilby

WIDE
BIDDEFORD—1948—MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts

WIDE
BIDDEFORD-SACO, ME.
MBS-YANKEE

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.
Together with WIDE, WAZL, WHOL, WHLM and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

ARTHUR A. DETERS
President and Gen. Mgr.

WABM
HOULTON—1950—MBS
Frequency: 1340 Kc. Power: 250 Watts
Phone Number: 2257
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
President: Harry E. Umphrey
General Manager: Harold D. Gildden
Station Manager: Ted Coffin
Chief Engineer: Robert W. Macintosh

WCOU
LEWISTON—1938—MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bcstg. Co., Inc.
Business-Studio Address: 223 Lisbon St.
Phone Number: 4-6921
Air Time: 18 Hours
News Service: AP
Transcription Service: Standard, SESAC, World Representative: O'Connell, Borgatti
President: Faust Couture
General-Station Mgr.: John C. Libby
Comm. Mgr.: Oscar J. Normand
Pgm., Pub. Dir.: Herb Fontaine
Chief Engineer: Herbert Wiles

WLAM
LEWISTON—1947—ABC
Frequency: 1470 Kc. Power: 5000 Watts
Phone Number: 4-5401
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: Everett-McKinney
President: Edward Shute, Jr.
General Manager: Frank S. Hoy
Comm., Sales Prom. Mgr.: Gerald T. Higgins
Program Director: Harold W. Dutch
Chief Engineer: Henry Root

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
NEW YORK — Richard O'Connell
BOSTON — Lou Borgatti
CHICAGO — Hal Holman
PACIFIC COAST — Duncan Scott
HAL MEYER, President

PORTLAND, MAINE

Represented by

News Service: AP, UP
Transcription Service: Thesaurus
Representative: Weed, Bertha Bannan
Membership: NARTB, BAB
President: Adeline B. Rines
General Manager: William H. Rines
Station Manager: Linwood T. Pitman
Commercial Manager: Albert W. Smith
Prog. Dir.: Arthur Owens
Chief Engineer: Daniel B. Smith

PORTLAND—1938—CBS
Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By: Guy Gannett Bcstg. Corp.
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

PORTLAND—1936—ABC-YANKEE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oliver Bcstg. Corp.
Business-Studio Address: 477 Congress St.
Phone Number: 3-8111
Air Time: Full Time
News Service: AP
Representative: O'Connell, Borgatti
Membership: BAB, NARTB
Commercial Manager: William J. Mullen
Sales Prom. Mgr.: Robert Maynard
Pgm., Pub. Dir.: Raymond Mercier
Chief Engineer: Roger S. Perry

PORTLAND—1931—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Aroostook Bcstg. Corp.
Business-Studio Address: 477 Congress St.
Phone Number: 8821
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
President: Harry Umphrey
Gen., Sta. Mgr.: Harold D. Glidden
Chief Engineer: Lester E. Hughes

PORTLAND—1952—ABC
Frequency: 1460 Kc. Power: 250 Watts

1. 25.5% of States' population
2. 37.9% of States' retail sales
3. WPOR is strong on local impact, news, weather, music, sports
4. Growing acceptance — WPOR local business up 106% — national business up 238%

Portland's Favorite Station — Ask Anyone!
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
HENRY I. CHRISTAL CO.
Address..............................................493 Main St.
Phone Number.................................1600
Air Time.........................................Full Time
News Service.................................UP
Transcription Service......................Standard
Representative .................................O'Connell, Borgatti
President ........................................Carleton D. Brown
Station Manager ...............................Paul R. Huber
Commercial Mgr. ...............................Vere B. Crockett
Chief Engineer ...............................Donald S. Winslow

WRUM
RUMFORD—1953—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Address .........................................Prospect Ave.
Phone Number ................................1057
Representative .................................O'Connell
President ..........................................Melvin L. Stone

W TVL
WATERVILLE—1946—ABC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ........................Kennebec Bcastg. Co.
Business-Studio Address ..................36 Silver St.
Phone Number .................................2700-1
Air Time .........................................6 a.m.-M.
News Service ..................................AP
Transcription Service......................Standard
Representative .................................O'Connell, Kettell-Carter
Membership .................................NARTE, BBS
Pres., Gen.-Station Mgr. ......................Carleton D. Brown
Commercial Mgr. ...............................Harold L. Vigue
Program Director .............................Fred Preble
Chief Engineer .................................Don Sutherland

MARYLAND
Pop. Feb. 1, 1954 (Est.) 2,366,000 — Families 640,000
Radio Homes 612,000 — TV Homes 601,500 — Stations in State 27

WANN
ANNAPOlis—1946
Frequency: 1190 Kc.  Power: 1000 Watts d.
Owned-Oper. By ..............................Annapolis Bcastg. Corp.
Business-Studio Address ..................Box 749
Phone Number .................................Colonial 3-2500
News Service ..................................UP
Representative .................................Pearson, Dora-Clayton
President, General Mgr. .....................Mortis H. Blum
Chief Engineer .................................Arthur P. Dietz

WASL
ANNAPOlis—1946
Owned-Oper. By ..............................Chesapeake Radio Corp.
Business Address.............................Truxton Heights
Phone Number .................................Colonial 3-3211
News Service ..................................AP
Transcription Service ......................World
Pres., Gen. Mgr. .................................Robert L. Blalock
Program Director .........................M. E. Blalock
Chief Engineer .................................Stanley C. Leck

WNAV
ANNAPOlis—1949—KBS
Frequency: 1430 Kc.  Power: 1000 Watts d.
Phone Number .................................Colonial 3-2639
News Service ..................................AP
Transcription Service ......................Thesaurus
Representative .................................McGillvra
President ........................................Albert H. MacCarthy
Station Manager .........................Norman Bergholm
Program Director .......................Helga Pfeifferman
Chief Engineer ..............................Alan B. Laffler

W BAL
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 7-3000
Air Time .........................................Unlimited
News Service ..................................AP, INS, UP
Transcription Service ......................Thesaurus, SESAC
Representative .................................Christal
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.
Owned-Operated By ........................Key Bcastg. Corp.
Business-Studio Address .................879 Park Ave.
Phone Number .................................Mulberry 5-7095
News Service ..................................AP
President ........................................George E. Hull
Chief Engineer .................................Russell H. Morgan

WCAO
BALTIMORE—1922—CBS
Frequency: 600 Kc.  Power: 5000 Watts

441

**WCBM**
**BALTIMORE—1924—MBS**

**WFBR**
**BALTIMORE—1922—ABC**

**WITH**
**BALTIMORE—1941**

**WSID**
**BALTIMORE—1947**

**WWIN**
**BALTIMORE—1951**

**WUST**
**WASHINGTON—1951**

**WCAM**
**CUMBERLAND—1947—MBS**

**WCUM**
**CUMBERLAND—1948—CBS**
<table>
<thead>
<tr>
<th>Call Sign</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operator</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>General Manager</th>
<th>Commercial Manager</th>
<th>Pgm. Director</th>
<th>Chief Engineer</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBO</td>
<td>1450 Kc</td>
<td>250 Watts</td>
<td>CUMBERLAND-1928-NBC</td>
<td>Maryland Radio Corp.</td>
<td>31 Frederick St.</td>
<td>299</td>
<td>UP</td>
<td>World Representa</td>
<td>NARTB, BAB</td>
<td>Charles E. Smith</td>
<td>Ray Miller</td>
<td>Michael Hurst</td>
<td>David W. Jetterles</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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: Havre De Grace 800
- Air Time: Local sunrise-local sunset
- News Service: AP
- Transcription Service: Standard
- President: Jason T. Pate
- General Manager: Charles W. Irwin
- Chief Engineer: Bob Gray
- Owner: Gerald D. Johnson

**WKIK LEONARDSTOWN—1953**
- Frequency: 1370 Kc
- Power: 1000 Watts d.
- Address: Greenwood 5-2211
- Phone Number: 1000 Watts d.
- Air Time: 1000 d.
- News Service: UP
- Transcription Service: AP
- President: C. E. Springer
- General Manager: J. L. Bittner
- Commercial Mgr: W. C. Redd

**WPTX LEXINGTON PARK—1953-KBS**
- Frequency: 1570 Kc
- Power: 1000 Watts d.
- Owned-Oper. By: Patuxent Radio Inc.
- Address: Great Mills Rd.
- Phone Number: Great Mills 2-1031
- Air Time: 1000 d.
- News Service: UP
- Transcription Service: AP
- President: Harry J. Daly
- General Manager: J. M. Naylor
- Program Director: Lou Douglas

**WINX ROCKVILLE—1948**
- Frequency: 1600 Kc
- Power: 1000 Watts d.
- Phone Number: Poplar 2-4357
- Air Time: 1000 d.
- News Service: UP
- Transcription Service: AP
- Program Director: Richard Eaten
- General Manager: Gene Andrews
- Chief Engineer: Arthur A. Snowberger

**WBOC SALISBURY—1940-MBS**
- Frequency: 960 Kc
- Power: 1000 Watts d.
- Bus. Studio Address: Poplar 2-4357
- Phone Number: 6131
- Air Time: 6 a.m.-12:30 a.m.
- News Service: UP
- Transcription Service: AP
- President: Richard Eaten
- General Manager: Gene Andrews
- Chief Engineer: Arthur A. Snowberger
- Address: Franklin Court
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

**W G A Y**  
**SILVER SPRING—1946**
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................ Tri-Suburban Bcastg. Corp.
Business Address .............................. 11306 Kemp Mill Rd.
Phone Number ................................ Juniper 9-1050
News Service .................................. AP
Representative .................................. Indy Sales
Membership ..................................... NARTB, BAB
President ....................................... John W. Kluge
Gen.-Sta. Mgr. ................................. Joseph L. Brechner
Comm., Sales, Prom. Mgr. .................... Ernest Tannen
Chief Engineer ................................. Arthur McDougall

**MASSACHUSETTS**

*Pop. Feb. 1, 1954 (Est.) 4,738,000 — Families 1,425,000*  
*Radio Homes 1,409,000 — TV Homes 1,190,500 — Stations in State 51*

**W A R A**  
**ATTLEBORO—1950**
Frequency: 1320 Kc.  Power: 1000 Watts
Address ........................................ 8 N. Main St.
Phone Number ................................ AT 1-1320
Representative ................................. Bannan, Walker
News Service .................................. UP
General Manager .............................. Keith S. Field
Commercial Mgr. .............................. William A. Dawson, Jr.
Program Director ............................. David P. Mohr
Chief Engineer ................................. Charles Lynch

**W B M S**  
**BOSTON—1946**
Owned-Oper. By ................................ WBMS, Inc.
Business-Studio Address ...................... Hotel Shelton
Phone Number ................................ Copley 7-3005
News Service .................................. UP
Representative ................................. Wm. G. Rabeau Co.
President ....................................... John Laux
General Manager .............................. Norman Furman
Chief Engineer ................................. Donald Snider

**W B Z - W B Z A**  
(Synchronous Operation)
**BOSTON-SPRINGFIELD—1921**
**NBC-NERN**
Frequency: 1030 Kc.  Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By ................................ Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add.......................... 1170 Soldiers Field Rd.

**W T T R**  
**WESTMINSTER—1953**
Frequency: 1470 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................ Carroll County Bcastg. Corp.
Address ........................................ Uniontown Road
Phone Number ................................ 1171
Vice-Pres., Gen. Mgr. ........................ R. H. Morgan
Commercial Mgr. .............................. E. E. Divers
Chief Engineer ................................. Charles T. Buffington

**W D O N**  
**WHEATON—1953**
Address ........................................ 1319 F. St., N.W., Washington, D. C.
Phone Number ................................ District 7-1319
Pres., Gen. Mgr. ............................... E. L. Dillard
Commercial Mgr. .............................. James G. Gustafson
Chief Engineer ................................. E. V. Jurasinski

**W C O P**  
**BOSTON—1935**
Frequency: 1150 Kc.  Power: 5000 Watts
Business-Studio Address ...................... 485 Boylston St.
Phone Number ................................ Copley 7-0123
News Service .................................. AP, INS
Transcription Service ......................... Thesaurus
Membership ..................................... BAB
Representative ................................. Chris J. Witting
Exec. Vice Pres. ................................ J. E. Baudino
Station Manager ............................... P. E. Mills
Sales Manager ................................. C. M. Meehan
Promotion Manager ......................... C. Lud Richards
Program Manager ............................. Avner Rakov
Chief Engineer ................................ W. H. Hauser
Publicity Director ............................ Joseph Cullinane

**W E E I**  
**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, INS
Transcription Service ......................... Lang-Worth
Representative ................................. CBS Radio Spot Sales
Membership .............................. BAB
General Manager ............................ Harvey J. Struthers
Commercial Mgr. .............................. Emmett J. Heerd, Jr.
Program Director ............................ Eugene M. King
Publicity Director ............................ Marie H. Houlsahan
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 .............................. HAncock 6-5500
News Service ............................... AP
Representative .............................. John Blair
Membership ................................. NARTB, BAB
President ................................ Robert B. Choate
Managing Director ............................ William B. McGrath
Commercial Manager ........................ Alexander M. Tanger
Program Director ............................ George M. Perkins
Sales Prom. Mgr., Pub. Dir. ................ William E. Shea
Chief Engineer .............................. Philip K. Baldwin

WMEX
BOSTON—1934
Frequency: 1510 Kc.  Power: 5000 Watts
Owned-Oper. By .............................. The Northern Corp.
Business-Studio Address ........................ 70 Brookline Ave.
Phone Number .............................. Commonwealth 6-3900
Air Time ................................. Full Time
News Service ................................. INS
Transcription Service ........................ Lang-Worth, SESAC
Pres., Prog. Dir. .............................. John E. Reilly
General Manager ............................ William S. Pate
Commercial Manager ........................ Lawrence Flynn
Sales Promotion Manager ...................... Marie Mason
Chief Engineer .............................. William Ferruzzi

WNAC
BOSTON—1937—MBS-YANKEE
Frequency: 680 Kc.  Power: 5000 Watts
Bus-Studio Address ............................. 21 Brookline Ave.
News Service ................................. 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 Hallberg
Program Director ............................ John D. Maloy
Chief Engineer .............................. L. B. Robinson

WORL
BOSTON—1950
Frequency: 950 Kc.  Power: 5000 Watts d.
Address ................................. 92 State St.
Phone Number .............................. Lafayette 3-4000
Air Time ................................. Day Time
News Service ................................. AP
Representative .............................. Headley Reed Co.
President ................................. Joseph A. Dunn

Program Director ............................ Norm Prescott
Chief Engineer .............................. John Parker

WVDA
BOSTON—1953—ABC
Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Oper. By .............................. Vic Diehm Assoc. Inc.
Address ................................. Hotel Bradford
Phone Number .............................. Hancock 6-1122
Representative .............................. Raymer
President ................................. Vic Diehm
General Manager ............................ Lambert Beuwskes
Program Director ............................ Charles Tarkinson
Promotion Mgr. .............................. Gay Swankin
Chief Engineer .............................. Kenneth Smith

WVOM
BOSTON-BROOKLINE—1948—KBS
Frequency: 1600 Kc.  Power: 5000 Watts
Owned-Oper. By .............................. The Boston Bcstg. Corp.
Address ................................. 790 Commonwealth Ave.
Phone Number .............................. Beacon 2-5650
Air Time ................................. Full Time
Transcription Service ........................ Thesaurus
Representative .............................. Robert Keller
News Service ................................. UP
V.P., Gen. Mgr. .............................. Benjamin Bartzoff
Commercial Manager ........................ Ken Strong
Program Director ............................ James A. Fitzgerald, Jr.
Chief Engineer .............................. Jerome Bartzoff

WVDA
BOSTON, MASS.  ABC
WVDA gives three times the news coverage of any other Boston station and the high calibre reporting of the news is reflective on all stations in the Vic Diehm group.
Together with WVDA, WAZL, WHOL, WHLM, and WIDE are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
President
Rep. PAUL H. RAYMER CO.

445
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 ... AP
Transcription Service ... Thesaurus Representative
Membership ... NARTB, BAB
General Manager ... Charles A. Fuller
Commercial Mgr. ... Earle G. Clement
Program Director ... William W. Pierce, III
Chief Engineer ... Charles Nowell

WTAO
CAMBRIDGE—1946
Owned-Oper. By ... Middlesex Bstg. Corp.
Address ... 439 Concord Ave.
Phone Number ... Eliot 4-0500
News Service ... AP
Representative ... Indie Sales
President ... Frank J. Lyman, Jr.
General Manager ... F. S. Bailey
Commercial Mgr. ... John H. Kimball
Program Director ... Edward Penney

WACE
CHICOPEE-SPRINGFIELD—1946
Frequency: 730 Kc.  Power: 1000 Watts d.
Owned-Operated By ... Regional Bstg. Co.
Business Address ... Hotel Bridgeway
Phone Number ... 6-1323
News Service ... INS
Representative ... Indie Sales, Kettell Carter
Membership ... NARTB, BAB
President ... David Haynes
Sta. Comm., Gen. Mgr. ... Ralph J. Robinson
Chief Engineer ... H. R. Glinka

WALE
FALL RIVER—1948—MBS-YANKEE
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ... Narragansett Bstg. Co.
Address ... 374 Central St.
Phone Number ... 4-1400
News Service ... UP
Transcription Service ... World Representative
Membership ... BAB
Pres., Gen. Mgr. ... George L. Sisson, Jr.
Commercial Mgr. ... Madeleine Hamel
Sales Prom. Mgr. ... J. Roger Sisson
Program Director ... Ann Kenney
Publicity Director ... Walter Johnson
Chief Engineer ... Roland Berube

WSAR
FALL RIVER—1921—ABC
Frequency: 1480 Kc.  Power: 5000 Watts
Owned-Oper. By ... Fall River Bstg. Co., Inc.
Business-Studio Address ... Academy Bldg.

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 ... Fitchburg 3-756
Air Time ... Unlimited
News Service ... UP Representative
Program Director ... Joseph Welch
Chief Engineer ... John Pavao

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 ... Rambeau, Bannan
News Service ... UP
Transcription Service ... SESAC
President ... Francis D. Edes
General Manager ... David M. Myers
Sales Prom. Mgr. ... Joseph R. Rich
Program Director ... Tal Hood
Chief Engineer ... Donald L. Coleman

WKOX
FRAMINGHAM—1947
Frequency: 1190 Kc.  Power: 1000 Watts d.
Owned-Operated By ... WKOX, Inc.
Bus-Studio Address ... Mt. Wayte Ave.
Phone Number ... Framingham 7409
News Service ... UP
Transcription Service ... World Representative
Commercial Manager ... Lewis F. Sargent
Chief Engineer ... Francis Bartol

WGAW
GARDNER—1953—ABC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ... KBR Stations of N. E.
Business Number ... 3 Pleasant St.
Phone Number ... 1490
Air Time ... Full Time
News Service ... UP Representative
Chief Engineer ... Borgatti, Inc.
W HA I
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
Representative... Bertha Bannan, Walker
Membership... BAB, 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 L. Hewey
Chief Engineer... Leland F. Wheeler

W H A V
HAVERHILL—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Haverhill Gazette Co.
Business Studio Address... 30 How St.
Phone Number... Haverhill 4-4733
Newspaper Affiliation... Haverhill Gazette Co.
News Service... UP
Representative... Kettell-Carter
Membership... BAB
Pres., Gen. Mgr... John T. Russ
Station Manager... Robert I. Kimel
Commercial Mgr... John J. Kirby
Program Director... Kenneth Ash
Chief Engineer... David Cate

W H Y N
HOLYOKE-SPRINGFIELD—1941
CBS
Frequency: 560 Kc. Power: 1000 Watts
Owned-Oper. By... Hampden—Hamshire Corp.
Address... 1300 Liberty St., Springfield
Phone Number... Springfield 4-1126
News Service... UP
Transcription Service... Lang-Worth
Representative... Brannam, Weed
Membership... NARTB, BAB
General Manager... Charles N. DeRose
Commercial Manager... Patrick J. Montague
Chief Engineer... Alexander Paley

W R E B
HOLYOKE—1948
Frequency: 930 Kc. Power: 500 Watts d.
Owned-Oper. By... Valley Bcast. Corp.
Address... 323 High St.
Phone Number... 2-3296
Transcription Service... SESAC
News Service... AP
Representative... Lionel Colton
President... Sigward Holmes
Sta., Pgm. Mgr... John H. Vondell, Jr.
Commercial Mgr... Emil R. Werner
News Director... Warren F. Craig
Chief Engineer... Dr. Albert King

W C M
LAWRENCE—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... Lawrence Bcastg. Co.
Address... 278 Essex Street
Phone Number... Lawrence 3-7171-2
News Service... UP
Representative... Foster, Indie Sales
Pres., Gen. Mgr... Geo. H. Jasper
Comm., Sta. Mgr... Daniel Ruggles, III
Program Director... Pete Ward
Chief Engineer... John David Bodel

W C A P
LOWELL—1951
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Oper. By... Northeast Radio Inc.
Address... 243 Central St.
Phone Number... 4-0404
News Service... UP
Representative... Kettell-Carter
President... Israel Cohen
Gen. Sta. Mgr... William J. Warren
Chief Engineer... Theodore Cohen

W L L H
LOWELL-LAWRENCE—1934
MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Merrimac Bcastg. Co.
Address... 39 Kearney Sq., Lowell
Cregg Bldg., Lawrrence
Phone Number... Lowell 8715, Lawrnce 2-2148
Air Time... Full Time
News Service... UP
Representative... Bloomberg
President... Gerald Harrison
Sta. Mgr... Dana W. Fitzgerald
Program Director... Tom Clayton
Commercial Manager... Haskell Bloomberg
Chief Engineer... Anthony G. Michaels

W L Y N
LYNN—1947
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By... Puritan Bcast. Service, Inc.
Business Studio Address... 7 Willow St.
Phone Number... LY. 5-6200
News Service... UP
President... Theodore Feinstein
General Manager... Hank Forbes
Chief Engineer... Russell Bassett

W H I L
MEDFORD—1952
Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Oper. By... Conant Bcastg. Co.
Address... 39 Revere Beach Pkwy.
Phone Number... Mystic 8-2250
News Service... UP
MASSACHUSETTS

WSM
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 G. Evans
Chief Engineer ............... Brownell Brightman

WNBH
NEW BEDFORD—1921—MBS YANKEE
Frequency: 1340 Kc. ....... Power: 250 Watts
Owned-Oper. By ........... E. Anthony & Sons, Inc.
Business-Studio Address .. 432 County St.
Phone Number ............... 8-5228
Air Time ........................ Full Time
News Service ..................... AP
Newspaper Affiliation .......... Standard-Times
Representative ............ Walker Co., Bertha Bannan
Station Manager .......... J. Thomas Mathers
Commercial Manager ........ Arnold Briden
Program Director ......... James Gleason
Publicity Director .......... Robert Sayre

WMNB
NORTH ADAMS—1947
Frequency: 1230 Kc. ....... Power: 250 Watts
Bus-Studio-Transmitter Address ... 646 Curran
Phone Number ............... Mohawk 3-5587
News Service ..................... AP
Transcription Service .......... Thesaurus
Representative ............. McGillva
Membership ..................... NARTB
Chief Engineer ............. J. Gordon Keyworth

WNAW
NORTH ADAMS—1949
Frequency: 860 Kc. ....... Power: 250 Watts d.
Owned-Operated By .......... Cecil F. Clifton
Address ............................ 20 State Street
Phone Number .................... Mohawk 3-5356
News Service ..................... UP
Transcription Service .......... Associated, Cole
General Manager ............. Robert E. Dain
Chief Engineer ............... Ralph Haneman

WHMP
NORTHAMPTON—1950
Frequency: 1400 Kc. ....... Power: 250 Watts
Address .............................. 78 Main St.
News Service ..................... UP
Representative ................. Louis Borgatti
President ......................... John H. Williams
Gen., Sta, Comm. ........... Alexander W. Milne
Program Director .......... Joseph T. Fenesssey
Chief Engineer ............ Harold Schumacher

WBEC
PITTSFIELD—1947—ABC
Frequency: 1490 Kc. ....... Power: 250 Watts
Business-Studio Address ... 30 Eagle St.
Phone Number ............... 8292
News Service ..................... AP
Transcription Service .......... Capitol
Representative .............. Everett-McKinney, Kettell-Carter
President ......................... L. K. Miller
Gen., Comm., Prom. Mgr. .. W. Wendell Budrow
Program Director .......... Robert Henchberry
Chief Engineer ............. Walton Ayer

WBRK
PITTSFIELD—1938—MBS-YANKEE
Frequency: 1340 Kc. ....... Power: 250 Watts
Business-Studio Address ... 8 Bank Row
Phone Number ............... 2-1553
Air Time ........................ Full Time
News Service ..................... UP
Representative ............ Walker, Borgatti
Membership ..................... NARTB, BAB
President ......................... Leon Podolsky
General Manager .......... Walter Kearsey
Sales Promotion Manager ... Robert H. Burbank
Pub., Pgm. Dir. .............. Edward Merritt
Chief Engineer ............. Edward Taffett

WJDA
QUINCY—1947
Frequency: 1300 Kc. ....... Power: 1000 Watts d.
Business-Studio Address ... Box 373
Phone Number ............... Mayflower 9-1500
News Service ..................... UP
Transcription Service .......... World
Representative ............. Grant Webb
Commercial Mgr. .......... James Lee
Chief Engineer ............. Fred Lane

WESX
SALEM—1939
Frequency: 1230 Kc. ....... Power: 250 Watts
Business-Studio Address ... 49 Washington St.
Phone Number ............... Salem 5670
Owner, Comm. Mgr. .......... J. D. Asher
P. es., Gen., Sta. Mgr. ...... William C. Asher
Program Director .......... Norman Durkee
WBZA-WBZ  (Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN
(See Boston Listing)

WJKO
SPRINGFIELD—1949
Frequency: 1600 Kc.  Power: 5000 Watts d.
Address          137 State St.
Phone Number     2-7487
News Service     UP
Representative   Gill, Perna
Gen. Mgr., Pgm. Dir. C. M. Manitsas

WMAS
SPRINGFIELD—1932—MBS
YANKEE
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By  WMAS, Inc.
Business-Studio Address  101 West St.
Phone Number  Springfield 7-1414
News Service  UP
Representative  H.R. Reps.
Membership  NARTB
President  Gerald Harrison
Sta., Comm. Mgr.  Robert Donahue
Pgm., Pub. Dir.  Paul Pelletier
Chief Engineer  John Michnovez

WSPR
SPRINGFIELD—1936—ABC
Frequency: 1270 Kc.  Power: 1000 Watts
 Owned-Operated By  WSPR, Inc.
Business Address  80 Chestnut St.
Phone Number  2-4181
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.
Sales Prom. Mgr., Prog. Dir.  Milton R. Slater
Chief Engineer  George Townsend

WPEP
TAUNTUN—1949
Frequency: 1570 Kc.  Power: 1000 Watts d.
Owned-Oper. By  Silver City Bdcstg. Co.
Address  174 Broadway
Phone Number  4-7528
News Service  UP
President  J. Marshall McGregor
General Manager  James Milton Hammond
Sta. Mgr., Prog. Dir.  Joseph G. Quill
Chief Engineer  Lawrence Frado

WCOR
WALTHAM—1948
Frequency: 1330 Kc.  Power: 1000 Watts d.
Business-Studio Address  834 Main St.
Phone Number  W 5-7080
News Service  UP
Representative  Bannan
Membership  NARTB
President, Gen. Mgr.  Theodore Jones
Sales Prom. Mgr.  William J. Fitpatrick
Program Director  David B. Tucker
Chief Engineer  Thomas J. Shea

WARE
WARE—1945
Frequency: 1250 Kc.  Power: 1000 Watts d.
Business-Studio Address  Ware
Phone Number  Ware 1250
Air Time  Daytime
News Service  AP
Transcription Service  Lang-Worth
President  John B. Poor
General Manager  William R. Sweeney
Chief Engineer  David R. Pryce

WTXL
WEST SPRINGFIELD—1949
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By  Telescolor Corp.
Address  34 Sylvan St.
News Service  INS
Transcription Service  World
Representative  Walker
Commercial Manager  Holland D. Cameron
Oper., Mgr., Chief Engr.  J. L. Spates

WOCB
WEST YARMOUTH—1940
MBS-YANKEE
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By  E. Anthony & Sons
Address  South Sea Avenue
Phone Number  Hyannis 502
Representative  Walker, Bertha Bannan
President  Basil Brewer
Commercial Mgr.  Paul Stiles
Program Director  Joyce Johnson
Chief Engineer  Frank L. Lynch

WAAB
WORCESTER—1931—MBS-YANKEE
Frequency: 1440 Kc.  Power: 5000 Watts
Owned by  WAAB, Inc.
Business-Studio Address  34 Mechanic St.
Phone Number  2-5611
Air Time  Full Time
News Service  AP
Representative  George P. Hollingbery
Membership  NARTB
Commercial Mgr.  Wayne Teeter
Sales Prom. Mgr.  Robert Krieger
Program Dir.  Don Stevens
Chief Engineer  George Capalbo
This Is What WWJ Coverage Of The Detroit Market Means:

**WWJ** Primary Listening Area covers 1,490,000 radio homes, and 5,330,000 people who spend $6,031,000,000 annually in retail stores.

**WWJ** today covers 425,000 more people than in 1951... 227,500 more radio homes... and an area that does $1,257,000,000 more retail business.

**WWJ** covers 69% of Michigan's total population and total retail sales... and centers its sales efforts on a market that is first among the nation's major markets in retail sales per family, in factory wage rates, in drug and automotive sales per family.

**WWJ** covers the world's greatest car-radio audience... nearly one million passenger cars that are driven a total of 15 million miles, to and from work EACH DAY, within Metropolitan Detroit.

**WWJ** covers 33 years of broadcasting, during which it has received radio's highest merit awards. Its programming leadership and community prestige make WWJ the ACCEPTED station of the nation's selective advertisers, in the richest market concentration of family buying power.

*The time to sell Detroit is now... the station is... WWJ**

Associate Television Station WWJ-TV

Basic NBC Affiliate

AM-FM 950 Kilocycles 5000 Watts
FM-Channel 246-97.1 Megacycles

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY CO.

450
MASSACHUSETTS-MICHIGAN

WNEB
WORCESTER—1946
Frequency: 1230 Kc.  Power: 250 Watts
Address: 405 Main St.
Phone Number: 6-4672
News Service: UP
Representative: Bolling
President: Paul C. Lyle
Gen. Mgr.: John J. Hurley
Commercial Mgr.: Edward T. McCann, Jr.
Program Director: Thomas J. Decker
Chief Engineer: Vernon P. Wilson

WORC
WORCESTER—1925—ABC
Frequency: 1310 Kc.  Power: 1000 Watts
Owned-Operated By: Radio Worcester
Business-Studio Address: 4 Walnut St.
Phone Number: 5-3101
Representative: Headley-Reed
President: C. George Taylor

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: Full Time
Newspaper Affiliation: Telegram & Evening Gazette
News Service: AP
Transcription Service: Associated
Representative: Henry L. Christal Co.
Membership: NARTB, BAB
Vice-Pres., Gen. Mgr.: Robert W. Booth
Vice Pres., Sta. Mgr.: Herbert L. Krueger
Commercial Manager: Robert J. Brown
Sales Promotion Manager: Bernard J. La Plante
Prod., Pgm. Dir.: A. J. Brissette
Publicity Director: John Hiser
Chief Engineer: E. A. Browning

WABJ
ADRIAN—1947
Frequency: 1500 Kc.  Power: 250 Watts d.
Address: 2982 Treat Rd.
Phone Number: 9000
News Service: UP
Transcription Service: Thesaurus
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: 5065
News Service: UP
Transcription Service: Thesaurus
Representative: Hil F. Best
President: J. C. Bedient
General Manager: M. H. Wirth
Program Director: Lewis Shroyer

WFYC
ALMA—1948
Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Oper. By: WFYC, Inc.
General Manager: Kenneth M. Cooper
Comm. Mgr.: Thomas M. Donlin
Chief Engineer: Carroll Philbrook

WHRV
ANN ARBOR—1947—ABC
Frequency: 1600 Kc.  Power: 1000 Watts
Owned-Oper. By: Huron Valley Bstg., 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 Fillipiak
Com. Mgr.: James H. Hopkins
Chief Engineer: James Allen

MICHIGAN

Pop. Feb. 1, 1954 (Est.) 6,700,000 — Families 1,920,000
Radio Homes 1,916,000 — TV Homes 1,427,500 — Stations in State 70

Phone Number: 157
News Service: UP
Trans. Service: Lang-Worth, World
President: L. R. Kamperman
V.P., Gen. Mgr.: Robert W. Cessna
Chief Engineer: Harold Frisby

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 Holman
General Manager: Les Biederman
Station Manager: Drew McClay
Chief Engineer: William Kiker

451
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.

**SOON**
CHANNEL 9
This Region's Most Powerful TV Station
325,000 Watts

CKLW covers a 15,000,000 population area in five important states!

Adam J. Young Jr., Inc.
National Representative
Guardian Building

J. E. Campeau, Pres.

Detroit 26, Mich.

50,000 WATTS
800 KC.
**W P A G**
*ANN ARBOR—1945*

Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Operated By:  Washtenaw Bcstg. Co.
Bus.-Studio Address:  3rd Floor, Hutchel Bldg.
Phone Number:  2-5517
News Service:  AP
Transcription Service:  Thesaurus
Representative:  McGillvra
Membership:  NARTB
President:  Arthur E. Greene
Gen. Sta. Manager:  Edward F. Baugn
Commercial Manager:  Kenneth MacDonald
Chief Engineer:  D. N. Bowdish

**W L E W**
*BAD AXE—1950*

 Owned-Operated By:  Port Huron Bcstg. Co.
Address:  935 S. Van Dyke Rd.
Phone Number:  1010
Representative:  Gill. Perna
Transcription Service:  Standard
News Service:  UP
Gen. Mgr.:  John Wismer
Station Manager:  Jim Muehlenbeck
Prog. Dir.:  Dick Estell
Chief Engineer:  Don Clotier

**W B C K**
*BATTLE CREEK—1948—MBS*

Frequency: 930 Kc.  Power: 1000 Watts d.
 Owned-Operated By:  Michigan Bcstg. Co.
Phone Number:  WO 3-5555
Air Time:  6 a.m.-12 M.
News Service:  AP
Transcription Service:  World, Thesaurus
Representative:  Headley-Reed
P es., General Manager:  Robert H. Holmes
Program Director:  E. F. Cahill
Chief Engineer:  Robert Willbur

**W E L L**
*BATTLE CREEK—1925—ABC*

 Owned-Oper. By:  Federated Publications, Inc.
Bus.-Studio-Transmitter Address:  Michigan National Bank Bldg.
Phone Number:  Woodward 4-7173
Air Time:  6 a.m.-11:30 p.m.
News Service:  AP
Transcription Service:  Thesaurus
Representative:  McGillvra
Membership:  NARTB, BAB
General Manager:  Dan E. Jayne
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 Bcstg. Co., Inc.
Business-Studio Address:  Wenonah Hotel
Phone Number:  7551-2
Air Time:  6 a.m.-M.
News Service:  UP
Transcription Service:  World, Thesaurus
Representative:  George P. Hollingbery
Membership:  BAB
President:  W. R. Peet
Gen.-Station-Comm. Mgr.:  Hugh A. Giesel
Program Director:  Charles E. Anthony
Chief Engineer:  Ralph H. Carpenter

**W H F B**
*BENTON HARBOR—1947*

Frequency: 1060 Kc.  Power: 1000 Watts d.
Addess:  Fairplain Ave.
Phone Number:  5-2113
News Service:  AP
Transcription Service:  World, Thesaurus
Representative:  Hal Holman
Membership:  NARTB
President:  Stanley R. Banyon
Gen. Sta. Mgr.:  J. F. Scheter
Commercial Manager:  Ted Vernasco
Program Director:  John Pershing Chase
Chief Engineer:  Munson Robinson

**W B R N**
*BIG RAPIDS—1953*

Frequency: 1460 Kc.  Power: 500 Watts d.

**WELL**
*BATTLE CREEK*

Battle Creek's top-rated station
and the best buy because...
- 23 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by
ROBERT MEEKER ASSOCIATES, INC.
521 — 5th Avenue
New York City

250W • 1400
WELL
MICHIGAN’S MOST POWERFUL TELEVISION STATION

American Broadcasting Company

WXYZ-TV

CHANNEL 7

represented nationally by Blair-TV

THE RADIO STATION OF SALES PERSONALITIES

American Broadcasting Company

WXYZ RADIO

1270 KC.

DETROIT

represented by John Blair & Co.
WATT
CADILLAC—1945—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: ...Midwestern Bcast Og Co.
Business-Studio Address: P. O. Box 219
Phone Number: PR 5-7831
News Service: ...AP
Transcription Service: ...Langworth, SESAC
Representative: ...Holman Gen., Comm. Mgr.
President: ...Spencer Denison
Chief Engineer: ...Bill Kiker

WTVB
COLDWATER—1949
Frequency: 1580 Kc. Power: 5000 Watts
Owned-Oper. By ...Twin Valley Bcastrs, Inc.
Address: ...Box 32
Phone Number: ...1230
News Service: ...AP
Trans. Service: ...World, Thesaurus, Cole
Representative: ...Hil F. Best
Membership: ...BAB
President: ...George Hosek
Somm., Sales Prom. Mgr., James C. Macklem

CKLW
DETOIT—WINDSOR—1932—MBS
Frequency: 800 Kc. Power: 50,000 Watts
Owned-Oper. By ...Western Ontario Bcast Co., Ltd., Essex Bcastrs, Inc.
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
Commercial Manager: ...E. Wilson Wardell
Program Director: ...S. C. Ritchie
Publicity Director: ...Art Gloster
Chief Engineer: ...W. J. Carter

WXYZ
DETOIT—1925—ABC
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Oper. By ...WXYZ, Inc.
Business Address: ...1700 Mutual Bldg.
Phone Number: ...Woodward 3-8231
Air Time: ...6:30 am-l am
News Service: ...AP, INS
Representative: ...John Blair
President: ...James G. Riddell
Commercial Manager: ...Harold Christian
Sales Prom. Mgr.: ...Robert Baldrica
Chief Engineer: ...Charles Kocher

WJLB
DETOIT—1926
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.
Business Address ..................................Broderick Tower
Phone Number ..................................WOoodward 5-2000
News Service ...................................(AP, NARTB)
Pres., Gen. Mgr. ..................................John L. Booth
Commercial Mgr. .................................Eric V. Hay
Chief Engineer .................................Edward H. Clark

W K M H
DETOUR—1946
Frequency: 1310 Kc. ................................Power 5000 Watts d.,
1000 n.
Owned-Operated By ..................................................WKMH, Inc.
Address ..............................................................5111 W. Grand Blvd.
Phone Number ........................................6-8500
News Service ..........................................................AP
Transcription Service ........................................Lang-Worth
Representative ................................................Headley-Reed
Membership ..........................................................NARTB, BAB
Pres., Sta. Gen. Mgr. ...........................................Fred A. Knorr
Commercial Mgr. ................................................George M. Miller
Chief Engineer ....................................................Jerrold Martin

W D B C
ESCANABA—1941—MBS
Frequency: 680 Kc. ................................Power 1000 Watts
Owned-Operated By ..................................Delta Bcstg. Co.
Business-Studio Address ..................P. O. Box 419
Phone Number ........................................3190-1
Air Time ......................................6:30 A.M.-11:30 P.M.
News Service ..........................................................AP
Transcription Service ........................................Thesaurus
Representative ................................................Walker
Pres., Gen. Mgr. ................................................George D. Lindenhal
Station Manager ...............................................Robert Wagner
Sales Prom., Pub. Dir. ...............................................Wm. J. Duchawe
Chief Engineer Dir. ............................................Henry C. Olsen

W E S K
ESCANABA—1953—NBC
Frequency: 1450 Kc. ................................Power 250 Watts
Owned-Oper. By ..............712½ Ludington St.
Phone Number ........................................3750
News Service ..........................................................UP
Representative ................................................Clark
President ..................................................William E. Walker
General Manager ........................................Barclay Conley
Commercial Manager ........................................Lee Morrison
Program Director ................................................Paul Ryan
Chief Engineer ..........................................................Aliister Alexander

W B B C
FLINT—1947—MBS
Frequency: 1330 Kc. ................................Power 1000 Watts
Owned-Oper. By Boho M.ether Radio & TV Stations.
Bus.-Studio Address ..................3076 E. Bristol Rd.
Phone Number ........................................1-2020;
Flint, 9-8686
Air Time ................................................6 A.M.-12 M.
News Service ..................................................AP
Representative ................................................Weed
Membership ..................................................BAB

W F D F
FLINT—1922—NBC
Frequency: 910 Kc. ................................Power 1000 Watts
Owned-Operated By ..........................................................The Trefrop
Address ..............................................................Garland at First Ave.
Phone Number ........................................2-7158
Air Time ......................................................Full Time
News Service ..........................................................AP
Transcription Service ........................................Standard, Thesaurus
Representative ................................................Katz
Membership .................................NARTB, BAB
President ................................................Harry M. Bitner, Sr.
Gen., Sta. Mgr. ....................................................Lester W. Lindow
Sales Prom. Mgr. ..................................................Marvin Levey
Program Director ................................................Elmer A. Knopf
Publicity Director ................................................Donald Wyant
Chief Engineer ................................................Gerald Wolpert

W K M F
FLINT—1952
Frequency: 1470 Kc. ................................Power 1000 Watts
Owned-Oper. By ..................................WKMF, Inc.
Address ..........................................................1623 Utica Ave., Tulsa, Okla.

W M R P
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
Representative ................................................Best
President ................................................Herbert Hauer
General Manager .........................................William H. Morford
Commercial Manager ........................................Richard Carter
Chief Engineer ................................................Homer Blumerich

W T A C
FLINT—1946—ABC
Frequency: 600 Kc. ................................Power 1000 Watts d.;
500 Watts n.
Owned-Oper. By ..........................................................Trendle-Campbell Bcstg.
Business-Studio Address ................2392 Lapeer St.
Phone Number ........................................2-1136
Air Time ......................................................Unlimited
News Service ..........................................................AP, UP
Transcription Service ........................................Lang-Worth
Representative ................................................Paul H. Haymer
Membership ..................................................BAB
President ................................................George W. Trendle
General Mgr. ..................................................H. Allen Campbell
Station Manager ................................................J. R. McKinley
Program Dir. ................................................Laurence Arnold
Chief Engineer ................................................James A. Gimbel

W A T C
GAYLORD—1950—BUNYAN
Frequency: 900 Kc. ................................Power 1000 Watts d.

456
MICHIGAN

WFUR
GRAND RAPIDS—1947
Frequency: 1570 Kc. . . . Power: 1000 Watts d.
Address . . . . 399 Field Ave., S.W.
Phone Number . . . . 9-4111
Air Time . . . . 8 a.m.-sunset
News Service . . . . AP
Representative . . . . Paul F. Eichhorn
Pres., Gen. Mgr. . . . William Kuiper
Commercial Manager . . . H. J. Swierenga
Program Director . . . H. Van Dyke
Chief Engineer . . . . Jack Timmer

WGRD
GRAND RAPIDS—1947
Frequency: 1410 Kc. . . . Power: 1000 Watts
Business-Studio Address . . . 35 Lafayette Ave., N.E.
Phone Number . . . . 9-4111
Air Time . . . . 8 a.m.-local sunset
News Service . . . . AP
Representative . . . . G. L. Perna
Pres., Gen. Mgr. . . . Paul F. Eichhorn
Sales Prom., Prog. Dir. . . . Glenn LePard
Chief Engineer . . . . Richard Groeneveld

WJEF
GRAND RAPIDS—1945—CBS
Frequency: 1230 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . . Fetzer Broadcasting Co.
Address . . . . Panbelt Hotel
Phone Number . . . . 6-8512
Air Time . . . . Full Time
News Service . . . . AP
Transcription Service . . . Thesaurus
Representative . . . . Avery-Knodel, Inc.
Membership . . . . NARTB, BAB
President . . . . John E. Fetzer
Sta. Comm. Mgr. . . . Martin Giamo
Managing Director . . . Carl E. Lee
Dir. of Public Affairs . . . Dr. Willis F. Dunbar
Chief Engineer . . . . Bruce Glynadgis

WLAV
GRAND RAPIDS—1940—ABC
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . . Versluys Radio & Television, Inc.
Address . . . . 6 Fountain St., N.E.
Phone Number . . . . 6-5461
Air Time . . . . 6:30 a.m.-1 a.m.

WOOD
GRAND RAPIDS—1924—NBC
Frequency: 1300 Kc. . . . Power: 5000 Watts
Address . . . . 1408 Grand Rapids Natl. Bank Bldg.
Phone Number . . . . 9-4125
Air Time . . . . 5:30 a.m.-1 a.m.
News Service . . . . AP
Representative . . . . Katz Agency
Membership . . . . NARTB, BAB
President . . . . H. M. Bitner, Sr.
Gen., Sta. Mgr. . . . Willard Schroeder
Commercial Mgr. . . . Arthur M. Swift
Program Director . . . Frank Sisson
Publicity Director . . . John Dragomer
Chief Engineer . . . . Louis Berganroth

WHTC
HOLLAND—1948
Frequency: 1450 Kc. . . . Power: 250 Watts
Business-Studio Address . . . Hotel Warm Friend Tavern
Phone Number . . . . 4-9482
Air Time . . . . Full Time
News Service . . . . AP
Transcrip. Service . . . World, Lang-Worth, Thesaurus
Representative . . . . Best
President . . . . W. A. Buller
General Manager . . . Sandy Meek
Program Director . . . William Gargano
Chief Engineer . . . . John Klungle

WHDF
Houghton—1929—NBC
Frequency: 1400 Kc. . . . Power: 250 Watts
Address . . . . Douglass Hotel
Phone Number . . . . Houghton 1
Air Time . . . . 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
Pgm. Pub. Dir. . . . Earl Norten
Chief Engineer . . . . George L. Burgan

WION
IONIA—1953
Frequency: 1430 Kc. . . . Power: 5000 Watts d.
Owned-Oper. By . . . . Ionia Broadcasting Co.
Address . . . . Box 143
Phone Number . . . . 1537
News Service . . . . AP
**MICHIGAN**

**WMIQ**  
IRON MOUNTAIN—1947  
ABC-NORTHERN  
Frequency: 1450 Kc.  Power: 250 Watts 
Owned-Oper. By: Iron Mountain-Kingsford 
Bstg. Co.  
Business-Studio Address: 211 E. Ludington St. 
Phone Number: 20151  
Representative: Paul F. Anick

**WKB**  
IRON RIVER—1949—MBS—KBS  
Frequency: 1230 Kc.  Power: 250 Watts 
Owned By: WKB, Inc.  
Phone Number: 102-3  
Representative: Walker  
President: H. F. Frailing  
General Manager: James F. Kauper  
Program Director: Len Johnson  
Chief Engineer: Paul F. Anick

**WJMS**  
IRONWOOD—1931—MBS  
Frequency: 630 Kc.  Power: 1000 Watts 
Owned-Oper. By: Upper Michigan-Wisconsin 
Bstg. Co., Inc.  
Business-Studio Address: 124 E. McLeod Ave. 
Phone Number: 26  
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: Arne Dahlbacka

**WJPD**  
ISHPEMING—1947—PBN-GOEBEL  
KBS  
Frequency: 1240 Kc.  Power: 250 Watts 
Owned-Operated By: Ishpeming Bstg. Co. 
Business-Studio Address: Jenks Block 
Phone Number: 1892  
Air Time: 7 a.m.-10:30 p.m.  
News Service: AP  
Transcription Service: World  
Pres., Gen., Sta. Mgr.: J. P. Deegan  
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 Kibby Road  
Phone Number: 6121  
Air Time: 6:30 a.m.-M.  
News Service: AP  
Representative: Forloe  
Transcription Service: Thesaurus  
President: Roy Badner  
Station Manager: William Cizek  
Chief Engineer: Charles Wirtanen

**WKHM**  
JACKSON—1951—MBS  
Frequency: 970 Kc.  Power: 1000 Watts 
Owned-Operated By: Jackson Bstng. & Tele. Corp.  
Address: 441 Wildwood  
Phone: 4-7181  
Air Time: 6 a.m.-1 a.m.  
News Service: UP  
Transcription Service: World  
Representative: Headley-Reed  
Pres., Gen. Mgr.: Fred A. Knorr  
Station Manager: Walter Patterson  
Sales Prom. Mgr.: John O. Gilbert  
Program Director: Richard Schueler  
Chief Engineer: Paul Wright

**WKMI**  
KALAMAZOO—1947  
Frequency: 1360 Kc.  Power: 1000 Watts 
Business-Studio Address: State Theatre Bldg. 
Phone Number: 4-0111  
News Service: UP  
Representative: Young, Mich. Spot Sales 
Pres., Comm. Mgr.: Howard D. Steere 
Station Manager: Emil J. Popke, Jr.  
Chief Engineer: Carl Stephens

**WKZO**  
KALAMAZOO—1923—CBS  
Frequency: 590 Kc.  Power: 5000 Watts 
Owned-Operated By: Fetzer Bstg. Co.  
Business Address: 124 W. Michigan Ave. 
Phone Number: 3-1223  
Air Time: 6 a.m.-2:05 a.m.  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Avery-Knodel 
Membership: NARTB, BAB  
President, Gen. Mgr.: John E. Fetzer 
Sales Service Director: John W. O’Harro 
Program Director: Charles T. Lynch 
Managing Director: Carl E. Lee  
Chief Engineer: Arthur E. Covell

458
MICHIGAN

WILS
LANSING—1946
Frequency: 1320 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Lansing Bcstg. Co.
Bus. Studio Address: 407 N. Washington
Phone Number: 2-1655
News Service: AP
Transcription Service: Langworth
Representative: O. L. Taylor
Membership: NARTB
Pres., Gen. Mgr.: W. A. Pomeroy
Asst. Mgr., Chief Eng.: John C. Pomeroy
Commercial Manager: Walter L. Dennis
Sales Prom. Mgr., Publ. Dir.: Walter Braeger
Program Director: James Pollock
Owned-Operated By: Radio St. Clair, Inc.
Address: 5300 Marine City Hway.
Phone Number: Rockwell 2-1111
News Service: INS
President: Jerry Coughlin
General Manager: Jack Hazlett
Sales Prom., Pub. Dir.: Harry Coughlin
Chief Engineer: J. R. Duryea

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
Representative: H-R Reps., Inc.
Membership: NARTB
Pres., Gen. Mgr.: Harold F. Gross
V.P., Gen. Mgr.: Willard E. Walbridge
V.P., Prog. Dir.: Howard K. Finch
Chief Engineer: C. E. Wallace

WKLA
LUDINGTON—1944—ABC-KBS
Frequency: 1450 Kc. Power: 250 Watts
Address: 204 East Ludington Ave.
Phone Number: 1450
Transcription Service: Up
Representative: Burn-Smith
Pres., Gen. Mgr.: Raymond A. Plank
Commercial Mgr.: Don Hack
Program Director: C. J. Hagerman

WMTE
MANISTEE—1951
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Manistee Radio Corp.
Address: Box 322
Phone Number: 1340
News Service: AP
Transcription Service: Lang-Worth
Representative: Best
President: Dr. T. H. Manwell
General Manager: Stephen Cole
Commercial Manager: Edward Owens
Sales Prom. Mgr.: E. Maush Hansen
Program Director: Lucille Blake

WDOD
MARINE CITY—1950
500 Watts n.
Owned-Oper. By: Paul A. Brandt
Address: 112½ E. Bway
Phone Number: 33-171, 21-501
News Service: AP
Trans. Serv.: SESAC, Standard
President: Paul A. Brandt
Program Director: Jim Bailey
Chief Engineer: Peter Fronezak
WKBZ
MUSKEGON—1926—ABC
Frequency: 850 Kc.  Power: 1000 Watts
Owned-Oper. By:  Ashbacker Radio Corp.
Business-Studio Address:  432 Apple Ave.
Phone Number:  2-6051
Air Time:  5:30 a.m.
News Service:  AP
Trans. Serv.: Thesaurus
Representative:  Meeker
Membership:  NARTB
Pres., Gen. Mgr.: Arch Shawd
Program Director:  W. L. Trap
Publicity Director:  B. L. Bennett
Chief Engineer:  George Krivitsky

WKNK
MUSKEGON—1949—MBS
Frequency: 1600 Kc.  Power: 5000 Watts
Owned-Oper. By:  Nicholas W. Kuris
Address:  Federal Square
Phone Number:  32126
News Service:  AP
Representative:  Best
President:  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:  AP
President:  R. Bunker Rogoski
Station Manager:  Harley Lucas
Program Director:  Bob McKendrick
Chief Engineer:  Sam Lombardi

WOAP
OWOSSO—1948
Owned-Operated By:  Owosso Bcstrg. Co.
Phone Number:  980
News Service:  AP
Transcription Service:  Thesaurus
Representative:  Joseph Hershey McGillvra
President:  J. E. Campbell
General Manager:  M. H. Wirth
Sta., Comm. Prog. Mgr.:  Merrill Walker
Chief Engineer:  Fran Bowles

WMBN
PETOSKEY—1946—MBS-BUNYAN
Frequency: 1340 Kc.  Power: 250 Watts
Bus.-Studio Address:  Traverse City
President:  Les Biederman
Station Manager:  Ralph Pierson
Commercial Mgr.:  Merion Carter
Program Director:  Kenneth Haven
Chief Engineer:  William Kiker

WCAR
PONTIAC—1939
Frequency: 1130 Kc.  Power: 1000 Watts d.
Owned-Operated By:  WCAR, Inc.
Address:  2146 S. Telegraph Rd.
Phone Number:  3-7141
News Service:  AP, INS
Transcription Service:  Associated
Representative:  John E. Pearson
Pres., Gen. Mgr.:  H. Y. Levinson
Commercial Manager:  William G. Lenhard
Chief Engineer:  Wayne N. Cook

WHLS
PORT HURON—1938—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Address:  932 Military St.
Phone Number:  Yukon 28536
Air Time:  6 a.m.-1 a.m.
News Service:  AP
Transcription Service:  World, Standard, Langworth
Representative:  Gill-Perna
Membership:  NARTB
Gen., Sta., Comm. Mgr.:  John F. Wismer
Comm., Prom. Mgr.:  John L. Shepard
Program Director:  Ned S. Hubbell

WTTH
PORT HURON—1947—ABC
Frequency: 1380 Kc.  Power: 1000 Watts
Owned-Oper. By:  The Times Herald Co.
Address:  696 Water St.
Phone Number:  Yukon 5-5171
News Service:  AP
Trans. Serv.:  Standard, Thesaurus
Representative:  Weed & Company
General Manager:  Wm. L. Well
Commercial Manager:  Gaylord H. Forbes
Program Director:  Dick Sommerville
Chief Engineer:  Kenneth Kunze

WHAK
ROGERS CITY—1949
Frequency: 960 Kc.  Power: 5000 Watts d.
Owned-Operated By:  Rogers City Bcstg. Co.
Address:  Moltke Dr.
Phone Number:  7751
News Service:  UP
Transcription Service:  Lang-Worth
Pres., Gen., Mgr., Chief Engr.:  Harvey A. Klann
Prom., Comm. Mgr.:  Albert Klann
Program Director:  H. E. Brege

WEXL
ROYAL OAK—1923
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  Royal Oak Bcstrg. Co.
Business Address:  212 W. Sixth St.
Phone Number ........................ Jordan 4-6523
News Service .................................. AP, INS
Pres., Gen. Mgr. ................. Jacob B. Sparks
Program Director ................. 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 Bdcstg. Corp.
Address .............. 221 So. Wash. Ave.
Phone Number .......... 3-4471
News Service ................. UP
Representative ............... Gill-Perna
Pres., Gen. Mgr. ............ William J. Edwards
Vice-President ............. Alvin M. Bentley
Station Manager .......... Howard H. Wolfe
Sales Prom. Mgr. .......... Henry Scott
Program Director ........ Robert Dyer
Chief Engineer ............. Max W. Thomas

**WSAM**
SAGINAW—1940—NBC

Frequency: 1400 Kc.  Power: 250 Watts
Address .......... 2435 Holland Ave.
Phone Number .......... 2-8161
Air Time .......... 6:30 a.m.-1 a.m.
News Service ................. AP
Transcription Service ....... Standard Radio
Representative ............... Headley-Reed Co.
Membership ................. NARTB
President ................ Milton L. Greenbaum
Commercial Mgr. .............. William Lofback
Program Director ........ Richard Hallwood
Chief Engineer ............. Orin Nordenskjold

**WSGW**
SAGINAW—1950—MBS

Frequency: 790 Kc.  Power: 1000 Watts
Owned-Oper. By .............. Booth Radio & TV Stations
Address .......... 700 Buhl Bldg., Detroit
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
Chief Engineer .............. W. H. Volz, Jr.

**WSOO**
SAULT STE. MARIE—1940
ABC-NORTHERN

Business-Studio Address .......... 208 Ashmun St.
Phone Number .......... Melrose 2-2331
News Service ................. AP
Transcription Service ....... Thesaurus, SESAC
President. General Manager .. Stanley R. Pratt

**WSR**
STURGIS—1951

Frequency: 1460 Kc.  Power: 500 Watts d.
Owned-Operated By ........ WSTR, Inc.
Address .......... P. O. Box 67
Phone Number .......... 1199
News Service ................. AP
Transcription Service ....... Thesaurus
Representative ............... Hil B. Best
Membership ................. BAB
President ................ Dr. Clarence H. Snyder
General Manager ........ E. Harold Mum Jr.
Chief Engineer .............. William S. Miller

**WTCM**
TRAVERSE CITY—1941
MBS—BUNYAN

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 ........ Kenn Haven
Chief Engineer .............. W. H. Kiker

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K D L M
DETOIT LAKES—1951
Frequency: 1360 Kc. . Power: 1000 Watts d.
Address: 1360 Richwood Rd.
Phone Number: 1100
News Service: AP
Transmission Service: World
Representative: Lawson
President: H. C. Brown
General Manager: Gordon Hutton
Commercial Manager: Phil Solberg
Chief Engineer: Eric Munro

K D A L
DULUTH—1936—CBS
Frequency: 610 Kc. . Power: 5000 Watts
Business-Studio Address: 218 Bradley Bldg.
Phone Number: 2-2628
Air Time: 24 Hours
News Service: AP
Transmission Service: Lang-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

W E B C
DULUTH—1924
NBC-ARROWHEAD
Frequency: 1320 Kc. . Power: 5000 Watts
Business-Studio Address: WEBC Bldg.
Phone Number: 2-2873
News Service: UP
Transmission Service: SESAC, World
Representative: Hollingbery
President: Morgan Murphy
General Manager: W. C. Bridges
Station Manager: Clifford J. Lue
Program Director: Michael J. Flaherty
Chief Engineer: Norman Gill

W E V E
EVELETH—1947—MBS-KBS
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Oper. By: Carl Bloomquist
Phone Number: 1340
Transmission Service: Standard
Representative: Orville Lawson
President: Carl Bloomquist
General Manager: Arthur F. Nelson
Program Director: Robert Daniels
Chief Engineer: Joe Cesar

K S U M
FAIRMONT—1949—MBS
Frequency: 1370 Kc. . Power: 1000 Watts d.
Address: 306 North Park St.
Phone Number: 1370
News Service: AP
Representative: Rambeau
Trans. Serv.: Thesaurus
President: Leo J. Seiler
General Manager: Frank Endersbe
Program Director: James L. Barkley
Chief Engineer: Lawrence Lawson

K D H L
FAIRIBAULT—1948
Frequency: 920 Kc. . Power: 1000 Watts
Business-Studio Address: 213 Central Ave.
Phone Number: 2312
News Service: AP
Transmission Service: Capitol
General Mgr.: Herbert H. Lee
Commercial Mgr.: Palmer Dragsten
Chief Engineer: John E. Hyde, Jr.

K G D E
FERGUS FALLS—1926
MBS-GREAT NORTHERN
Frequency: 1250 Kc. . Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Fergus Radio Corp.
Business-Studio Address: Fergus Falls
Phone Number: 6996
Air Time: 6 a.m.-M.
News Service: AP
Representative: Walker
Membership: NARTB
Secy.-Treas. Gen. Mgr.: Harold L. Dell
Station Manager: N. C. Haagenson
Asst. Mgr.: Frederic T. Dell
Chief Engineer: Harold E. Allen

K B Z Y
GRAND RAPIDS—1948—MBS
Frequency: 1490 Kc. . Power: 250 Watts
Phone Number: 198
Air Time: 6:30 a.m.-11 p.m.
Membership: BAB, NARTB
Pres., General Manager: Robert D. Kennedy
Program Director: Bud Germ
Chief Engineer: Ross A. Fessenmeyer

W M F G
HIBBING—1935—NBC-ARROWHEAD
Frequency: 1240 Kc. . Power: 250 Watts
Business-Studio Address: 5th & Howard
Phone Number: 3-7531
News Service .............................. UP
Transcription Service .............. World, SESAC
Representative ....................... George P. Hollingbery
President .............................. Morgan Murphy
General Manager .................. W. C. Bridges
Commercial Mgr. ..................... Oscar H. Peterson
Program Director .................. Ruth E. Coe
Chief Engineer ..................... Norman Gill

KDUZ HUTCHINSON—1953
Frequency: 1260 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......... McLeod County Bbgs, Co.
Address ................. Radio City
Phone Number .................. 1555
General Manager .......... Albert Tedesco
Partners ................. Victor Tedesco.
Nicholas Tedesco
Commercial Mgr. ............. Hienz Fruck
Program Director ........... Ted Hanson
Promotion Mgr. .............. Howard Nordine
Chief Engineer .............. Darrel Gander

KLTF LITTLE FALLS—1950—KBS
Frequency: 960 Kc.  Power: 500 Watts d.
Owned-Oper. By ...... Little Falls Bbgs, Co.
Address ............... 105½ Broadway E.
Phone Number ............... 367
News Service .......... Full Time
Transcription Service ...... World
Station Manager ........ Jack J. Nugent
Commercial Manager ...... Richard J. Rudeck
Program Director ......... Sumner Sabeau

KTOE MANKATO—1950—ABC
Frequency: 1420 Kc.  Power: 5000 Watts d.
Owned-Oper. By ...... Minnesota Valley Bbgs, Co.
Address ............... Box 550
Phone Number ............... 4537
Air Time ...................... Full Time
News Service .......... Full Time
Representative .......... Pearson
President ................. H. W. Linder
Gen., Sta. Manager ...... D. O. Linder
Chief Engineer .......... Steve Wolf

KYSM MANKATO—1938
NBC-NORTHWEST
Frequency: 1230 Kc.  Power: 250 Watts d.
Owned-Oper. By ........ F. B. Clements & Co.
Phone Number ............... 4673
Air Time ...................... 6 a.m.-1 a.m.
News Service ................. AP
Transcription Service ...... Thesaurus
Representative .......... Meeker
Membership ............. NARTB, BAB
Gen.-Station-Comm. Mgr. .. John F. Meagher
Sales Promotion Manager .... Bob DeHaven
Program Director ........ Gene Bouchier
Publicity Director .......... Bob Cosgrove
Chief Engineer ................ James Houts

KMHL MARSHALL—1946—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .......... Harry W. Linder
Business-Studio Address ........ KMHL Bldg.
Phone Number .............. 2282
Air Time ...................... 6 a.m.-M.
News Service ................. UP
Representative .......... John E. Pearson
Owner ...................... Harry W. Linder
General Manager .......... Gilmore F. Frayseth
Program Director ........ Ben Dickmeyer
Chief Engineer .............. Russ Nelson

KEYD MINNEAPOLIS—1948
Frequency: 1440 Kc.  Power: 5000 Watts d.
Owned-Operated By .......... Family Bbgs, Corp.
Business-Studio Address .... 15 N. Ninth St.
Phone Number ............... Lincoln 8451
News Service .......... AP
Transcription Service ...... Standard
Representative .......... Rambeau
Membership ............. NARTB, BAB
President ................. Henry Klages
Sta., Gen. Mgr. ......... Lee L. Whiting
Chief Engineer .......... Harvey V. Headen

WCCO MINNEAPOLIS—1924
CBS Radio
Frequency: 830 Kc.  Power: 50,000 Watts
Owned By ........ Midwest Radio-Television, Inc.
Business-Studio Address .... 625 Second Ave. S.
Phone Number ............... Main 1202
Air Time ...................... 5 a.m.-1 a.m.
News Service .......... AP, UP, INS
Transcription Service ...... Lang-Worth
Representative ........ CBS Radio, Spot Sales
Membership ............. BAB
President ................. F. von Konyonburg
General Manager .......... Larry Hoeg
Sales Manager .......... Phil Lewis
Sales Prom., Mgr. ...... C. H. Smith
Program Director ......... Bob McKinsey
Publicity Director ........ Fred Heywood
Chief Engineer .............. J. J. Beloungy

WDGY MINNEAPOLIS—1923
Frequency: 1130 Kc.  Power: 50,000 Watts d.
25,000 Watts n.
Business-Studio Address .... Hotel Nicollet
Phone Number ............... Bridgeport 2271
News Service ................. UP
Representative .......... Avery-Knodel
Membership ............. NARTB
Pres., Gen., Sta. Mgr. ...... Clarence T. Hagman
Commercial Manager ...... Samuel N. Nemer

464
Program Director: Don O'Brien
Chief Engineers: Kenneth Olson, Kenneth Larson
Commercial Mgr.: Bill Farrell
Chief Engineer: Richard Beekman

WLol
MINNEAPOLIS—1940—MBS
Frequency: 1330 Kc. Power: 5000 Watts
Business-Studio Address: 1730 Hennepin Ave.
Phone Number: ATlan 0406, Midway 4043
Air Time: Unlimited
News Service: UP
Representative: A. M. Radio Sales
President: Ralph L. Atlass
Gen. Sta. Mgr.: Marvin L. Rose
Commercial Mgr.: Wayne "Red" Williams
Prom. Pgm. Dir.: Edward L. Wiebe
Publicity Director: Kay Runyon
Studio Engineer: Gene Brautigam
Transmitter Engineer: Merle Bjork

WPBC
MINNEAPOLIS—1949
Frequency: 880 Kc. Power: 1000 Watts d.
Address: 1193 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: Clinton Barstad

WTCN
MINNEAPOLIS-ST. PAUL—1935
ABC
Frequency: 1280 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Minnesota Television
Public Service Corp.
Business-Studio Address: 2925 Dean Blvd.
Phone Number: Mohawk 9-8771
News Service: AP, UP
Transcription Service: Associated
Representative: Blair
President: Robert Butler
General Manager: Edward J. Smith
Commercial Manager: Kendall M. Light
Program Director: Judy Bryson
Chief Engineer: Myron N. Fleming

KDMA
MONTEVIDEO—1952—ABC
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Midwest Bcdstg. Corp.
Address: West Hwy, 212
Phone: 8891
Air Time: Unlimited
Representative: Pearson
Pres., Gen. Mgr.: H. Willard Linder

KVox
MOORHEAD—1937
MBS—GREAT NORTHERN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KVOX Bcdstg. Co.
Bus-Studio Address: 403 Center Ave.
Phone Number: 3-1522
Air Time: 6:30 a.m.-M.
News Service: UP
Representative: Walker, Lawson
Membership: NARTB
President: E. J. McKellar
General Manager: M. M. Margel
Comm., Sta. Prom. Mgr.: Robert L. Owens
Program Director: Dewey Bergquist
Chief Engineer: Don Getken

Knuj
NEW ULM—1949—KBS
Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By: KNUJ, Inc.
Address: 304½ N. Minn. St.
Phone Number: 805
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth, World.
Membership: BAB
President: W. K. Mickelson
Gen. Mgr., Chief Engr.: Jack H. Duncan

Kobk
OWATONNA—1950—KBS
Address: 307 Vesterby Bldg.
Phone Number: 2359
News Service: UP
Membership: BAB
President: Myles H. Johns
Station Manager: Robert Frye
Chief Engineer: Jerome Dvorachek

Kaaa
RED WING—1949
Frequency: 1250 Kc. Power: 1000 Watts d.
News Service: AP
Transcription Service: Assoc., Capitol
General Manager: Maxine Jacobs
Program Director: Peter Lyman
News Director: Donald Willie

Kroc
ROCHESTER—1935—NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Southern Minnesota
Bcdstg. Co.
Business-Studio Address: 100 1st Ave. Bldg.
Phone Number: 3924

465
**MINNESOTA**

Air Time ........................................ 6 a.m.-M.
News Service ................................... UP
Transcription Service ......................... Thesaurus
Representative ................................. Meeker
Membership ..................................... NARTE, BAB
President ....................................... Mrs. G. P. Gentling
Sta. Mgr., Pgm. Dir. ......................... Cal Smith
Sales Prom., Pub. Dir. ................. Warren Miller
Program Director .......................... Carl Smith
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 .................................... Granite City Bstg. Co.
Phone Number ............................... 3330, 3331
Air Time ........................................ 6 a.m.-12 M.
News Service ................................... AP
Transcription Service ......................... Thesaurus
Representative ................................. Pearson
Membership ..................................... NARTE, BAB
Pres., Gen. Mgr. ..................... Frederick C. Schilpich
Program Director .......................... Betty May
Chief Engineer ............................... Robert Witschen

**W J O N**

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ....................... Granite City Bstg. Co.
Address ..................................... St. Cloud Hotel
Phone Number ............................... 1240
Representative ................................. Rambeau
Transcription Service ......................... World
News Service ................................... UP
President ....................................... Max H. Lavine
Program Director .......................... Wallace MacBriar
General Manager ......................... Paul K. B. Witschen
Chief Engineer ............................... Robert Witschen

**K S T P**

ST. PAUL-MINNEAPOLIS—1928-NBC

NORTHWEST

Frequency: 1500 Kc.  Power: 50,000 Watts
Owned-Oper. 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, SESAC, Cole
Representative ................................. Edward Petry
Membership ..................................... NARTE
President, Gen. Mgr. ................. Stanley E. Hubbard
Nat. Sales Mgr. .......................... Karl A. Plain
Exec. V.P., Sales ...... James K. Mance
Program Director .......................... D. Brooks Henderson
Promotion-Publicity Director .......... Joe Cook
Chief Engineer ............................... William S. Sadler

**W M I N**

ST. PAUL—1936

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ......................... WMIN Bstg. Co.
Business-Studio Address .................. 611 Frontenac Place
Phone Number ............................... Prior 7757
News Service ................................... AP
Representative ................................ Clark
Pres., Gen. Mgr. ......................... N. L. Bentsen
Commercial Mgr. ........................ Frank M. Devaney
Program Director .......................... Norman Page
Chief Engineer ............................... Warren B. Fritz

**W C O W**

SOUTH ST. PAUL—1951

Address ............... 8 W. 9th St.
Phone Number ......................... Garfield 4717
News Service ................................... UP
Transcription Service ......................... SESAC
General Manager .............................. Victor J. Tedesco
Commercial Mgr. ....................... Arnie Peterson
Program Director .......................... Jack Douglas
Chief Engineer ............................... Larry Lennette

**W S H B**

STILLWATER—1949

Address ....................... 126 S. Main St.
Phone Number ............................... 46, 47
News Service ................................... UP
Transcription Service ......................... Lang-Worth
Representative ................................. Donald Cook, Inc.
President ....................................... William F. Johns, Jr.
General Manager ................. Richard Power
Commercial Manager .............. James McLaughlin
Chief Engineer ............................... Elmer Christenson

**K T R F**

THIEF RIVER FALLS—1946

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By ......................... Henry K. Arneson
Transcription Service ......................... World
Representative ................................. Bulmer & Johnson, Inc.
Membership ..................................... BAB
General Manager ......................... Don Olson
Sales Prom. Mgr. ........................ Ormond Johnson
Chief Engineer ............................... Henry J. Bothman

**W H L B**

VIRGINIA—1936—NBC

ARROWHEAD, NORTHWEST

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ................. Head of the Lakes Bstg.
Phone Number ......................... 2000
News Service ................................... UP
Transcription Service ......................... World, SESAC
Representative ................................. Hollingsbery
President ................................. J. Morgan Murphy
General Manager ............................... Waller Bridges
Station Manager ..................... H. J. Paris
Chief Engineer ............................... Norman Gill
KWAD
WADENA—1948—MBS
Frequency: 920 Kc....Power: 1000 Watts
Owned-Oper. By...Associated Bcstg., Inc.
Bus.-Studio Address...First Natl. Bank Bldg.
Phone Number 920-1
Transcription World
Representatives...Bulmer & Johnson
General Manager...Carl E. Holt
Program Director...Jim Buchan
Chief Engineer...Milton La Due

KWLM
WILLMAR—1940—ABC
Frequency: 1340 Kc....Power: 250 Watts
Owned-Oper. By...Lakeland Bcstg. Co.
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. Mar....H. W. Linder
Commercial Manager...Jack Lynch
Program Director...Joe Martinson
Chief Engineer...Francois Peterson

KWNO
WINONA—1938—ABC
Frequency: 1230 Kc....Power: 250 Watts
Owned-Oper. By...Winona Radio Service
Business-Studio Address...216 Center St.
Phone Number 3314
News Service...AP
Transcription Service...Standard
Representative...John E. Pearson
President...M. H. White
General Manager...Ken Marsh
Commercial Manager...H. Rod Hurd
Chief Engineer...Lewis Denes

KWOA
WORTHINGTON—1947
Frequency: 730 Kc....Power: 1000 Watts d.
Owned-Oper. By...Worthington Bcstg. Co., Inc.
Address...Hotel Thompson
Representative...Bulmer & Johnson
Transcription Service...Langworth, Thesaurus
Membership...NARTB
President...R. W. Olson
General Manager...R. E. Shepard
Commercial Manager...Arne Karhu

MISSISSIPPI
Pop. Feb. 1, 1954 (Est.) 2,200,000 — Families 580,000
Radio Homes 463,000 — TV Homes 120,000 — Stations in State 51

WMPA
ABERDEEN—1952—KBS
Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By...Prairie Bcstg. Co.
Address...P. O. Box 402
Phone Number 1050
News Service...UP
Transcription Service...Lang-Worth
Representative...T. A. Richardson
Gen., Sta., Comm. Mgr...William Felton
Pgm., Pub. Dir...Grace Felton
Chief Engineer...Eddie Lane

WBLE
BATESVILLE—1953
Frequency: 1290 Kc....Power: 1000 Watts d.
Owned-Oper. By...Panola Bcstg. Co.
Address...Box 247
Co-Owner, Gen. Mgr...Harold B. McCauley
Co-Owners...Travis A. Palmer, James E. Hartness

WLOX
BILOXI—GULFPORT—1948—MBS
Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By...WLOX Bcstg. Co.
Address...Buena Vista Hotel
Phone Number 5581-2
News Service...UP
Representative...William G. Rambeau
President...James S. Love, Jr.
General Manager...Ray Butterfield
Commercial Manager...Thomas B. Majure
Program Director...Hugh Smith

WYMI
BILOXI—1930
Frequency: 570 Kc....Power: 1000 Watts d.
Owned-Oper. By...Radio Associates
Address...P. O. Box 153
Phone Number 6961
Representatives...Natl. Time Sales, Dora Clayton
Transcription Service...Thesaurus, SESAC
Membership...BAB, NARTB
News Service...UP
Pres., Gen., Sta. Mgr...Odes E. Robinson
Sales Prom., Comm. Mgr...Chauncey T. Hinman
Program Director...Earl B. Blessey

WBIP
BOONEVILLE—1950—KBS
Frequency: 1400 Kc....Power: 250 Watts
Owned-Oper. By...Booneville Bcstg. Co.
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency (Kc)</th>
<th>Power (Watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJMB</td>
<td>Brookhaven</td>
<td>1340</td>
<td>250</td>
</tr>
<tr>
<td>WDOB</td>
<td>Canton</td>
<td>1370</td>
<td>500</td>
</tr>
<tr>
<td>WGLC</td>
<td>Centreville</td>
<td>1580</td>
<td>250</td>
</tr>
<tr>
<td>WROX</td>
<td>Clarksdale</td>
<td>1450</td>
<td>250</td>
</tr>
<tr>
<td>WCLD</td>
<td>Cleveland</td>
<td>1490</td>
<td>250</td>
</tr>
</tbody>
</table>

**WJMB** BROOKHAVEN—1949
Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By: Brookhaven Bcstg. Co.
Address: W. Chicksaw St.
Phone Number: 1298
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Tullius Brady

**WDOB** CANTON—1955—KBS
Frequency: 1370 Kc... Power: 500 Watts d.
Owned-Oper. By: Madison County Bcstg. Co.
Address: Box 182
Phone Number: 1370
News Service: UP
Transcription Service: Thesaurus
Co-Owners: J. D. Bishop, J. T. Ownby, Anne Lee Davis
General Manager: R. L. Statham
Commercial Manager: Harold Harris
Program Director: Osella Westbrook

**WGLC** CENTREVILLE—1951—KBS
Frequency: 1580 Kc... Power: 250 Watts d.
News Service: UP
Transcription Service: Capitol
Phone Number: 4001
President: A. Sansing
General Manager: P. Simpkins
Chief Engineer: Bob Bassett

**WROX** CLARKSDALE—1943—MBS
Frequency: 1450 Kc... Power: 250 Watts
Owned Oper. By: Birney Imes, Jr.
Address: Delta Ave.
Phone Number: 1566
Air Time: Full Time
News Service: AP
Transcription Service: RCA Thesaurus
General Manager: Bob McRaney
Program Director: Jack Cristil
Station Manager: P. B. Hinnan
Chief Engineer: C. D. Graves

**WCMA** CORINTH—1945—MBS-KBS
Frequency: 1230 Kc... Power: 250 Watts
Owned-Operated By: Corinth Bcstg. Co., Inc.
Business-Studio Address: Ray Bldg.
Phone Number: 5575
News Service: UP
Transcription Service: World
Representative: Burn-Smith
President: Dr. Frank M. Davis
General Manager: Aaron B. Robinson
Station Manager: John E. Bell
Program Director: Vincent Lawrence
Commercial Manager: Joe P. Van Dyke
Chief Engineer: James D. Anderson

**WCBI** COLUMBUS—1940
MBS—KBS MID SOUTH
Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business-Studio Address: Columbus
Phone Number: 1430
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

**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
Program Director: Bill Barrett
Chief Engineer: Ray Tolar

**WACR** COLUMBUS—1950—MBS
Frequency: 1050 Kc... Power: 250 Watts d.
Address: WACR Bldg.
Phone: 768
Air Time: Sunrise-Sunset
Newspaper Affiliation: UP
Pres., Gen. Mgr.: Withers Gavin

**WCLD** CLEVELAND—1949
Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By: Cleveland Bcstg. Co., Inc.
Phone Number: 990
News Service: AP
Station Representative: McGilivra
President: Lowry Tims
Program Director: Elizabeth Capps
Chief Engineer: Richard Bullock
WGVM
GREENVILLE—1948
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Cotton Belt Beacons Co.
Bus-Studio Address: 118 So. E’way
Phone Number: 4559
Air Time: 6 a.m.-Sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Devney, Melville
Pres., General Manager: David H. Segal
Station Manager: E. M. Guss
Prom., Sta. Mgr.: Jack Stull
Program Director: Wallace D. Hoy
Chief Engineer: W. McChristian
Owned-Operated By: Birney Imes, Jr.
Phone Number: 1400
President: Birney Imes, Jr.
General Manager: Bob McRaney
Sta., Comm. Mgr: Monroe Looney
Chief Engineer: Jimmie Pinnix

WGCM
GULFPORT—1929—ABC
AND KEYSTONE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCN Bcstg. Co.
Address: Hewes-Martin Bldg.
Phone Number: 1110
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: W. Trautmann
Chief Engineer: Charles T. Hook

WFDR
HATTIESBURG—1925
N BC-KBS-REBEL
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Forrest Bcstg. Co.
Address: 302 Hemphill St.
Phone Number: 45432
Air Time: 5:30 a.m.-11:05 p.m.
News Service: UP
Station Rep.: George P. Hollingsby Co.
President: C. J. Wright, Sr.
General, Station Manager: C. J. Wright, Jr.
Program Director: David L. Waite
Commercial Mgr.: E. M. Jenkins
Chief Engineer: B. B. McLemore

WHSY
HATTIESBURG—1948—ABC-MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hub City Bcstg. Co. Inc.
Address: Box 1008
Phone Number: 3-1741
News Service: AP
Station Representative: Wm. G. Rameau
Membership: NARTB, BAB
President, Gen. Mgr.: George Monahan
Comm. Sales Prom. Mgr.: Bob Robinson
Station Manager: Connie Holt
Program Director: Keith Andre
Publicity Director: Olga Hagler
Chief Engineer: Charles Sharping

WMDC
HAZLEHURST—1953—KBS
of Miss.
Phone Number: 869
General Manager: Louis Alford
MISSISSIPPI

WSLI
JACKSON—1938—ABC
Frequency: 930 Kc.  Power: 5000 Watts
Business Address. P. O. Box 1847
Phone Number. 2-3230
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. Sepaugh
Commercial Manager. F. E. Wilkerson, Jr.
Program Director. B. K. Smith
Chief Engineer. C. A. Perkins

WKZ
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. INS
Representative. McGilvra
Membership. NARTB
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
Bus.-Studio Address. 442 6th Ave.
Phone Number. 5601
News Service. AP
Transcription Service. World
Representative. George P. Hollingbery
Membership. NARTB, BAB
President. Harold Matson
Gen., Sta. Mgr. Granville Walters
Commercial Manager. M. M. Caver
Program Director. Stanley Walters
Chief Engineer. Clyne Graves

WLAU
LAUREL—1946—ABC-MBS
Frequency: 1490 Kc.  Power: 250 Watts
Phone Number. 8-7227
Air Time. Full Time
News Service. AP
Representative. McGilvra
Membership. BAB
President. C. T. McCallum
Comm., Sales Prom. Mgr. Tuck Jones
Pgm., Pub. Dir. David Kane
Chief Engineer. W. B. Carter

WNLA
INDIANOLA—1953
Frequency: 1380 Kc.  Power: 500 Watts d.
Address. Box 375
Phone Number. Indianola 300
Partners. W. L. Kent.
General Manager. Chuck Allen
Program Director. Paul Artman
Promotion Mgr. J. Stuart Hough
Chief Engineer. Robert Meador

WJDX
JACKSON—1929—NBC
Frequency: 620 Kc.  Power: 5000 Watts d.
1000 Watts n.
Business Address. P. O. Box 2171
Phone Number. 2-1183
News Service. UP
Transcription Service. Cole, Capitol. World
Representative. George P. Hollingbery
General Manager. Fred L. Beard
Commercial Manager. Frank Gentry
Program Director. Howard Langfitt
Chief Engineer. Percy G. Root

WJQS
JACKSON—1947—CBS-MISS.
Frequency: 1400 Kc.  Power: 250 Watts
Business-Studio Address. Edwards Hotel
Phone Number. 3-9681
News Service. Standard
Transcription Service. Standard
President. General Manager Wilbur E. McAlpin

WJXM
JACKSON—1945
Frequency: 1450 Kc.  Power: 250 Watts
Address. 916 Foley St.—Radio Ranch
Phone Number. 2-6673
Pres., Gen. Mgr. James T. Ownby

WRBC
JACKSON—1947—MBS
Frequency: 1300 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By. Rebel Bstg. Co., Inc.
Business-Studio Address. 125 So. Lamar
Phone Number. 5-1582
Air Time. Full Time
News Service. AP
Transcription Service. Associated
Representative. Isham
General Manager. J. W. Carlier
Program Director. A. C. Leonard
Chief Engineer. G. G. Benson

Sta. Mgr., Chief Engr. A. M. Smith
Commercial Mgr. Lowery Collins
Program Director. Malcolm Jones
MISSISSIPPI

WLSM
LOUISVILLE—1953
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: Louisville Bestg. Corp.
Address: Box 111
Phone Number: 1000
Station Manager: William R. Parkes
Chief Engineer: Herb Guthrie

WMBC
MACON—1947—MISS.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: South Miss. Broadcasting Co., Inc.
Address: MBC Bldg.
Phone Number: 310
News Service: AP
President: Robert George
General Manager: Eddie Southern

WAPF
McCOMB—1948—KBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: S. W. Bestg. Co. of Miss.
Address: 1884 Pike Hotel
Phone Number: 2080
News Service: UP
Transcription Service: Langworth World
President: Louis Allford
Commercial Mgr.: Ollie Bales
Sales Prom. Mgr.: Cindy Gardner
Program Director: Carl Austin
General Manager: Phillip Brady

WSKB
McCOMB—1939
Frequency: 1250 Kc. Power: 5000 Watts d.
500 Watts n.
Owned-Operated By: WSKB, Inc.
Address: P. O. Box 111
Phone Number: 2080
News Service: AP
Transcription Service: SESAC Representative
President: Dora Clayton, Rambeau
General Manager: Lester Williams
Station Manager: Jack Sanders
Commercial Manager: Bill Tyler
Chief Engineer: Robert L. Sanders

WCOC
MERIDIAN—1926—CBS-MISS.
1000 Watts n.
Owned-Oper. By: Mississippi Bestg. Co., Inc.
Business-Studio Address: Threefoot Bldg.
Phone Number: 7714
Air Time: 5:50 a.m.-12:10 a.m.
News Service: UP
Transcription Service: Standard
President, General Manager: Withers Gavin

WMOX
MERIDIAN—1946—MIDSOUTH
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: William Howard Cole

WTOK
MERIDIAN—1946—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Southern TV Corp.
Address: Southern Bldg.
Phone Number: 3-1441
News Service: INS
Transcription Service: SESAC Representative
President: Binney Imes, Jr.
General Manager: Bob McRaney
Station Manager: Joseph W. Carson
Comm. Mgr., Prog. Dir.: Eddie Holladay
Chief Engineer: Winton Beaver

WMIS
NATCHEZ—1941—NBC-KBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: City Bank Bldg.
Phone Number: 8211
President: P. K. Ewing
General Manager: P. K. Ewing, Jr.
Commercial Mgr.: Ervin Parks
Program Director: Hoyle Littlejohn
Chief Engineer: Joe H. Saxon

WNAT
NATCHEZ—1949—ABC
Frequency: 1450 Kc. Power: 250 Watts
Phone Number: 4621
News Service: UP
President: Mrs. Laurie G. Ratcliffe
General Manager: Paul Schilling
Commercial Mgr.: Eddie Phelan
Chief Engineer: Martin Tyronne

WPMP
PASCAGOULA—1951—KBS
Owned-Oper. By: Crest Bestg. Co., Inc.
Address: P. O. Box 348
Phone Number: 83
News Service: UP
Transcription Service: World
Sta., Comm. Mgr.: Floyd W. Hess
Program Director: Morris Grenthner
Chief Engineer: Fred Struther

WHOCl
PHILADELPHIA—1948—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: William Howard Cole
MISSISSIPPI

WRJW
PICAYUNE—1949—KBS
Frequency: 1320 Kc.  Power: 5000 d.
Address: Picayune
Phone Number: 740
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Gen. Sta. Mgr.: Mrs. Wm. H. Cole
Prog. Dir.: Chief Eng.: Archie Rushing, Jr.

WSSO
STARKVILLE—1949—KBS
MID SOUTH
Frequency: 1230 Kc.  Power: 250 Watts
Business-Studio Address: Starkville
Phone Number: 1230
News Service: AP
Transcription Service: Capitol
Program Director: Martha L. Pearson

WELO
TUPELO—1944—MBS-MID SOUTH
Frequency: 1490 Kc.  Power: 250 Watts
Business-Studio Address: Welo Bldg.
Phone Number: 1400
Air Time: Full Time
News Service: AP
Transcription Service: Capitol, Thesaurus
Station Manager: Bob Evans
Commercial Manager: E. L. Bowen, Jr.
Chief Engineer: LeRoy Green

WTUP
TUPELO—1953
Frequency: 1380 Kc.  Power: 1000 Watts d.
Address: Box 612
Phone Number: 3111
Partner: E. O. Roden
General Manager: Richard F. Crans
Commercial Mgr.: Hal Benson
Chief Engineer: Keith Wroten

WQBC
VICKSBURG—1931—MBS-KBS
Frequency: 1420 Kc.  Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By: Delta Bstg. Co., Inc.
Business-Studio Address: Post-Herald Bldg.
Phone Number: 312
Newspaper Affiliation: Post, Herald
News Service: AP

WVIM
VICKSBURG—1948
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Radio Miss., Inc.
Business-Studio Address: Box 76
Phone Number: 3901
Transcription Service: Theasaurus
Representative: Indie Sales, Dora-Clayton
President: James T. Ownby
General Manager: Frank Holifield
Commercial Manager: Virginia Harrell
Chief Engineer: Winston Hayes

WROB
WEST POINT—1947—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Bob McRaney, Sr.
Phone Number: 1450

WAZF
YAZOO CITY—1947—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: WAZF, Inc.
Phone Number: 1300
Pres., Gen. Sta. Mgr.: Guy Corley
Commercial Manager: Jim Bonnette
Program Director: Hal Webber
Chief Engineer: C. M. Leshe

HELP THE RED CROSS
MISSOURI

Pop Feb. 1, 1954 (Est.) 4,034,000 — Families 1,215,000
Radio Homes 1,146,000 — TV Homes 681,500 — Stations in State 61

K F V S
CAPE GIRARDEAU—1925—MBS
Frequency: 960 Kc., Power: 1000 Watts d.
Owned-Operated By .................. Hirsch Bestg. Co.
Business-Studio Address .......... 324 Broadway
Phone Number .......................... S-5511
Air Time ......................... Full Time
News Service ........................ UP
Representative ...................... John E. Pearson
President ............................ Oscar C. Hirsch
Station Manager .................... Ralph L. Hirsch

K G M O
CAPE GIRARDEAU—1952
Owned-Oper. By ...................... KGMO Radio-TV Inc.
Address ................................ Box 63
Phone Number ........................ S-8228
Pres. Prog. Dir. ..................... William C. Brandt
General Manager .................... Richard C. Brandt
Chief Engineer ....................... William M. Bryan

K D M O
CARTHAGE—1947—KBS
Frequency: 1490 Kc. Power: 250 Watts
Address ................................ 1201 E. Chestnut
Phone Number ........................ 2848, 2823
Air Time .............................. Full Time
News Service ........................ AP
Transcription Service .............. Langworth
Membership .......................... NARTB
General Manager ..................... L. C. McKenney
Commercial Manager ................ J. I. Dalw
Sales Promotion Manager .......... Edith Snyder
Program Director .................... Leon Crocker
Chief Engineer ...................... George Province

K C R V
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
General Manager .................... Robert L. Harrison
Commercial Manager ................ Ed Dyer
Program Director ................... Harry A. Moreland
Chief Engineer ..................... O. V. Benne

K C H R
CHARLESTON—1953—KBS
Frequency: 1350 Kc. Power: 500 Watts d.
Phone Number ........................ 4451
Representative ...................... Continental
Co-Owner, Gen. Mgr. ............... Kermit Barker
Co-Owner ............................ Charles W. Hobbs
Program Director ................... James L. Byrd Illrd

K C H I
CHILLICOTHE—1950—KBS
Owned-Oper. By ...................... Cecil W. Roberts
Address ................................ Farmington, Mo.
Acme Number ......................... 710
News Service ........................ UP
Representative ...................... Hil F. Best
President ............................. Cecil W. Roberts
General Manager .................... Howard G. Rion
Commercial Mgr. ..................... Jerry Wilson
Chief Engineer ....................... Donald P. O'Brien

K D K D
CLINTON—1951
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By .................. Clinton Bestg. Co., Inc.
Address ................................ P. O. Box 113
Phone Number ........................ 233
News Service ........................ UP
Transcription Service .............. World
Representative ...................... Devney
President ............................. David M. Segal
General Manager ..................... Leo Baker
Commercial Mgr. ..................... Joe Potts
Chief Engineer ....................... Dean Clayton

K F R U
COLUMBIA—1925—ABC-MSN
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ...................... KFRU, Inc.
Business Address ..................... Box 89
Phone Number ........................ 4141
Air Time .............................. 6:30 a.m.-
News Service ........................ AP, INS
Transcription Service .............. Lang-Worth, World
Membership .......................... NARTB, BAB
President ............................. H. J. Waters, Jr.
General Manager ..................... Mahlon R. Aldridge, Jr.
Commercial Mgr. ..................... F. J. LeGrand
Program Director ................... Shirley Bauderer
Chief Engineer ...................... Robert Haigh

K R E I
FARMINGTON—1947—KBS
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By ...................... Midwest Bestg. System
Phone Number ........................ 710
Studio ............................... Burks Rd. & Webster St.
Air Time .............................. Sunrise-sunset
News Service ........................ UP
President ............................. Cecil W. Roberts
Station Manager ..................... Earl L. Whitener
Chief Engineer ....................... Bill Westbrook

473
K J C F
FESTUS—1951
Owned-Operated By: Jefferson County Radio & TV Co.
News Service: UP
General Manager: Donald M. Donze
Chief Engineer: Russell Seals, Jr.

K F M O
FLAT RIVER—1947—MBS
GRIESEDIECK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Lead Belt Bcstg. 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

K F A L
FULTON—1950
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mo. Central Bcstrs.

THOSE WHO KNOW
FAMOUS BRANDS . . .

Says Commercial Manager (AM) J. Ted Branson of KFEQ at St. Joseph, Mo.: “Prospects have high regard for The AP . . . and therefore you have the advantage of a sympathetic climate for your offer.”

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
MISSOURI

KLK
JEFFERSON CITY—1953
Frequency: 950 Kc.    Power: 5000 Watts d.
Address:    410 E. Capitol
Phone Number:    6-3191
Station Manager:    Jack Adams
Program Director:    Dean Leupke
Chief Engineer:    Robert Atkinson

KWOS
JEFFERSON CITY—1937—MBS-KBS
Frequency: 1240 Kc.    Power: 250 Watts
Owned-Operated By:    Capital Bcastg. Co.
Business-Studio Address:    210 Monroe St.
Phone Number:    6-3137
Air Time:    Full Time
Newspaper Affiliation:    News Tribune Co.
News Service:    AP
Transcription Service:    Thesaurus
President:    Mrs. L. R. Goshorn
Gen. Sta. Comm. Mgr.:    Catherine Roer
Program Director:    Ralph L. Rose
Chief Engineer:    Lercy S. Hackmann

KFSB
JOPLIN—1948
Owned-Oper. By:    Four States Bcasters, 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.:    H. W. Clark
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
Representative:    William G. Rambeau
Membership:    NARTB
Pres., Gen. Mgr., Chi. Engr.:    Austin A. Harrison
Sta. Mgr., Pgm. Dir.:    Ronald Robson
Commercial Mgr.:    D. T. Knight Jr.

WMBH
JOPLIN—1934—MBS
Frequency: 1450 Kc.    Power: 250 Watts
Owned-Operated By:    Joplin Bcastg. 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.:    M. E. Dunn
Program Director:    Golda Shaunce
Chief Engineer:    Jack Langford

KCKN
KANSAS CITY—1925
Frequency: 1340 Kc.    Power: 250 Watts
Owned-Operated By:    KCKN Bcastg. Co.
Business-Studio Address:    300 Wallowter 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
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 Bcastg. Co.
Address:    125 E. 31st St.
Phone Number:    Jefferson 6789
Air Time:    Full Time
News Service:    AP
Transcription Service:    Thesaurus, Associated
Representative:    Katz
Membership:    NARTB, BAB
President:    E. T. Meredith
General Manager:    E. K. Hartenbower
Asst. Manager:    C. E. Breazeal
Commercial Manager:    R. W. Evans
Sales Prom., Pub. Dir.:    F. C. Strawn
Program Director:    S. B. Tremble
Chief Engineer:    Karl Troeglen

KFRM
KANSAS CITY—1947
Owned-Operated By:    Midland Bcastg. Co.
Business-Studio Address:    222 W. 11th St.
Phone Number:    HA 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. Higgins
Sales Promotion Manager:    Harold W. Storm
Chief Engineer:    Ray Moler

KMBC
KANSAS CITY—1921—CBS
Frequency: 980 Kc.    Power: 5000 Watts
MISSOURI

Owned-Operated By: Midland Bcstg. Co.  
Address: 222 W. 11th St.  
Phone Number: Harrison 2650  
Air Time: 5:55 a.m.-12:05 a.m.  
News Service: AP, UP  
Transcription Service: World  
Representative: Free & Peters  
Membership: NARTE. BAB  
President: Arthur B. Church  
V.P.: George J. Higgins  
Sales Promotion Mgr.: Harold W. Storm  
Program Director: Rod Cupp  
Chief Engineer: Ray Moler

KPRS  
KANSAS CITY—1952

Owned-Oper. By: Twin City Adv. Agency  
Address: 2814 E. 23rd St.  
Phone Number: Humbolt 3100  
News Service: AP  
General Manager: Edward H. Peter  
Commercial Mgr., Chief Eng.: Andrew Carter  
Program Director: Eugenia Pate

WDAF  
KANSAS CITY—1922—NBC

Frequency: 610 Kc.  Power: 5000 Watts  
Owned-Oper. By: The Kansas City Star Co.  
Business-Studio Address: 1729 Grand Ave.  
Phone Number: Harrison 1200  
Air Time: Full Time  
News Service: AP  
Transcription Service: Standard, Thesaurus  
Representative: H. L. Christal  
Managing Director: H. Dean Fitzar  
Station Manager: V. S. Batton  
Commercial Manager: E. Manne Russo  
Pgm., Publ. Dir.: Harry J. Kaufmann  
Chief Engineer: J. A. Flaherty

WHB  
KANSAS CITY—1922—MBS

Frequency: 710 Kc.  Power: 10,000 Watts d.; 5,000 Watts n.  
Owned-Operated By: WHB Bestg. Co.  
Business-Studio Address: Scarritt Bldg.  
Phone Number: Baltimore 7109  
News Service: AP  
Transcription Service: Associated  
Representative: John Blair & Co.  
Pres., Comm. Mgr.: Donald Dwight Davis  
General Manager: John T. Schilling  
Promotion Mgr.: Ed Schulz  
Station Director: Richard Smith  
Chief Engineer: Henry Goldenberg

KBOA  
KENNETT—1947

Frequency: 830 Kc.  Power: 1000 Watts d.  
Owned-Operated By: Kennett Bestg. Corp.  
Business-Studio Address:  
Phone Number: 8-4616  
News Service: AP  
Transcription Service: Langworth  
Membership: NARTE  
President, General Manager: Paul C. Jones  
Station Manager: C. H. Harrison  
Commercial Manager: Joe Bankhead  
Chief Engineer: Robert H. Conner

KIRX  
KIRKSVILLE—1947

Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Operated By: North Mo. Bestg. Co.  
Business-Studio Address: KIRX Bldg.  
Phone Number: 5-3781  
News Service: AP  
Transcription Service: Thesaurus  
Gen., Sta., Mgr.: Samuel A. Burk  
Comm., Sales Prom. Mgr.: James J. Dougherty  
Chief Engineer: Ralph Neely

KLWT

LEBANON—1948—MBS

Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Oper-By: Lebanon Bestg. Co.  
Bus.-Studio Address: 221 E. Commercial St.  
Phone Number: 1015  
News Service: UP  
Transcription Service: Lang-Worth  
President: Robert C. Fields  
General Manager: O. R. Wright  
Commercial Manager: Jack A. Sellers  
Program Director: Thomas H. Miller  
Chief Engineer: E. L. Hendry

KMMO  
MARSHALL—1949

Frequency: 1300 Kc.  Power: 1000 Watts d.  
Owned-Oper-By: KMMO, Inc.  
Address: Marshall  
Phone Number: 40  
News Service: UP  
Transcription Service: Thesaurus, World  
General Manager: J. M. Silvey  
Sta., Comm., Prom. Mgr.: Harold Douglas  
Program Director: Don Clem  
Chief Engineer: Bill Williams

KNIM  
MARYVILLE—1953—KBS

Owned-Oper. By: Maryville Radio-TV Inc.  
Phone Number: 730  
News Service: AP  
President: R. W. Wilson  
General Manager: J. L. Jaquay  
Commercial Mgr.: Gilbert Poese  
Chief Engineer: Arnold Wilson
MISSOURI

KXEO
MEXICO—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Audrain Bcstg. Corp.
Phone Number: 2340-1
Address: Box 260
Air Time: 6:00 a.m.-12 M.
News Service: AP
Membership: NARTB, BAB
President: John Badaracco
Gen. Sta. Mgr.: W. Earl Dougherty
Sales Prom. Mgr.: Dick Harris
Chief Engineer: Gene Clay

KNCM
MOBERLY—1950
Frequency: 1230 Kc. Power: 250 Watts
Phone Number: 1600
Representative: Conwell
Transcription Service: Lang-Worth, Thesaurus
News Service: AP
Owner: Jerrill A. Shepherd
General Manager: Lynn Bickett
Program Director: James Lipsey
Chief Engineer: John Halligan

KRMO
MONETT—1950—KBS
Phone Number: 990
News Service: AP
General Manager: L. C. McKenney
Sta.: J. J. Daly
Program Director: Floyd Stewart
Commercial Mgr.: Marion Pilant
Chief Engineer: George Province

KNEM
NEVADA—1949—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio KNEM
News Service: UP
Transcription Service: SESAC
President: Cecil W. Roberts
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: James Von Gremp
Program Director: V. L. Smith
Chief Engineer: Emerson Allee

KWOC
POPLAR BLUFF—1938
Frequency: 930 Kc. Power: 1000 Watts
Transmitter Address: 428 Vine St.
Phone Number: 3822
News Service: UP
Transcription Service: SESAC, World
Representative: John E. Pearson
General Manager: A. L. McCarthy
Production Dir.: Ted Pyle
Chief Engineer: Donald M. Lidenon

KTTT
ROLLA—1947—KBS
Frequency: 1490 Kc. Power: 250 Watts
Address: P. O. Box 567
Phone Number: 380
News Service: AP
Transcription Service: World
Gen. Sta. Mgr.: Luther W. Martin
Promotion Mgr.: William C. Burkhead
Station Manager: Mel Lee
Chief Engineer: Martin M. Mitchum

KSMO
SALEM—1953—KBS
Frequency: 1340 Kc. Power: 250 Watts
Address: Box 71
General Manager: Luther W. Martin
Promotion Mgr.: William C. Burkhead
Station Manager: 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: KFEQ Bldg.
Phone Number: 3-2528
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Headley-Read
Membership: NARTB
Press, Gen. Mgr.: Barton Pitts
Commercial Mgr.: J. Ted Branson
Program Director: E. C. Schirmer
Chief Engineer: J. Wesley Koch

KRES
ST. JOSEPH—1946
Frequency: 1550 Kc. Power: 5000 Watts
Owned-Oper. By: Missouri Valley Bcstg. Corp.
Business-Studio Address: 113 S. 7th St.
Phone Number: 4-6346
News Service: AP
Representative: Pearson
Membership: NARTB, BAB
President: Basil L. Kaufmann
General Manager: John W. Powell
Production Director: Gerry Henson
Chief Engineer: H. B. Greene
KMOX
ST. LOUIS—1925—CBS
Frequency: 1120 Kc.  Power: 50,000 Watts
Owned By:  Columbia Bstg. 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:  CBS Radio Spot Sales
Membership:  NAB
General Manager:  Gene Wilkey
Commercial Manager:  Robert Hyland, Jr.
Sales Prom., Publ. Mgr.:  Foster Brown
Program Director:  Mark Russell
Chief Engineer:  Harry Harvey
Program Director:  John W. Tinnea
Prom., Publ. Director:  Fred J. Mueller
Chief Engineer:  N. J. Zehr

KXLW
ST. LOUIS—1947
Frequency: 1320 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  St. Louis County Bstg. Co.
Business-Studio Address:  2735 Bonaparte Ave.
Phone Number:  Sterling 4805
Representative:  Pearson
President:  John W. Kluge
General Manager:  Les Ware
Commercial Manager:  Edward W. Pape
Program Director:  Norb Wood
Chief Engineer:  James F. Mitchell

KSU
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:  NBC Spot Sales
Membership:  NARTB
President:  Joseph Pulitzer
General Manager:  George M. Burbach
Sales Manager:  Arthur J. Casey
Program Director:  Harold Grams
Promotion Manager:  David Pasternak
Chief Engineer:  J. E. Risk
President:  E. M. Roberts
General Manager:  C. L. Thomas
Ass't to Gen. Mgr.:  Bruce Barrington
Program Director:  Elmer Muschany
Publicity Director:  Mary Williamson
Chief Engineer:  Arthur F. Rekalt

KSTL
ST. LOUIS—1948
Frequency: 690 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  Radio St. Louis, Inc.
Address:  626 Buder Bldg.
Phone Number:  MAIN 6003
Air Time:  Daytime
Representative:  For Joe
Station Manager:  Dick J. Kasten
Commercial Manager:  William A. Knight
Program Director:  Tony Glenn
Sales Prom. Mgr.:  James D. Neiswander
Publicity Director:  Norman Edwards
Chief Engineer:  Ira E. Pollock

KWK
ST. LOUIS—1927—MBS
Frequency: 1380 Kc.  Power: 5000 Watts
Owned-Oper. 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:  Kritz
President, General Mgr.:  Robert T. Convey
Station Manager:  Ray E. Dudy
Commercial Manager:  V. E. Carmichael

WEW
ST. LOUIS—1921
Frequency: 770 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  The St. Louis University
Address:  3842 Lindell Blvd.
Phone Number:  FRanklin 5655
Transmission Service:  Lang-Worth
Representative:  Gill Perma
President (St. Louis U.):  Very Rev. Paul C. Reinerl, S.J.
General Manager:  Geo. A. Volz
Commercial Manager:  Ray Korpowicz
Program Director:  Lambert Kaiman
Chief Engineer:  Charles C. Casey

WIL
ST. LOUIS—1922
Frequency: 1430 Kc.  Power: 5000 Watts
Owned-Oper. By:  Missouri Bstg. Corp.
Business-Studio Address:  Hotel Chase
Phone Number:  Rosedale 6200
News Service:  AP
Transmission Service:  Lang-Worth
Representative:  Young
Pres., Gen. Mgr.:  L. A. Benson
Vice-Pres., Sales Mgr.:  R. M. Hetherington
Commercial Manager:  Nick Pagliara
Program Director:  Edward M. Galloway

MISSOURI
KGSM
STE. GENEVIEVE—1947—KBS
Frequency: 985 Kc. Power: 500 Watts
Owned—Oper. By: Donze Enterprises, Inc.
Bus.—Studio Address: 410 Merchant St.
Phone Number: 580
Air Time: 6 a.m.–10 p.m.
News Service: UP
President, General Manager: Eimer L. Donze
Chief Engineer: Murel L. Rose

KDRO
SEDALIA—1939—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned—Oper. By: Milton J. Hinlein
Bus.—Studio Address: 2100 W. Broadway
Phone Number: 4004
Representative: Forjoe
President: Milton J. Hinlein
General Manager: Herbert W. Brandes
Commercial Manager: James F. Glenn

KSIM
SIKESTON—1948
Frequency: 1400 Kc. Power: 250 Watts
Owner—Oper. By: Sikeston Community Bstg. Co.
Bus.—Studio—Transmitter Address: Hwv. 60 W.
Phone Number: 1
News Service: AP
President: Lyman R. Bowman, Jr.
Program Director: James Palmer

KGBX
SPRINGFIELD—1926—NBC
Frequency: 1260 Kc. Power: 5000 Watts
Owned—Operated By: Springfield Bstg. Co.
Bus.—Studio Address: 605 Boonville Ave.
Phone Number: 4-2822
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: George F. Hollingbery
Membership: NARTB
President: T. W. Duvall
Gen. Sta. Mgr.: K. G. Wells
Commercial Mgr.: Robert L. Wheat
Program Director: Francis Uhls
Pub. Prom. Dir.: Dudley Morris
Chief Engineer: Richard Bowman

KICK
SPRINGFIELD—1949—MBS
Frequency: 1490 Kc. Power: 250 Watts
Address: 610 College St.
Phone Number: 4-1561
Air Time: Full Time
News Service: UP
Transcription Service: Standard, SESAC
Representative: McGillvra

KTTS
SPRINGFIELD—1941—CBS
Frequency: 1400 Kc. Power: 250 Watts
Address: P. O. Box 1715 S. S. S.
Phone Number: 2-7474
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB
President: J. H. G. Cooper
General Manager: G. Pearson Ward
Commercial Manager: Bob Burke
Program Director: Wendel Smith
Chief Engineer: William F. Curry

KWTO
SPRINGFIELD—1933—ABC
Frequency: 560 Kc. Power: 5000 Watts
Owned—Operated By: Ozarks Bstg. Co.
Business—Studio Address: 606 St. Louis St.
Phone Number: 2-4422
Air Time: 5 a.m.—M.
News Service: UP
Transcription Service: Langworth
Representative: John E. Pearson
Membership: NARTB
Pres., Gen. Mgr.: Ralph D. Foster
Asst. Gen. Mgr.: Leslie L. Kannon
Commercial Manager: Raymond M. Keltner
Program Director: Joe Slattery
Prom., Pub. Dir.: Bill Bailey
Chief Engineer: Fritz Bauer

KALM
THAYER—1953
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned—Oper. By: Robert Neathery
Address: N. Hgwy. 63
President: Robert Neathery

KOKO
WARRENSBURG—1953—KBS
Frequency: 1450 Kc. Power: 250 Watts
Address: Box 395
News Service: AP
Transcription Service: Thesaurus
President: David M. Segal
General Manager: Lee E. Baker
Commercial Manager: C. L. Parks
Program Director: Lonnie Licata
KWRE
WARRENTON—1949—KBS
Frequency: 730 Kc. Power: 500 Watts d.
Owned-Operated By: W. T. Zimmerman
Address: Warrenton Phone Number: 328
News Service: UP
Transcription Service: Thesaurus
Representative: Continental, Radio Sales
General Manager: W. T. Zimmerman
Commercial Manager: Leo Waters
Chief Engineer: Murray Phillips

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
Pres., Gen. Mgr.: Robert F. Neathery
Commercial Manager: Fritz Williams Dixon
Program Director: John Billingsley

MONTANA
Pop. Feb. 1, 1954 (Est.) 597,000 — Families 181,000
Radio Homes 176,000 — TV Homes 10,500 — Stations in State 25

KANA
ANACONA—1946
Frequency: 1230 Kc. Power: 250 Watts d.
Business Address: Box 2124
Phone Number: 136
News Service: AP
Transcription Service: Associated
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Rockwood Brown
General Manager: Ken Nybo
Pgm., Pub. Dir.: Charles G. du Bois
Chief Engineer: Theodore Hildebrand

KBMY
BILLINGS—1946
MBS-IMTAIN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Billings Bstg. Co.
Business Address: Box 2124
Phone Number: 3-3838
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Associated
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Rockwood Brown
General Manager: Ken Nybo
Pgm., Pub. Dir.: Charles G. du Bois
Chief Engineer: Theodore Hildebrand

KGMN
BILLINGS—1950
Frequency: 1230 Kc. Power: 250 Watts
Address: Box 681
Phone Number: 2105
News Service: AP
Representative: Willard Gill-Perma
President: Mrs. Lura B. Penwell
General Manager: G. Norman Penwell
Station Manager: Dan Snyder
Chief Engineer: Ben Hespen

KXLO
BOZEMAN—1939—NBC
Frequency: 1350 Kc. Power: 250 Watts
Owned-Operated By: KRBM Bisters, Inc.
Business Address: Bozeman
Phone Number: 1200
News Service: AP, UP
Representative: Walker
President: E. B. Crane
General Manager: Ernest A. Neath
Commercial Mgr.: Ernest Seccomb
Program Director: Beverly Coulston
Chief Engineer: Dick Smiley
K B O W  
BUTTE—1946  
Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Oper. By: Copper City Radio Co.  
Address: 720 Yale Ave.  
Phone Number 7429  
President Frank Reardon  
Commercial Manager W. C. Blanchette  
Program Director J. R. Kelley  
Chief Engineer Wilbur L. Myhre  

K M O N  
GREAT FALLS—1947—MBS  
ABC-INTERMOUNTAIN  
Frequency: 560 Kc.  Power: 5000 Watts  
Business Address: Tribune Bldg.  
Phone Number 4-4092  
Air Time Full Time  
News Service AP, UP  
Transcription Service Averey-Knodell  
President Lester Cole  
General Manager Rober H. Warner  
Commercial Manager Frank W. Kaull  
Program Director Mel Hallock  
Chief Engineer Eugene B. Bunker, Ben Rush  

K X L K  
GREAT FALLS—1947—NBC-Z NET  
Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Oper. By: Great Falls Bstg. Co.  
Bus.-Studio-Transmitter Add. P. O. Box 2072  
Phone Number 2-2453  
News Service AP, UP  
Representative Walker  
President Barclay Craighead  
Gen., Sta., Comm. Mgr. T. L. Frayling  
Program Director Januitha Loucks  
Prcm. Mgr., Chief Eng. Eugene Kukkola  

K O J M  
HAVRE—1947—MBS-KBS  
Frequency: 610 Kc.  Power: 1000 Watts  
Business-Studio Address: Box 70  
Phone Number 1096-7  
Air Time Full Time  
News Service UP  
Transcription Service Associated  
Representative Averey-Knodell  
President O. R. Rubie  
General Manager Charlotte H. Brader  
Commercial Manager Lyle Leeds  
Program Director James R. Saenger  
Publicity Director Sam G. Stephens  
Chief Engineer George H. Bauer  

K C A P  
HELENA—1949—MBS-KBS  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Oper. By: Lewis & Clark Bstg. Corp.  
Address: 1705 Jerome Pl.  
Phone Number 4030  
News Service UP  
President James M. Flinn  
General Manager K. O. MacPherson  
Commercial Manager C. E. Sullivan  
Chief Engineer Dean Mack  

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<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Oper.</th>
<th>Address</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>President</th>
<th>General Manager</th>
<th>Chief Engineer</th>
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</thead>
<tbody>
<tr>
<td>KGZ</td>
<td>600 Kc.</td>
<td>1000</td>
<td>By Donald C. Treloar</td>
<td>1236 4th Ave. E.</td>
<td>4143</td>
<td>Full Time</td>
<td>NARTB, BAB</td>
<td>Donald C. Treloar</td>
<td>Paul Johnston</td>
<td></td>
</tr>
<tr>
<td>KXLO</td>
<td>1230 Kc.</td>
<td>250</td>
<td>By W. G. Kelly</td>
<td>E. Main St.</td>
<td>1210</td>
<td>Full Time</td>
<td>NARTB, BAB</td>
<td>William G. Kelly</td>
<td>Marlin T. Obie</td>
<td></td>
</tr>
<tr>
<td>KLB</td>
<td>1230 Kc.</td>
<td>250</td>
<td>By Lincoln County Bests, Inc.</td>
<td>Hafferman Shopping Center</td>
<td>410</td>
<td>UP</td>
<td>SESAC, MacGregor</td>
<td>Smith McNeil</td>
<td>William F. Hafferman</td>
<td>Jim L. McLaughlin</td>
</tr>
<tr>
<td>KPRK</td>
<td>1340 Kc.</td>
<td>250</td>
<td>By Yellowstone Amuse. Co.</td>
<td>Miles City</td>
<td>1340</td>
<td>Full Time</td>
<td>NARTB, BAB</td>
<td>Donald C. Treloar</td>
<td>Donald Kern</td>
<td></td>
</tr>
<tr>
<td>KJF</td>
<td>1290 Kc.</td>
<td>5000</td>
<td>By Mosby's, Inc.</td>
<td>127 E. Main St.</td>
<td>2155</td>
<td>Full Time</td>
<td>NARTB, BAB</td>
<td>A. J. Mosby</td>
<td>A. T. Christensen</td>
<td></td>
</tr>
<tr>
<td>KGVO</td>
<td>1450 Kc.</td>
<td>250</td>
<td>By Western Montana Assoc.</td>
<td>Box 1503</td>
<td>4114</td>
<td>Full Time</td>
<td>AP, UP</td>
<td>Walker, Moore</td>
<td>Ray Lee</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Frequency and Power information for each station.
- Ownership and operating details.
- Addresses and phone numbers.
- Key personnel and their roles.
NEBRASKA

Pop. Feb. 1, 1954 (Est.) 1,353,000 — Families 426,000
Radio Homes 408,000 — TV Homes 181,500 — Stations in State 25

KIYI
SHELBY—1947-KBS-MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Tri County Radio Corp.
Phone Number 5541
Representative Cooke
Membership NARTB
President John Lyon
Sec.-Treas. Frank Krishka
Program Director Don Redfield
Chief Engineer George Potter

KGCX
SIDNEY—1926-MBS
Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By. E. E. Krebsbach
 Address 109 S. Central
 Phone Number 408
 News Service AP, UP
 Transcription Service Capitol
 Representative Lawrence
 General Manager E. E. Krebsbach
 Commercial Mgr. Keith Krebsbach
 Sales Prom. Mgr. Don Cole
 Chief Engineer O. H. Halvorson

KCOW
ALLIANCE—1949-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Sandhills Bcstg. Corp.
Trans. Address 1100 West 10th St.
Phone Number 1300
Air Time 6:30 a.m.-10:30 p.m.
News Service UP
Transcription Service World
Representative McGillvra
Membership NARTB
President Hansford Jaggers
General Manager Gene Ackerley
Program Director Erv Jensen
Chief Engineer George Vogel

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
Commercial Manager Milo Kincaid
Program Director Florence L. Anderson
Chief Engineer Max Reeves

KWBE
BEATRICE—1949-MBS
Frequency: 1450 Kc. Power: 250 Watts
Address Box 567
Phone Number 1245
News Service AP
Transcription Service Thesaurus
Representative Gill-Perna
Membership NARTB
President Merle G. Jones
General Manager Bud Penitz
Commercial Mgr. William Boyce
Program Director Madge McGavren

KFGT
FREMONT—1939-MBS
Frequency: 1340 Kc. Power: 100 Watts
Business-Studio Address 118 E. 5 St.
Phone Number 1060
Membership NARTB
Pres., Gen. Mgr. Lester A. Walker
Station Manager Robert L. Johnson
Program Director Ken Headrick
Chief Engineer Harry Snyder

KMMJ
GRAND ISLAND—1925—ABC
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By. Town & Farm Co., Inc.
Business-Studio Address Division at Cedar
Phone Number 703-4
Air Time Daytime
News Service UP
Transcription Service 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

K R G I
GRAND ISLAND—1933
Frequency: 1430 Kc. ......... Power: 1000 Watts
Owned-Oper. By .... Grand Island Bcstg. Co.
Address ............... 315 South Locust St.
Phone Number ......... 5181
News Service .............. AP
Representative ......... Soars & Ayer
President ................... Robert L. Lester
General Manager ....... Wick Heath
Comm. Mgr., Prog. Dir. .... Ray Kozak
Chief Engineer .......... Don Campbell

K H A S
HASTINGS—1940—MBS-KBS
Frequency: 1230 Kc. ......... Power: 250 Watts
Owned-Operated By .... Nebraska Bcstg. Co.
Transmitter Address ....... 906 ½ W. Second St.
Phone Number .......... 2-5101
Air Time ................ocz 6 a.m.-12 M.
News Service .......... INS
Transcription Service ...... Thesaurus
Representative ............ Gill-Perna
Membership ................. NARTB
President .................... Fred A. Seaton
Gen., Sta. Mgr. ..... James Fickett
Commercial Manager ...... Raymond Bartlett
Pub., Prog. Dir. ......... Lloyd O. Thomas
Chief Engineer .......... Duane B. Allison

THOSE WHO KNOW
FAMOUS BRANDS . . .

Says Promotion Director Evans
G. Meier of WJAG, Norfolk,
Nebr.: "I figure AP news is
easier to sell sponsors because
they already know AP."

.... KNOW THE MOST FAMOUS
BRAND IN NEWS IS AP

K G F W
KEARNEY—1930—MBS-KBS
Frequency: 1340 Kc. ......... Power: 250 Watts
Business-Studio Address ..... 414 W. 8th St.
Phone Number ............ 1950
News Service ............... Standard
Transcription Service ... AP
President .................... Jay A. Person
General Manager ....... Max Brown
Commercial Manager .... Dan Bellus
Program Director .......... G. W. Embree
Chief Engineer .......... Robert Bitner

K R V N
LEXINGTON—1950
Frequency: 1010 Kc. ......... Power: 25,000 Watts d.
Owned-Oper. By .... Nebraska Rural Radio
Address ............... 1947—MBS-KBS
Transmitter Address ...... 1240 Locust St.
Phone Number ............ 716
News Service ............... Standard
President .................... Jay A. Person
General Manager ....... Max Brown
Commercial Manager .... Dan Bellus
Program Director .......... G. W. Embree
Chief Engineer .......... Robert Bitner

K F O R
LINCOLN—1924—ABC
Frequency: 1240 Kc. ......... Power: 250 Watts
Owned-Operated By .... Cornbelt Bcstg. Corp.
Business-Studio Address ..... 48th and Vine Sts.
Phone Number .......... 2-6965
Air Time ......... Unlimited
News Service .......... AP
Transcription Service ...... Thesaurus
Representative ............ Paul Raymer
Membership ................. NARTB, BAB
President .................... James Stuart
Gen., Sta. Mgr. ..... George X. Smith
Commercial Manager ...... Richard Chapin
Prom., Pub. Dir. ......... Ruth Thome
Program Director .......... Avrun Bondarin
Chief Engineer .......... Charles W. Winkler

K L M S
LINCOLN—1949
Frequency: 1480 Kc. ......... Power: 1000 Watts
Owned-Operated By .... Lincoln Bcstg. Corp.
Address ............... 130 N. 16th St.
Phone Number .......... 2-7579
President .................... Howard A. Shuman
General Manager ....... J. Russell Joynt
Sta., Comm. Mgr. .......... Frank Stubbs

K O L N
LINCOLN—1947—MBS
Frequency: 1400 Kc. ......... Power: 250 Watts
Owned-Oper. By .... Cornhusker Radio & Television Corp.
Business-Studio Address ..... 40th and W Sts.


**KBRL**

**McCOOK—1947—MBS**

Frequency: 1450 Kc.  Power: 250 Watts
Phone Number:  1450
News Service  AP
Transcription Service  Standard
Representative  McGillivra
President:  Le Roy W. Lenwell
Program Director:  Gilbert Mitchell

**WJAG**

**NORFOLK—1922**

Frequency: 780 Kc.  Power: 1000 Watts d.
Phone Number:  432
News Service  AP
Transcription Service  Standard
Representative  Walker
President  Gans Huse
General Manager  Jerry Huse
Station Manager  Bob Thomas
Commercial Manager  Vernon Stedry
Program Director  Glen Hixson
Chief Engineer  Frank Wiedenbach

**KNBR**

**NORTH PLATTE—1952**

Frequency: 970 Kc.  Power: 1000 Watts
Owned-Oper. By:  John Townsend
Phone Number:  3528
News Service  AP
Transcription Service  Thesaurus, SESAC
Representative  Indie Sales
Owner  John Townsend
Chief Engineer  Heeb Zimmerman

**KODY**

**NORTH PLATTE—1930—NBC-KBS**

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By:  Radio Station KODY
Bus.-Studio-Transmitter Address: 1521 W. 12th
Phone Number:  382
Air Time  6 a.m.-12 M.
News Service  AP
Transcription Service  Lang-Worth, World
Representative  Meeker
Membership  NARTB
Program Director  Bill Wood

**KBON**

**OMAHA—1942—MBS**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Inland Bcstg. 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, BAB
Commercial Manager  Ernest S. Priesman
Chief Engineer  Richard E. Welna

**KFAB**

**OMAHA—1924—CBS**

Frequency: 1110 Kc.  Power: 50,000 Watts
Owned-Operated By:  KFAB Bcstg. Co.
Business-Studio Address:  620 Farnam Bldg.
Phone Number:  Ja. 3420
Newspaper Affiliation  "Journal & Star" (Lincoln)
Air Time  24 Hrs.
News Service  AP
Transcription Service  SESAC
Representative  Free & Peters
Membership  NARTB
Chairman of Board  Joe W. Southeast
President  Fred S. Sidles
Gen., Sta. Mgr.  Harry Burke
Commercial Mgr.  Harold Soderlund
Prom., Pub. Mgr.  Don Shoemaker
Program Director  Lyell Bremser
Chief Engineer  Art Stewart
News Director  Carl Uhlarik
Musical Director  WM. J. Granville
Transmitter Engineer  Art Stewart
Farm Editor  W. E. Macdonald
Consulting Engineer  George Davis

**KOIL**

**OMAHA—1925—ABC**

Frequency: 1290 Kc.  Power: 5000 Watts
Business-Studio Address:  511 So. 17th St.
Phone Number:  Jackson 7626
Air Time  Full Time
News Service  AP, INS
Transcription Service  Capitol, Standard
Representative  Paul H. Raymer
Membership  NARTB, BAB
President  James Stuart
Commercial Mgr.  Don W. Burden
Program Director  Chic Crabtree

**KOWH**

**OMAHA—1922**

Owned-Oper. By:  Mid-Continent Bcstg. Co.
Business-Studio Address:  16th & Farnam
Phone Number:  Atlantic 2228
News Service .................................................. AP, INS, UP
Transcription Service ........................................ Long-Worth
Representative .................................................. Bolling
Membership ...................................................... NARTB
President ......................................................... Robert H. Storz
Sta., Gen. Manager ............................................. Todd Storz
Prom., Mgr., Pgm. Dir. .......................................... Virgil Sharpe
Chief Engineer .................................................. Dale Moudy

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 ..................................................... INS, UP
Transcription Service ......................................... Standard, SESAC
Representative .................................................. John Blair
Membership ....................................................... NARTB
Chairman of Board ............................................ Fred Mohen
President ......................................................... E. T. Meredith, Jr.
General Manager ............................................... Frank P. Fogarty
Sales Manager ................................................... Bill Wiseman
Program Director ............................................. Ray Olson
Chief Engineer .................................................. William J. Kotera

KNEB
SCOTTSBLUFF—1948—MBS
INTERMOUNTAIN
Frequency: 960 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By .................................................. Platte Valley Bcstg. Corp.
Business-Studio Address ...................................... Golden Rule Bldg.
Phone Number .................................................. 1620
Air Time ......................................................... 5:30 a.m.-12:30 a.m.

NEVADA
Pop. Feb. 1, 1954 (Est.) 176,000 — Families 66,000
Radio Homes 64,000 — TV Homes 12,500 — Stations in State 10

KELK
ELKO—1948—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By ........................................... Elko Bcstg. Co.
Address .......................................................... P. O. Box 790
Phone Number .................................................. 260
News Service ..................................................... UP
President ......................................................... Chris Sheerin
General Manager ............................................... John J. Gammick
Program Director ............................................. Bob Vizina
Chief Engineer .................................................. Roy Gallagher

KELY
ELY—1950
Frequency: 1230 Kc. Power: 250 Watts
Address .......................................................... Box 1088
Phone Number .................................................. 2077
Transcription Service ......................................... World

KOLT
SCOTTSBLUFF—1930—CBS
Owned-Operated By ........................................... The Hilliard Co.
Address .......................................................... 1517½ Bway
Phone Number .................................................. 856
News Service ..................................................... UP
Representative ................................................... Gill-Penna
Pres., Gen. Sta. Mgr. ........................................... L. L. Hilliard
Commercial Manager ......................................... Tony Kehl
Program Director ............................................. A. W. Taylor
Chief Engineer .................................................. Harland A. Morrison

KSID
SIDNEY—1952—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By .................................................. Sidney Bcstg. Co.
Address .......................................................... Legion Park
Phone Number .................................................. 5503
News Service ..................................................... UP
Representative ................................................... McGillivra
Pres., Chief Eng. ............................................... W. C. Grove
Gen., Com. Mgr. ............................................... Max Young
Program Director ............................................. Edith Sanks

KELO
LAS VEGAS—1940—ABC
Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By ........................................... Nevada Bcstg. Co.
Address .......................................................... Box 1310
Phone Number .................................................. 1400
Air Time ......................................................... Full Time
News Service ..................................................... INS
Representative ................................................... W. S. Grant
Pres., Gen. Sta. Manager ...................................... Maxwell Kelch
Commercial Mgr. ............................................... Thompson Magowan
Pgm., Pub. Dir. .................................................. Ken O'Connell
Chief Engineer .................................................. R. O. Dow

KLAS
LAS VEGAS—1948—CBS
Frequency: 1230 Kc. Power: 250 Watts
KORK
LAS VEGAS—1951—NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Las Vegas Bctrs., Inc.
Address: Desert Inn, P. O. Box 1510
Phone Number: 4646
Air Time: Full Time
Transcription Service: Standard
Representative: Weed & Co.
Membership: BAB
President: Fred Stoye
General Manager: Tom Ivory
Commercial Manager: Bill Pursel
Program Director: James Hart
Publicity Director: Flo Brummel
Chief Engineer: Greg Gelhart

KRAM
LAS VEGAS—1947—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: Thesaurus
Station Representative: Avery-Knodel
President: Edward J. Jansen
Commercial Manager: Lester Seiffer
Program Director: Robert Baker
Chief Engineer: Bill Binford

KATO
RENO—1946—MBS-DON LEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Sierra Bcstg. Co.
Business-Studio Address: Box 2231
Phone Number: 2-4501
Air Time: Full Time
Transcription Service: Langworth
Representative: Walker, McGavren
Membership: NARTB
Pres., Gen. Mgr.: R. L. Stoddard
Commercial Manager: Robert S. Hughes
Program Director: Betty Stoddard
Chief Engineer: Al Glass

KOLK
RENO—1946—CBS
Frequency: 920 Kc. Power: 1000 Watts
Business-Studio Address: 33 Sierra St.
Phone Number: 2-4516
Air Time: Full Time
News Service: UP
Transcription Service: George P. Hollingbery
Membership: NARTB, BAB
President: Dave McKay
General-Station Manager: H. G. Wells
Commercial Manager: Howard Doyle, Jr.
Sales Prom. Mgr.: Gene McKenna
Program Director: Dave Niles
Publicity Director: Pat Welty
Chief Engineer: Merle Peterson

KWRN
RENO—1947—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: KWRN, Inc.
Business-Studio Address: Box 76
Phone Number: 3-6156
Air Time: Full Time
News Service: AP
Membership: BAB, NARTB
Transcription Service: Thesaurus, Standard
Pres., Gen. Mgr.: Franz J. Robischon
Commercial Mgr.: W. V. Leroy Swecker
Chief Engineer: Walt Rees

FOR NEW YORK TELEPHONE NUMBERS SEE PAGE 100
NEW HAMPSHIRE

Pop. Feb. 1, 1954 (Est.) 554,000 — Families 160,000
Radio Homes 155,000 — TV Homes 86,500 — Stations in State 12

WMOU
BERLIN—1946—KBS
Frequency: 1230 Kc. Power: 250 Watts
Address: 27 Green Square
Phone Number: 1797-8
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Kettell-Carter
Memnbership: NARTB, BAB
President: John W. Guider
General Manager: Wendell C. MacKenzie
Chief Engineer: Herschel M. Howe

WTSVG
CLAREMONT—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Grandview Inc.
Trans. Address: 155 Front St., Manchester
Phone Number: 4-4075
President: William J. Barkley
General Manager: W. J. Rust Jr.

WKXL
CONCORD—1946—CBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: Eagle Hotel
Phone Number: 4180
Air Time: Full Time
News Service: AP
Representative: Adam Young, Kettell-Carter
President: Henry R. Silver
General Manager: Tom Frank
Commercial Mgr.: Saul Gross
Sales Prom. Mgr.: Al Englehardt
Chief Engineer: Robert Wright

WTS-L
HANOVER-LEBANON—1950
GRANITE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: WTS-L Inc.
Address: 155 Front St.
Phone Number: 4-4075
President: William J. Barkley
General Manager: Ralph Gottlieb
Chief Engineer: Al Davis

WKNE
KEENE—1926—CBS
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By: WKNM Corp.
Address: 17 Dunbar St.
Phone Number: 2080
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Meeker, Kettell-Carter
Membership: NARTB, BAB
President: Joseph K. Close
Gen., Sta., Comm. Mgr.: Frank B. Estes
Chief Engineer: Ernest Roberge

WLNL
LACONIA—1922—ABC-KBS
YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Nothern Bcstng. Corp.
Business-Studio Address: 653 Main St.
Phone Number: 2-300
Air Time: Unlimited
News Service: AP
Representative: Kettell-Carter, Grant
Transcription Service: Langworth
President: Genevieve Wingate
Gen., Sta. Mgr.: Arthur Bothafel
Commercial Manager: Sydney Clarke
Program Director: Irving W. Kaizer
Chief Engineer: Walter Avery

WFEA
MANCHESTER—1932—CBS
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By: N. H. Bcstng., Inc.
Business-Studio Address: 286 Franklin St.
Phone Number: 5-5491
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Adam J. Young, Jr.,
Kettell-Carter
President: Morris Silver
Gen., Sta. Mgr.: Warren H. Journay
Commercial Manager: Saul Gross
Program Director: Frank Finning
Chief Engineer: Reginald Schow

WKBR
MANCHESTER—1945
GRANITE STATE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Granite State Bcstng., Inc.
Address: 155 Front St.
Phone Number: 44075
Air Time: 6 a.m.-11:30 p.m.
President: W. J. Barkley
Program Director: Perry White
Chief Engineer: Royston Phillips

WMUR
MANCHESTER—1941—CBS
NEW HAMPSHIRE - NEW JERSEY

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
President...........Charles M. Dale
Gen., Com., P.c.m. Mgr............Thomas M. Dale
Program Dir..................Lucien Dumont
Chief Engineer...............Anthony Vaccuro

WOTW
NASHUA—1947
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.............Nashua Bestg. Corp.
Bus-Studio-Transmitter Location...Lund Rd.
Phone Number................5000
News Service..................UP
Transcription Service.........World
Representative.................Bea Bannan, Walker
Membership....................BAB
Pres., Gen. Mgr...............Arthur A. Newcomb
Program Director.............Aldo Cretarolo
Chief Engineer...............Harry Handfield

WNH
ROCHESTER—1948
GRANITE STATE
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By.............Stratford Bestg. Corp.
Address......................Rochester Hill Rd.
Phone Number................1400-1
News Service..................UP
Representative.................Borgati, Webb
Membership....................BAB, NARTB
Pres., Gen. Mgr...............A. J. K. Malin
Commercial Mgr...............M. C. Ball
Station Manager..............H. Martin
Chief Engineer...............F. De Falco

NEW JERSEY

Pop. Feb. 1, 1954 (Est.) 5,228,000 — Families 1,547,000
Radio Homes 1,493,000 — TV Homes 1,375,000 — Stations in State 20

WJLK
ASBURY PARK—1926
Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By.............Asbury Park Press, Inc.
Address......................Press Plaza
Phone Number................1240
News Service..................AP
Transcription Service.........Associated
Pres., Stn. Mgr.................Wayne D. McMurray
Station Manager..............Everett Rudolf
Commercial Manager...........Margaret Curtis
Program Director.............Francis Huber

WFPG
ATLANTIC CITY—1940—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.............Neptune Bestg. Corp.
Business Address..............Steel Pier
Phone Number................5-2188
News Service..................UP
Representative...............John E. Pearson
President.....................Fred Weber
Director of Operations.........Blair Thron
Commercial Mgr...............R. E. Trux
Office Manager..............Pearl Kogen

WMID
ATLANTIC CITY—1947—ABC-MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.................Mid-Atlantic Bestg. Co., Inc.
Business-Studio Address.......Box 1016
Phone Number................4-1340
Air Time......................7 a.m.-2 a.m.
News Service..................AP
Transcription Service.........Associated, World
Representative...............Stars Natl.
Gen., Sta. Mgr...............David H. Freedman
Program Director.............Vincent Lindner

WSNJ
BRIDGETON—1937
Frequency: 1240 Kc. Power: 250 Watts
Phone Number................BR 2930
Transcription Service.........Thesaurus
Station Representative........Clark
President.....................Russell S. Henderson
Vice-Pres., Gen. Mgr...........Paul Alger
Commercial Manager...........Jerry Aldan
Chief Engineer...............Ed Bold
WCAM
CAMDEN—1922
Frequency: 1310 Kc. Power: 250 Watts
Owned-Oper. By: City of Camden
Business Address: City Hall
Phone Number: Emerson 5-5600
Air Time: 24 hours
Transcription Service: Standard
Membership: NARTB
General Manager: John Cleary
Sales Prom. Mgr.: Joseph Hale
Program Director: Jack La Mar
Publicity Director: Gilbert Whiting
Chief Engineer: John Zander

WKDN
CAMDEN—1948
Frequency: 800 Kc. Power: 1000 Watts d.
Business-Studio Address: 2881 Mt. Ephraim Ave.
Phone Number: Emerson 5-7200
Air Time: Daytime
Representative: Keller
Membership: NARTB
President: Ranulf Compton
General Manager: Gordon Giffen
Sales Prom. Mgr.: William Murphy
Program Director: Harvey Husten
Chief Engineer: Robert Houston

WMTR
MORRISTOWN—1948—ABC
Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By: Morristown Bestg. Co.
Address: Box 345
Phone Number: MO 4-5700
Transcription Service: Associated
President: George S. Croy
General Manager: Kenneth A. Croy
Commercial Mgr.: Henry Behre
Program Director: Bob Vesel
Chief Engineer: Rudolph C. Prow

WAAT
NEWARK—1921
Owned-Operated By: Bremer Bestg. Corp.
Business-Studio Address: 1020 Broad St.
Phone: Mitchell 2-6400; Barclay 7-3260 (N. Y.)
News Service: AP
Transcription Service: Associated, SESAC
Representative: Weed
Membership: NARTB
President, Gen. Mgr.: Irving R. Rosenhaus
V.P., National Sales: E. S. Lennon
Publicity Director: Elizabeth C. Butterfield
V.P., Engineering: Frank V. Bremer

WHBI
NEWARK—1922
Owned-Operated By: May Radio Bestg. Corp.
Business-Studio Address: 100 Shipman St.
Phone Number: Mitchell 2-7354
President: James L. Shearer
General Manager: William Mast
Chief Engineer: Harold Michaels

WNJR
NEWARK—1947
Frequency: 1430 Kc. POWER: 5000 Watts
Business-Studio Address: Route 22
Phone Number: MARKet 3-2700
News Service: UP
Transcription Service: Standard
General Manager: A. R. Lanthcar

WVNJ
NEWARK—1948
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Newark Bestg. Corp.
Business-Studio Address: 91 Halsey St.
Phone Number: Mitchell 3-7600
News Service: UP
Transcription Service: World
President: Edward W. Scudder, Jr.
Gen., Sta. Mgr.: Harry D. Goodwin
Commercial Mgr.: Ivan B. Newman
Chief Engineer: Peter Testan

THOSE WHO KNOW
FAMOUS BRANDS . . .

Says a sponsor of WCTC, New Brunswick, N. J.: "The worldwide coverage of The Associated Press, which we use in our newscast, is excellent."

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
NEW JERSEY

WCTC
NEW BRUNSWICK—1946
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Chanticleer Bestg. Co.
Business-Studio Address: 385 George St.
Phone Number: Charter 7-1450
News Service: AP
Transcription Service: Langworth
Membership: NARTB
President: James L. Howe
Station Manager: Robert Williams
Commercial Manager: James M. Vogdes, Jr.
Chief Engineer: Victor Takach

WNJ
NEWTON—1953
Owned-Oper. By: Sussex County Bestg. Co.
Address: Andover Township
General Manager: William Fairclough
Comm. Mgr., Chief Engr.: Simon Geller
Program Director: Robert Mensel

WPAT
PATERSON—1941
Frequency: 930 Kc. Power: 5000 Watts
Business-Studio Address: 66 Hamilton St.
Phones: Armony 4-3400, PE. 6-2945 (N. Y.)
Newspaper Affiliation: Passaic Daily News

Stolen From a Time Buyer's Memo:

<table>
<thead>
<tr>
<th>DEC 31</th>
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<td>20</td>
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<td>27</td>
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</tbody>
</table>


Contact: Sales Mgr. at Charter 7-1450, New Brunswick, N. J.

365 THURSDAY, DECEMBER 31, 1953
WCTC 98.3 FM

News Service: AP, UP
Transcription Service: Associated, Thesaurus
Lang-Worth
President: Richard Drukker
General Manager: D. J. Wright
Business Manager: Charles W. Parker
Chief Engineer: Earl F. Lucas

WOND
PLEASANTVILLE—1950
Frequency: 1400 Kc. Power: 250 Watts
Address: Old Turnpike
Phone Number: Pleasantville 3971
Transcription Service: Standard, Thesaurus
News Service: AP
Membership: NARTB, BAB
President: Charles Rupp
General Manager: John Struckell
Chief Engineer: Milton Thurlow

WBUD
TRENTON—1947
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: Morrisville Bestg. Co.
Address: 108 N. Broad St.
Phone Number: 4-7191
News Service: AP
Transcription Service: World
President: Verna S. Hardin
General Manager: Richard M. Hardin
Chief Engineer: William A. Brewer

In ATLANTIC CITY
it's the
WOND-erful music station
for sensational
RESULTS
More People Listen to WOND
Than Any Other Station

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

Studies—Pleasantville, N. J.
John G. Struckell, Gen. Mgr.

* Advertest Research
**NEW JERSEY - NEW MEXICO**

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Membership</th>
<th>Gen., Sta. Mgr.</th>
<th>Chief Engineer</th>
</tr>
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<tbody>
<tr>
<td><strong>WTNJ</strong></td>
<td>TRENTON—1928</td>
<td><strong>1300 Kc.</strong></td>
<td>Power: 250 Watts d.</td>
<td>416 Bellevue Ave.</td>
<td>3-4281</td>
<td>7 a.m.-12:05 a.m.</td>
<td>Full Time</td>
<td>NARTB, BAB</td>
<td>Nicholas Delassandro</td>
<td></td>
</tr>
<tr>
<td><strong>WWBZ</strong></td>
<td>VINELAND—1946</td>
<td><strong>1360 Kc.</strong></td>
<td>Power: 1000 Watts</td>
<td>633 Wood St.</td>
<td>7-1380</td>
<td>UP</td>
<td>World</td>
<td>Gill, Perna</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WTTM</strong></td>
<td>TRENTON—1941—NBC</td>
<td><strong>920 Kc.</strong></td>
<td>Power: 1000 Watts</td>
<td>541 E. State St.</td>
<td>5-8515</td>
<td>7 a.m.-12:05 a.m.</td>
<td>Full Time</td>
<td>NARTB, BAB</td>
<td>M. D. Lincoln</td>
<td></td>
</tr>
</tbody>
</table>

**NEW MEXICO**

Pop. Feb. 1, 1954 (Est.) 760,000 — Families 195,000

Radio Homes 181,000 — TV Homes 51,000 — Stations in State 29

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Membership</th>
<th>Gen., Sta. Mgr.</th>
<th>Chief Engineer</th>
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<tr>
<td><strong>KALG</strong></td>
<td>ALAMOGORDO—1950</td>
<td><strong>1230 Kc.</strong></td>
<td>Power: 250 Watts</td>
<td>Box 268</td>
<td>7-1360</td>
<td>Full Time</td>
<td>UP</td>
<td>NARTB, BAB</td>
<td>Wayne Phelps</td>
<td></td>
</tr>
<tr>
<td><strong>KDEF</strong></td>
<td>ALBUQUERQUE—1953</td>
<td><strong>1280 Kc.</strong></td>
<td>Power 1000 Watts d.</td>
<td>506 2d N.W.</td>
<td>3-7813</td>
<td>Full Time</td>
<td>Frank Quinn</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>KABQ</strong></td>
<td>ALBUQUERQUE—1947—MBS</td>
<td><strong>1340 Kc.</strong></td>
<td>Power: 250 Watts</td>
<td>1317 N. Broadway, Box 1388</td>
<td>3-1744</td>
<td>5 a.m.-M.</td>
<td>Thesaurus</td>
<td>BAB</td>
<td>Harry Albers</td>
<td></td>
</tr>
<tr>
<td><strong>KGGM</strong></td>
<td>ALBUQUERQUE—1927—CBS</td>
<td><strong>610 Kc.</strong></td>
<td>Power: 5000 Watts</td>
<td>1414 Coal St., S.W.</td>
<td>3-4543</td>
<td>Full Time</td>
<td>Weed &amp; Co.</td>
<td>E. Jonny Graff</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>KOAT</strong></td>
<td>ALBUQUERQUE—1946—ABC</td>
<td><strong>1240 Kc.</strong></td>
<td>Power: 250 Watts</td>
<td>1414 Coal St., S.W.</td>
<td>3-4543</td>
<td>Full Time</td>
<td>Robert Vandriel</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**KQV**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: 1414 Coal St., S.W. Phone Number 3-4543
Air Time 5 a.m.-12:05 a.m.
News Service Thesaurus AP
Representative Richard O'Connell
Membership BAB
Pres., Prom. Mgr. Helen A. Price
Program Director Don Husted
Chief Engineer John Morrison
Business-Studio Address..........122 S. Tulane
Phone Number..................5-7501
News Service....................UP
Trans. Service...........Associated, Lang-Worth
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 St., S.W.
Phone Number..........3-4411
Air Time.................Full Time
News Service.............AP, UP
Transcription Service..SESAC
Representative..........Brannam
Membership..............BAB
Pres., Gen. Mgr........Wayne Coy
General Manager.........J. I. Meyerson
Commercial Manager.....Rolf Nielson
Sales Prom. Mgr........A. E. Mickel
Program Director.......Michael Dillon
Chief Engineer..........George S. Johnson

**KSVP**
ARTESIA—1946—KBS-MBS

Frequency: 990 Kc....Power: 1000 Watts d.
250 n.
Opened-Operated By...Artesia Bcstg. Corp.
Business-Studio Address...Box 38
Phone Number........6-550
News Service ..........UP
Representative........Avery Knodel
President..............Martin Yates III
General Manager.......David M. Button
Chief Engineer.........Ronald Austin

**KAVE**
CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc....Power: 250 Watts
Opened-Owned By......Carlsbad Bcstg. 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

**KPBM**
CARLSBAD—1950

Frequency: 740 Kc....Power: 1000 Watts d.
Opened-Operated By...Coronado Bcstg. Co.
Address..................313 W. Mermod
Phone Number............5-5373
Transcription Service..Lang-Worth
Representative..........McGillivra
Membership..............BAB, NARTB
Pres., Gen. Mgr.........Maurice F. McEvoy
Sta., Comm. Mgr.........Darrell A. Swayne
Chief Engineer..........Vic Daley

**KLHX**
CLAYTON—1949

Frequency: 1450 Kc....Power: 250 Watts
Owned-Oper. By.........Art-Ne-Mix Bcstg.
Address..................Box 7, Fair Grounds
Phone Number..........6-616
Transcription Service..Thesaurus
News Service............UP
Representative..........Best, Palmer
President...............Arthur Jernigan
Gen. Sta., Comm. Mgr....Frank Vale
Chief Engineer..........Robert Waters

**KCLV**
CLOVIS—1952—ABC

Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By.........New-Tex Bcstg.
Address..................Box 866
Phone Number..........4-401
News Service............UP
Transcription Service..Capitol
Representative..........Pearson
President...............Odis L. Echols
Commercial Mgr.........Evelyn Ganter
Chief Engineer..........Clayton Fuchs

**KICA**
CLOVIS—1931—MBS

Frequency: 980 Kc....Power: 1000 Watts
Owned-Oper. By.........Hugh DeWitt Landis
Address................519 Piles St.
Phone Number..........5-511
Air Time................Full Time
News Service.............UP
Transcription Service..World
Station Representative..Hal Holman
Membership..............BAB, NARTB
Gen., Sta. Mgr........DeWitt Landis
Commercial Manager.....C. O. Kendrick
Pgm., Pub. Dir..........Harold Cook
Chief Engineer..........M. S. Digger O’Dell

**KVBC**
FARMINGTON—1951—KBS

Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By......Valley Bcstg. Co.
Address................Box 1117
Phone Number........7-89
News Service............UP
Transcription Service..World
Pres., Gen. Mgr.........Marvin E. Bowles
Commercial Mgr.........James Montgomery

**KGAK**
GALLUP—1946—KBS

Frequency: 1230 Kc....Power: 250 Watts
Owned-Oper. By.........Thunderbird Bcstg. Co.
Address................E. of Gallup
<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Frequency</th>
<th>Power</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Business-Studio Address</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLEA</td>
<td>PROSPERITY LAND BCSTG.</td>
<td>1050 Kc.</td>
<td>250 Watts</td>
<td>Box 447, Roswell</td>
<td>875</td>
<td>Full Time</td>
<td>Box 767</td>
<td>Francis Clements</td>
<td></td>
</tr>
<tr>
<td>KENM</td>
<td>ROY A. SUMMER</td>
<td>1450 Kc.</td>
<td>250 Watts</td>
<td>Box 525</td>
<td>4848</td>
<td>UP, INS</td>
<td>865</td>
<td>Roy Simmons</td>
<td></td>
</tr>
<tr>
<td>KRTN</td>
<td>1950</td>
<td>1400</td>
<td>Full Time</td>
<td>1490</td>
<td>ドラマス</td>
<td>910</td>
<td>WWAY</td>
<td>1450</td>
<td>Ray Birch</td>
</tr>
<tr>
<td>KBS</td>
<td>1953</td>
<td>1400</td>
<td>1000 Watts</td>
<td>1121</td>
<td>2-4422</td>
<td>Full Time</td>
<td>Community Center</td>
<td>Roswell</td>
<td></td>
</tr>
<tr>
<td>KRSN</td>
<td>1949</td>
<td>1490</td>
<td>Community Center</td>
<td>1121</td>
<td>2-4422</td>
<td>Full Time</td>
<td>Community Center</td>
<td>Roswell</td>
<td></td>
</tr>
<tr>
<td>KFU</td>
<td>1949</td>
<td>1230</td>
<td>Community Center</td>
<td>12</td>
<td>12</td>
<td>Full Time</td>
<td>Community Center</td>
<td>Roswell</td>
<td></td>
</tr>
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</table>

**NEW MEXICO**

<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Frequency</th>
<th>Power</th>
<th>Address</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Business-Studio Address</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KW E W</td>
<td>KWEW, INC.</td>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td>Box 1121</td>
<td>3-3137</td>
<td>UP</td>
<td>902 N. Main St.</td>
<td>Roy Evans</td>
</tr>
<tr>
<td>KOB E</td>
<td>KOB E</td>
<td>1450 Kc.</td>
<td>250 Watts</td>
<td>Box 710</td>
<td>12</td>
<td>UP</td>
<td>1121</td>
<td>Phil McGee</td>
</tr>
<tr>
<td>K F U N</td>
<td>KFUN</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>Box 1121</td>
<td>3-3137</td>
<td>UP</td>
<td>1121</td>
<td>Bruce Pedersen</td>
</tr>
<tr>
<td>K R S N</td>
<td>KRSN</td>
<td>1400 Kc.</td>
<td>250 Watts</td>
<td>Box 1121</td>
<td>3-3137</td>
<td>UP</td>
<td>1121</td>
<td>A. F. Schults</td>
</tr>
<tr>
<td>K B I M</td>
<td>KBI M</td>
<td>1490 Kc.</td>
<td>1000 Watts</td>
<td>Box 1121</td>
<td>3-3137</td>
<td>Full Time</td>
<td>1121</td>
<td>William C. Taylor</td>
</tr>
<tr>
<td>K G F L</td>
<td>KGFL</td>
<td>1400 Kc.</td>
<td>250 Watts</td>
<td>Box 1121</td>
<td>3-3137</td>
<td>Full Time</td>
<td>1121</td>
<td>W. E. Whitmore, Jr.</td>
</tr>
<tr>
<td>Station</td>
<td>Frequency</td>
<td>Power</td>
<td>Owner-Oper.</td>
<td>Address</td>
<td>Phone Number</td>
<td>News Service</td>
<td>Membership</td>
<td>Business-Studio Address</td>
</tr>
<tr>
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<td>-------------------------</td>
</tr>
<tr>
<td>KWSW</td>
<td>1340 Kc</td>
<td>250 Watts</td>
<td>Lloyd Barnett</td>
<td>1723 W. Second</td>
<td>3737</td>
<td>AP</td>
<td>NARTB</td>
<td></td>
</tr>
<tr>
<td>KTRL</td>
<td>1260 Kc</td>
<td>1000 Watts</td>
<td>J. Gibbs &amp; Bayne A. Spring</td>
<td>210 E. Marcy St.</td>
<td>3-6335</td>
<td></td>
<td>NARTB</td>
<td></td>
</tr>
<tr>
<td>KVSF</td>
<td>1220 Kc</td>
<td>1000 Watts</td>
<td>Santé Fe Bcstg. Co.</td>
<td>759 Cerrillos Rd.</td>
<td>3-7319</td>
<td></td>
<td>NARTB</td>
<td></td>
</tr>
<tr>
<td>WABY</td>
<td>1460 Kc</td>
<td>5000 Watts</td>
<td>Gov. Dongan Bcstg. Corp.</td>
<td>136 State St.</td>
<td>3-6638</td>
<td></td>
<td>NARTB</td>
<td></td>
</tr>
</tbody>
</table>

**NEW YORK**

Pop. Feb. 1, 1954 (Est.) 15,872,000 — Families 4,771,000
Radio Homes 4,618,000 — TV Homes 3,912,000 — Stations in State 99
WPTR
ALBANY—1948
Frequency: 1540 Kc.    Power: 50,000 Watts
Address: Hotel Ten Eyck
Phone Number: 5-3345
News Service: AP, UP
Transcri. Service: Associated, SESAC, World
Station Representative: Weed and Co.
Mn.brsrhlp: BAB
President: J. Myer Schine
General Manager: Stephen R. Rintoul
Chief Engineer: W. Russell David

WROW
ALBANY—1947—ABC
Frequency: 580 Kc.    Power: 5,000 Watts d.; 1,000 Watts n.
Address: North Greenbush
Phone Number: 3-2225
News Service: UP
Transcription Service: Thesaurus
Station Representative: The Boiling Co.
Membership: NARTB, BAB
General Manager: Harry L. Goldman
Station Manager: Isabella Arden
Commercial Manager: Lso Rosen
Chief Engineer: Charles Heisler

WCSS
AMSTERDAM—1947
Frequency: 1490 Kc.    Power: 250 Watts
Owned-Oper. By: Community Service Bst.
Business-Studio Address: Upper Locust Ave.
Phone Number: 4000
News Service: UP
Transcription Service: World
Representative: McGillivra
Membership: BAB, NARTB
President: Alphonse Di Mezza
General Manager: Alex Sherwood
Chief Engineer: Barry Frank

WMBO
AUBURN—1926—MBS
Frequency: 1340 Kc.    Power: 250 Watts
Owned-Operated By: WMOB, Inc.
Business-Studio Add ess: 141 Genesee St.
Phone Number: 2-3511
Newspaper Affiliation: "Advertiser"
News Service: AP
Transcription Service: World
Representative: Thomas F. Clark
Membership: NARTB, BAB
President: William O. Dapping
General Manager: Frederick L. Keesee
Chief Engineer: Herbert House

WBTA
BATAVIA—1941—MBS
Frequency: 1490 Kc.    Power: 250 Watts

Owned-Operated By: Batavia Bstg. Corp.
Business-Studio Add ess: 218 East Main St.
Phone Number: 715
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Edmund R. Gamble
Sales Prom. Mgr.: Charles L. Snow
Program Director: Jan Danielson
Chief Engineer: Fred Callendar
NEW YORK

OWNED-OPER. BY Ottaway Stations, Inc.
Business-Studio Address 909 E. Main
Phone Number 5-3351
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service Associated Representative Radio Reps. Inc.
Membership NARTB, BAB
President James H. Ottaway
Managing Director F. H. Brinkley
Station Manager S. W. Ryder
Program Director Len Hathaway
Chief Engineer Sheldon W. Weyland

WINR
BINGHAMTON—1946—NBC
500 Watts n.
 Owned-Oper. By: Southern Tier Radio Service
Business-Studio Address: Court House Square
Phone Number 4-4318
News Service UP
Transcription Service: Lang-Worth Representative George P. Hollingbery
President Donald Kramer
General Manager George J. O'Connor
Commercial Manager H. R. Nicholson
Pgm. Prom. Dir. Charles Bichara
Chief Engineer A. A. Kelley

WKOP
BINGHAMTON—1947—MBS
Freq. 1360 Kc. Power 100 Watts d.
500 Watts n.
 Owned-Oper. By: The Binghamton Bcstrs. Inc.
Business-Studio Add ess: 34 Chenango St. Phone Number 2-3437
Air Time 5:30 a.m.-1 a.m.
News Service AP
Transcription Service World Representative Headley-Reed
Membership NARTB, BAB
Commercial Mgr. Thomas Riley
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 40 Wall St.
Phone Number Binghamton 3-7311
News Service UP
Transcription Service Thesaurus Representative Bolling
Membership NARTB, BAB
General Manager Cecil D. Mastin
Commercial Manager S. N. Heslop
Program Director E. M. Scala
Comptroller E. W. Farneti
Chief Engineer L. H. Stantz

WBEN
BUFFALO—1930—NBC
Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
Phone Number Mohawk 0930
Newspaper Affiliation Buffalo Evening News
Air Time 5:30 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Thesaurus, Lang-Worth Representative Henry I. 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 C. E. Daly
Program Director Carl Erickson
Publicity Director Joseph A. Hoeffner
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
Pres., Gen. Mgr. Roy L. Albertson
Chief Engineer Thomas L. Vines

WEBR
BUFFALO—1924—MBS
Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: WEBR, Inc.
Business-Studio Address 23 North St.
Phone Number Lincoln 7133
Newspaper Affiliation "Courier-Express"
Air Time 5:30 a.m.-2 a.m.
News Service AP, INS, UP
Transcription Service Thesaurus, Standard SESAC Representative Kaz
Membership NARTB
President William J. Conners, III
General Manager William Doerr
Commercial Manager Carl J. Kirchofer
Pgm. Prom. Mgr. Wm. Schweitzer
Chief Engineer Frank B. Ridgeway

WGR
BUFFALO—1922—CBS
Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By: WGR Bcstg. Corp.
Business-Studio Address Rand Bldg.
Phone Number Washington 3100
Air Time 5:50 a.m.-10:05 a.m.
News Service UP
Representative Free & Peters
Membership NARTB, BAB
Chairman of Board Leo J. Fitzpatrick
Pres., Gen. Mgr. I. R. Lounsberry
Vice-President Karl H. Fishman
Commercial Manager Nat Cohen
Sales Promotion Manager R. McPherson
Program Director Robert Strigl
SO Pitch your sales message at ALL hours

... NOT once a week; NOT five times a week ...

BUT 26 TIMES A WEEK!

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.

BUFFALO'S MOST POWERFUL STATION
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: AP
Transcription Service: World
Station Representative: Avery-Knodel
Pres., Gen. Mgr.: Clinton H. Churchill
Sales Prom., Pub. Dir.: Dorothy L. Ireland
Sta., Comm. Mgr.: Alfred E. Anscombe
Program Director: James McGrath
Chief Engineer: Leroy Fielder

WWOL
BUFFALO—1947
Frequency: 1120 Kc. Power: 1000 Watts
Owned-Operated By: Greater Erie Broad. Co.
Address: 315 Main St.
Phone Number: MO 1200
News Service: INS, UP
Representative: Forjoe
Owner: Leon Wyszatycki
General Manager: Ted Wyszatycki
Commercial Manager: Jack Greenfield
Chief Engineer: Walter Williams Jr.

WXRA
BUFFALO—KENMORE—1948
Frequency: 1080 Kc. Power: 1000 Watts
Address: Box 85
Phone Number: AMherst 1160
News Service: AP
Station Representative: Wm. G. Rambeau
Gen., Comm. Mgr.: Thaddeus Podbielniak
Sales Prom., Pub. Dir.: Bradley D. Steiger
Program Director: James J. Frieling
Chief Engineer: Roger W. Fleming

WCBA
CORNING—1948
Frequency: 1350 Kc. Power: 1000 Watts
Address: Davis Road
Phone Number: 6-6442
News Service: AP, World
Representative: McGillivra, Inc.
Pres., Gen. Mgr.: Paul L. Carpenter
Program Director: Gerry Wells
Chief Engineer: Charles Charnesky

WCLL
CORNING—1947—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Radio Corning, Inc.
Address: Box 100
Phone Number: 6-5421
Transcription Service: Thesaurus

WKRT
CORTLAND—1947
Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Radio Cortland, Inc.
Bus.-Studio Address: State Theatre Bldg.
Phone Number: 2990
News Service: AP
Transcription Service: Lang-Worth
Station Representative: Gill, Perna
Membership: BAB
President: Leighton A. Hope
General Manager: William L. Thompson
Chief Engineer: William Barron

WFCB
DUNKIRK—1949
Frequency: 1410 Kc. Power: 500 Watts
Owned-Operated By: Dunkirk Broad. Corp.
Address: 316 Main St.
Phone Number: 7756-7-8
News Service: UP
Transcription Service: Thesaurus, World
Station Representative: Walker
Membership: NARTB, BAB
Commercial Manager: B. F. Goodrich
Program Director: Tiny Hamrick
Chief Engineer: J. T. Grace

WELM
ELMIRA—1947—CBS-ABC
Frequency: 1400 Kc. Power: 250 Watts
Owner: Radio Elmira, Inc.
Business-Studio Address: 222 E. Market St.
Phone Number: 2-5626
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Station Representative: Meeker
Membership: NARTB
President: John S. Riggs
Vice Pres. (Sales): Keith W. Horton
Vice Pres. (Bcstg.): Phil Cameron
Program Director: William Griffiths
Chief Engineer: Arthur French

WENY
ELMIRA—1939—NBC-MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Elmira Star-Gazette, Inc.
Bus.-Studio Address: Mark Twain Hotel
Phone Number: 5181
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
Representative: Everett & McKinney
Membership: NARTB, BAB
General Manager: Dale L. Taylor
Strong LOCAL Programming Gives Audience Domination to WHLI In the Major Long Island Market

- Familiar good music Long Islanders prefer
- LOCAL Long Island—national—international news
- Railroad—bus—school and industrial plant information
- LOCAL special events—editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather—boating—fishing—beach and garden reports

WHLI “THE VOICE OF LONG ISLAND” has a larger daytime audience in the big booming major Long Island Market than any network or combination of independents ... (Conlan)
WGBB
FREEPORT—1924
Frequency: 1240 Kc.  Power: 100 Watts
Owned-Operated By: Harry H. Carman
Business-Studio Address: 44 So. Grove St.
Phone Number: Freeport 9-1400
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
Promotion Mgr.: Herbert Clock

WOSC
FULTON—1949
Frequency: 1300 Kc.  Power: 1000 Watts d.
Owned-Oper. By: Cassill Radio Corp.
Address: Pontiac Hotel, Oswego
Phone Number: Fulton 2-2255
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
Station Representative: Devney
Pres., Gen. Mgr.: A. L. Richardson
Station Manager: Charles D. Dukes
Program Director: Edward Reich
Chief Engineer: Robert N. Blair

WGVA
GENEVA—1947—ABC
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Star Bcastg. Co., Inc.
Address: Geneva Federal Savings Bldg.
Phone Number: 6691
Air Time: Full Time
News Service: AP
Representative: Cooke
Transcription Service: Lang-Worth
Membership: BAB
President: M. R. Forman
General Manager: 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: Gl. Northern Radio Co.
Address: 13 Warren St.
Phone Number: 2-6518
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Membership: BAB
President: Louis Brown
Gen., Comm. Mgr.: Martin Karig
Program Director: Carl Mattison
Chief Engineer: Joseph Thomas

WENT
GLOVERSVILLE—1944—CBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Sacandaga Bcastg. Corp.
Business-Studio Address: 8 W. Fulton St.
Phone Number: 4-7175
News Service: UP
Transcription Service: Thesaurus
Representative: Gill, Perno
President: George Bissell
General Manager: J. L. Brownell, Jr.
Program Director: Lloyd Howell
Chief Engineer: Richard Stewart

WHLI
HEMPSTEAD—1947
Business-Studio Address: 245 Baldwin Rd.
Phone Number: Hemstead 2-8000
News Service: UP
Transcription Service: Associated, World.
Thesaurus
Representative: Rambeau
Membership: BAB
Pres., Gen. Mgr.: Paul Godelsky
V.P., Sales: Joseph A. Lenn
Publicity Director: George Ball
V.P., Chief Engineer: Frank E. Knaack

WLEA
HORNELL—1951—MBS
Frequency: 1480 Kc.  Power: 1000 Watts d.
Business-Studio Address: P. O. Box 450
Phone Number: 1420
News Service: UP
Transcription Service: Capitol
Representative: Gill, Perno
Membership: BAB
Pres., Gen. Mgr.: Charles D. Henderson
Publicity Director: Blanche Stuart Scott
Chief Engineer: George W. Stidstone

WWHG
HORNELL—1949
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Operated By: W. H. Greenhow Co.
Address: 85 Canisteo St.
News Service: AP
Transcription Service: Thesaurus
Representative: McGillivra
Pres., Gen. Mgr.: Louis G. Buisch
Station Manager: Donald J. Curran
Chief Engineer: Howard Huff

WHUC
HUDSON—1947
Frequency: 1230 Kc.  Power: 250 Watts
Address: Union Turnpike
Phone Number: HU 8-3341
News Service: UP
W G S M
HUNTINGTON—1951
Address: 379 New York Ave.
Phone Number: Huntington 4-6740
News Service: UP
Station Representative: Robert Keller
Transcription Service: World
Membership: BAB
President: Byron T. Sammis
Gen., Sta. Mgr.: Edward J. Fitzgerald
Program Director: Estelle Dooley
Publicity Director: William Naramore
Chief Engineer: Charles Weller

W K N Y
KINGSTON—1939—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Kingston Bcastg. Corp.
Business-Studio Address: 601 Broadway
Phone Number: Kingston 4500
Air Time: Full Time
News Service: UP
Representative: Meeker
Membership: BAB, NARTB
President: Joseph K. Close
Gen. Station Mgr.: Robert M. Peebles
Program Director: Ernest Ward
Publicity Director: Richard McCarthy
Chief Engineer: Robert Gessner

W H C U
ITHACA—1940—CBS
Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Cornell University
Business-Studio Address: Savings Bank Bldg.
Phone Number: 4-6301
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated
Membership: NARTB, BAB
Gen. Sta. Mgr.: Michael R. Hanna
Commercial Mgr.: Earl S. Cobey
Program Director: Joseph A. Short
Publicity Director: Sam Woodside
Chief Engineer: True McLean

W J O C
JAMESTOWN—1948—MBS
Owned-Operated By: Air Waves, Inc.
Trans.-Bus.-Studio Address: 415 W. Fourth St.
Phone Number: 5-108
Air Time: 5:55 a.m.-12 M.
News Service: AP
Representative: Gill Perna
Transcription Service: World
Membership: NARTB, BAB
Pres., Gen. Sta. Mgr.: Harold P. Kane
Program Director: William Winn
Commercial Manager: Richard F. Rose
Chief Engineer: Burton O. Waterman

W J T N
JAMESTOWN—1924—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Bcastg. Co., Inc.
Bus.-Studio Address: Hotel Jamestown
Phone Number: 7-151
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Associated, McGregor
Representative: McGillvra
Membership: NARTB, BAB
President: Jay E. Mason
Gen.-Sta.-Comm.: Simon Goldman
Program Director: George Pfleeger
Publicity Dir.: Jess Price
Chief Engineer: Harold J. Kratzert

W V O S
LIBERTY—1947
Frequency: 1240 Kc. Power: 250 Watts
Phone Number: 1950-1
Air Time: 6:56 a.m.-12 M.
News Service: UP
Pres., Gen. Mgr.: S. D. Lubin
Commercial Mgr.: H. G. Borwick
Chief Engineer: Robert Gessner

W L F H
LITTLE FALLS—1952—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio City Bcastrs.
Address: S. 2nd St.
Phone Number: 654
News Service: AP
Representative: McGillvra
President: Arthur Feldman
Vice-President: Robert Feldman
Gen. Mgr., Comm. Mgr.: James M. Bryant
Chief Engineer: Henry Darco

W U S J
LOCKPORT—1949
Frequency: 1340 Kc. Power: 250 Watts
Trans.-Address: 320 Michigan St.
Phone Number: 3-5944
News Service: AP
Transcription Service: World
Newspaper Affil.: "Union Sun & Journal"
Representative: Gill, Perna
Membership: NARTB
President: Egbert D. Corson
Gen., Sta. Mgr.: Jack Goeler
Chief Engineer: Richard Weatherbee
WICY
MALONE—1946—MBS-KBS
Frequency: 1460 Kc. .......... Power: 250 Watts
Trans. Address .......... Malone Radio Center
Phone Number .......... 187
Air Time .......... 7 a.m.-11:15 p.m.
News Service .......... UP
Commercial Manager .......... Alice M. Tackley
Program Director .......... Donald J. Payo
Chief Engineer .......... John Gilchrest

WMSA
MASSENA—1945—ABC
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By .......... The Brockway Co.
Business Address .......... Central Bldg.
Phone Number .......... 900
Air Time .......... 6:15 a.m.-12:05 a.m.
News Service .......... UP
Transcription Service .......... Thesaurus
Representative .......... Weed
Membership .......... NARTB, BAB
President .......... John B. Johnson
General Manager .......... Louis Saff, Jr.
Station Manager .......... Thomas R. McHugh
Program Director .......... James H. Nash
Chief Engineer .......... Michael Tarkulich

WALL
MIDDLETOWN—1942
Frequency: 1340 Kc. .......... Power: 250 Watts
Business-Studio Address .......... 82 North St.
Phone Number .......... 3119
News Service .......... AP
Pres., Gen., Comm. Mgr. .......... James M. Patt
Program Director .......... Jerry Wax
Chief Engineer .......... Charles B. Lissner

WGNY
NEWBURGH—1933
Business-Studio Address .......... 161 Broadway
Phone Number .......... Newburgh 4600
News Service .......... AP
Membership .......... BAB
Commercial Manager .......... Joseph Rake
Chief Engineer .......... Marvin S. Seimes

WNRC
NEW ROCHELLE—1953
Frequency: 1460 Kc. .......... Power: 500 Watts d.
Address .......... 411 Fifth Ave.
Phone Number .......... New Rochelle 6-0800
News Service .......... AP
President .......... James A. Iodice
Sta. Mgr., Chief Eng .......... Morton Morrison
Program Director .......... Kenneth Johnston

WABC
NEW YORK—1921—ABC
Frequency: 770 Kc. .......... Power: 50,000 Watts
Business Address .......... 7 West 66th St.
Phone Number .......... SU 7-500u
Air Time .......... 24 hours
News Service .......... AP, INS
Representative .......... Edward Petry & Co.
President .......... Robert E. Kintner
Commercial Manager .......... Mike Renault
Publicity Director .......... Miles Eiten
Program Manager .......... Myrtle Tower
Sales Prom. Mgr. .......... Willis Parsons
Chief Engineer .......... John Bourcier

WBNX
NEW YORK—1927
Frequency: 1380 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... WBSEX Bstg. Co., Inc.
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
Production Director .......... Frank Johnson

WCBS
NEW YORK—1924—CBS
RADIO
Frequency: 880 Kc. .......... Power: 50,000 Watts
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 .......... CBS Radio Spot Sales
Membership .......... BAB
President of CBS .......... Frank Stanton
General Manager .......... Carl Ward
Sales Manager .......... Henry Untermeier
Sales Service Manager .......... Mike Campbell
Sales Prom. Mgr. .......... Don Foley
Program Director .......... Sam Slate
Public Affairs Dir. .......... D. Gordon Graham
Publicity Director .......... Milton Rich
NOW 8 HOURS IN SPANISH

ALL THE STARS ARE ON WHOM
NEW YORK'S FOREMOST FOREIGN LANGUAGE STATION

THE IT PROGRESSO STATION

ATLANTIC BROADCASTING COMPANY, INC.
136 WEST 52nd STREET, NEW YORK 19, N. Y.
WEVD
NEW YORK—1927
Frequency: 1330 Kc.........Power: 5000 Watts
Owned-Oper. By........Debs Memorial Radio Fund
Business-Studio Address....117 W. 46th St.
Phone Number..............PLaza 7-0880
News Service..............AP
President................Adolph Held
Gen.-Sta.-Comm. Mgr.......Henry Greenfield
Program Director.........George Field
Chief Engineer.............Charles Brown

WHOM
NEW YORK—1930
Frequency: 1480 Kc.........Power: 5000 Watts
Owned-Oper. By........Atlantic Bstg. Co., Inc.
Business Address.........136 W. 52nd St.
Phone Number...............CIRCLE 6-3900
News Service...............UP
President................Fortune Pope
V.P., Chge. Sales.........Charles Baltin
Program Director.........Ralph Constantino
Chief Engineer..............George Steiger

WINS
NEW YORK—1926
Frequency: 1010 Kc.........Power: 50,000 Wts
Owned-Oper. By........Gotham Bstg. Corp.
Address...................28 W. 44th St.
Phone Number...............BRYant 8-8000
News Service..............INS, UP
Transcription Service......Associated
President................J. Elroy McCaw
Gen. Mgr..................Robert Leder
Commercial Mgr............Harry G. Kirwan
Program Director..........Robert Smith
Chief Engineer.............Paul von Kunitz

WLIR
NEW YORK—1942
Frequency: 1190 Kc.........Power: 1000 Watts d.
Owned-Operated By........New Bstg. Co., Inc.
Business-Studio Address...207 E. 30th St.
Phone Number...............OREgon 9-2720
News Service..............AP
Representative.............Forjoe
President................Morris S. Novik
Gen., Sta. Mgr............Harry Novik
Program Director..........Nat Rudich
Chief Engineer.............John J. Babbers

WHY ADVERTISERS RENEW CONTRACTS
with
WEVD
AM 1330 K.C. 5 K.W.
FM 97.9 20 K.W.

For more than twenty years some of the foremost national and local advertisers have renewed their contracts with WEVD to reach the Jewish population of the New York Metropolitan area.

Here they find an amazing market of vast buying power, represented by more than 600,000 families with a population exceeding 3,000,000.

To this adult listening audience WEVD's selected cultural, educational and entertainment features in Jewish and in English are an eager "must" on the dial.

Through the years advertisers have proved the loyalty of WEVD's unique audience...it stays tuned to WEVD...it responds quickly to quality...it has the means to buy.

That is the ONLY reason why sponsors renew their WEVD contracts year after year.

Advertisers who wish to cover the Metropolitan New York area need the voice of WEVD. Send for Your copy of the distinguished roster of

WHO'S WHO AMONG WEVD'S SPONSORS

All Programs Broadcast on
AM and FM Simultaneously

Henry Greenfield, Managing Director
WEVD 117-119 West 46th Street
New York 36, N. Y.
A carbon copy is never quite as good as the ORIGINAL

the original...

WNEW
1130 | ON YOUR DIAL

565 Fifth Avenue, New York 17, N. Y.
The Red Cross Needs
Your Unstinting Assistance
GIVE!
WLIR 1000 WATTS "1190 ON THE DIAL"
THE ONLY STATION IN N. Y. WITH STUDIOS IN HARLEM.
MORE NEGRO LISTENERS IN A.M. THAN ANY OTHER N. Y. STATION—PULSE

PROGRAM
NEGRO TIME 6:30 A.M. to 12 Noon
5:30 P.M. to sign off
RHYTHM AND BLUES • SPIRITUALS
32 COMMUNITY NEWS PROGRAMS
SPECIAL EVENTS, JAZZ, POPS, ETC.
ANGLO-JEWISH TIME 4 to 5:30 P.M.

WALTER WHITE SHOW
SYNDICATED NATIONALLY
NEGRO POPULATION OF GREATER NEW YORK IS 1,012,883—CENSUS

WALTER WHITE SHOW
SYNDICATED NATIONALLY
NEGRO POPULATION OF GREATER NEW YORK IS 1,012,883—CENSUS

WLIR 1000 WATTS "1190 ON THE DIAL"
POWERFUL NEW TRANSMITTER ON AIR FEBRUARY 15, 1954
WALTER WHITE SHOW SYNDICATED NATIONALLY
NEGRO POPULATION OF GREATER NEW YORK IS 1,012,883—CENSUS

WLIR 1000 WATTS "1190 ON THE DIAL"
POWERFUL NEW TRANSMITTER ON AIR FEBRUARY 15, 1954
WALTER WHITE SHOW SYNDICATED NATIONALLY
NEGRO POPULATION OF GREATER NEW YORK IS 1,012,883—CENSUS

STARRING
LLOYD WILLIAMS
HAL JACKSON
"HARLEM SERENADE"
"HOUSE THAT JACK BUILT"
LARRY FULLER
CHAS. CAMPBELL
"GOSPEL TRAIN" "COMMUNITY NEWS"

STARRING
THE BOWSERS
BUDDY and SARA LOU
NEWS
G. JAMES FLEMING
WALTER WHITE
NEWS

HARRY NOVIK
General Manager — 207 East 30 St., N. Y. 17, N. Y.
PHONE: ORegon 9-2720
See pages 100-101 for

**LISTING of NEW YORK PHONE NUMBERS**

![Networks]

**Networks**

**Publications**

**Organizations**

**Talent Agencies**

**FM Radio Stations**

**AM Radio Stations**

**News Associations**

**Television Stations**

**Program Producers**

**Recording Companies**

**Advertising Agencies**

**Transcription Companies**

**Station Representatives**
In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact. Let WOV show you how to direct this influence to the profit of the product you advertise.

Representatives: John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4
FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 500-501
Why WQXR is 
more than a radio station 
to 600,000 families

It's because WQXR means something very special and personal to its listeners.

It's because WQXR provides New York's only consistent source of good music. It's because WQXR's listeners tune to it as a station, not just for a special program.

It's all summed up by the reaction you get whenever you mention WQXR: "Oh, that's my favorite station!"

This very personal listener loyalty brings very generous results to WQXR advertisers. This year nearly 300 of them have found out how the nation's No. 1 good music station in the nation's No. 1 market pays off in more sales for them.

Let us tell you more!

WQXR AM · FM

The Radio Station of The New York Times
"Always the Best in Music"

229 West 43 Street • New York 36, N.Y. • LA 4-1100
W Q X R
NEW YORK—1936
Frequency: 1560 Kc. . . . Power: 50,000 Watts
Owned-Operated By: Interstate Bcstg. Co.
Business-Studio Address: 229 W. 43rd St.
Phone Number: LA. 4-1100
News Service: N. Y. Times (Owner)
Transcription Service: Associated, SESAC
Representative: Paul H. Raymer
President: Arthur Hoys Sulzberger
Exec. V.P., Gen. Mgr.: Elliott M. Sanger
V.P., Sales Mgr.: Norman S. McGee
Sales Prom. Dir.: Mary Rice Anderson
Program Director: Eleanor N. Sanger
Chief Engineer: L. J. Kleinklaus

W H L D
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
Chief Engineer: Robert Wilson

W J L L
NIAGARA FALLS—1947
Frequency: 1440 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5286
News Service: UP
Transcription Service: SESAC
Representative: Pearson
Gen., Comm. Mgr.: Tom W. Talbot
Program Director: Helen Tubbs
Chief Engineer: Gustav Czaplok

W C H N
NORWICH—1952
Frequency: 970 Kc. . . . Power: 500 Watts d.
Owned-Oper. By: Radio Norwich, Inc.
Address: 14 S. Broad St.
Phone Number: 4-2218
News Service: UP
Pres., Gen. Mgr.: William J. Hall
Chief Engineer: William M. Bush

W S L B
OGDENSBURG—1940—MBS-KBS
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Oper. By: St. Lawrence Bcstg. Corp.
Address: 2315 Knox St.
Phone Number: 500
News Service: UP
President: Joseph R. Brandy
General Manager: Harold J. Frank
Program Director: Hal Gilman
Chief Engineer: Ellsworth Hall

W H D L
OLEAN—1929—ABC
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Address: 3219 State St.
Phone Number: 4149
Newspaper Affiliation: Times Herald
News Service: AP
Transcription Service: Associated
Representative: Everett & McKinney
Membership: NARTE, BAB
Pres., Gen., Sta. Mgr.: John R. Henzel
Commercial Manager: James F. Hastings
Program Director: Donald W. Merriman
Chief Engineer: Parker H. Vincent

W D O S
ONEONTA—1947—MBS
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Oper. By: Ottowa Stations, Inc.
Bus-Studio Address: 104 Chestnut St.
Phone Number: 2470
Air Time: 6 a.m.-M.
News Service: UP
Newspaper Affiliation: Daily Star
Transcription Service: Associated
Representative: Radio Reps.
Membership: BAB
President: James H. Ottaway
Managing Director: Francis H. Brinkley
Station Manager: Harold E. Graves
Program Director: Howard Atwell
Chief Engineer: Wiley Bates

W K B S
OYSTER BAY—1948
Frequency: 1520 Kc. . . . Power: 250 Watts d.
Owned-Oper. By: Key Bcstg. System Inc.
Phone Number: Oyster Bay 6-2500:
News Service: UP
Transcription Service: MacGregor
Pres., Gen. Mgr., Chief Engr.: R. Lee Hollingsworth

W A L K
PATCHOGUE—1952
Frequency: 1370 Kc. . . . Power: 500 Watts d.
Owned-Oper. By: Suffolk Bcstg. Corp.
Address: 230 P. O. Box 230
Phone Number: Patchogue 3-0408
Newspaper Affiliation: Suffolk Cons. Press
Transcription Service: Associated, Capitol
Membership: NARTB
Pres., Gen. Mgr.: Nils E. Segerdahl
Vice-President: W. K. Macy, Jr.
Chief Engineer: George Chandler

513
WPAC
PATCHOGUE—1951
Frequency: 1580 Kc. .... Power: 250 Watts d.
Address: .... 2 E. Main St.
Phone Number: .... Patchogue 3-4600
News Service: .... UP
Pres., Gen. Mgr. .... Lee Morrison
Sta., Comm. Mgr. .... Herbert Morrison
Sales Prom. Mgr. .... Don Lombardy
Program Director .... Stan Allan
Chief Engineer ....... Morton Morrison

WLNA
PEEKSKILL—1948
Frequency: 1420 Kc. .... Power: 1000 Watts d.
Trans. Address: .... Radio Terrace
Phone Number: .... Peekskill 7-1124
News Service: .... UP
Transcription Service: .... SESAC, World
Membership .... NARTB
President .... Peter C. Housekeeper
General Manager .... Irving E. Cottrell
Comm., Sales Prom. Mgr. .... Francis Lough

WEAV
PLATTSBURG—1935—ABC
Frequency: 960 Kc. .... Power: 1000 Watts
Studio Address: .... 153 Margaret St.
Phone Number: .... 1600
News Service: .... UP
Transcription Service: .... World
Representative .... Gill-Perna
Membership .... NARTB, BAB
Pres., Gen. Mgr. .... George F. Bissell
Program Director .... Ray Turner
Commercial Mgr. .... Jack Charles
Chief Engineer .... Larry Lapanne

WIRY
PLATTSBURG—1950—MBS-KBS
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Oper. By: .... Clinton City, Bcstg. Corp.
Trans. Loca. Address: .... 301-03 Cornelia St.
Phone Number: .... Plattsburg 2800
Air Time: .... 6:30 a.m.-12:05 a.m.
News Service: .... AP
Transcription Service: .... Associated
Representative .... W. S. Grant Co., Inc.
Membership .... NARTB, BAB
Pres., Gen., Comm. Mgr. .... Joel H. Scheier
Sales Prom. Mgr. .... Martin D. Mannix
Program Director .... Betty Kraus
Chief Engineer .... John M. Nazak

WDLC
PORT JERVIS—1953
Frequency: 1490 Kc. .... Power: 100 Watts
Address: .... Horn Road
Phone Number: .... 3-3311
Representative .... Lappene
President .... William H. Ware
General Manager .... Ernest C. Walker
Commercial Mgr. .... Oscar Wein
Program Director .... Henry Schwartz
Chief Engineer .... Herbert Stein

WEOK
POUGHKEEPSIE—1949
Frequency: 1390 Kc. .... Power: 1000 Watts d.
Owned-Operated By: .... Mid-Hudson Bcstg. Inc.
Business-Studio Address: .... 385 Main St.
Phone Number: .... 8300
News Service: .... AP
Transcription Service: .... Thesaurus
Representative .... Everett-McKinney
Membership .... NARTB, BAB
Chief Engineer .... John P. Burke

WKIP
POUGHKEEPSIE—1940—ABC
Frequency: 1450 Kc. .... Power: 250 Watts
 Owned-Oper. By: .... Dutchess County Broadcasting Corp.
WBBF
ROCHESTER—1947—MBS
Frequency: 950 Kc.  Power: 1000 Watts
Owned-Oper. By:  WBBF, Inc.
Bus-Studio Address:  Sheraton Hotel
Phone Number:  HAMilton 8920
Air Time:  Full Time
News Service  Representative:  Cooke
Transcription Service:  Thesaurus
Pres.. Gen. Mgr.:  George W. Bingham
Commercial Manager:  Richard A. Dwelley
Program Director:  John Kuhn
Chief Engineer:  Marvin S. Selmus

WHAM
ROCHESTER—1922—NBC
Frequency: 1180 Kc.  Power: 50,000 Watts
Owned-Operated By:  Stromberg-Carlson Co.
Business Address:  201 Humboldt St.
Phone Number:  Culver 7240
Air Time:  Full Time
News Service  Representative:  George P. Hollingsbery
Transcription Service:  World
Pres.. Gen. Mgr.:  Thomas L. Brown
Commercial Mgr.:  Lloyd B. Gibson
Sales Prom. Mgr.:  Claude Johnstone
Program Director:  Nick Nickson
Chief Engineer:  Vincent Lopopolo

WHC
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  Representative:  Everett McKinney
President:  Frank E. Gannett
General Manager:  Glover Delaney
Commercial Manager:  LeMoine C. Wheeler
Program Director:  William J. Adams
Chief Engineer:  Bern C. O’Brien

WRNY
ROCHESTER—1947
Business-Studio Address:  191 East Ave.
Phone Number:  Hamilton 9775
News Service  Representative:  Associated, etc.
Transcription Service:  Associated
Membership:  NARTB, BAB
President:  S. J. Bachman
Gen. Sta. Mgr.:  J. A. Shefrin
Program Director:  Fred Bethel
Chief Engineer:  H. E. Kane

WSAY
ROCHESTER—1936
Frequency: 1370 Kc.  Power: 1000 Watts
Business Studio Address:  328 Main St. E.
Phone Number:  Baker 4870
News Service:  INS
Representative:  Walker
Pres.. Gen. Mgr.:  Gordon P. Brown
Station Director:  John Hill

WVET
ROCHESTER—1947—ABC
Frequency: 1280 Kc.  Power: 5000 Watts
 Owned-Oper. By:  Veterans Bcstg. Inc.
Address:  17 Clinton Ave So.
Phone Number:  HAmiton 4820
Air Time:  Unlimited
News Service:  Associated
Transcription Service:  Associated
Program Director:  The Bolling Co., Inc.
Pres.. Gen. Mgr.:  Ervin F. Lyke

WRNY
ROCHESTER, NEW YORK
THE BEST IN MUSIC
AM — All Day Long
FM — All Day & Evening

5 MUSIC LIBRARIES
1. Thesaurus
2. Standard
3. Associated
4. Sesac
5. Capitol

Jack Shefrin  Fred Bethel
General Manager  Program Director
A BACHMAN ENTERPRISE

“Rochester’s Prestige Station”
Nationally Represented By STARS NATIONAL, INC.
In this 5-Station Market,
**WSYR is FIRST**
Any way you look at it

**PULSE OF SYRACUSE**
April; 1953

WSYR FIRST ... in 50 periods
WSYR SECOND in 22 periods

72 15-Min. Periods, 6 a.m. to Midnight

(72 is all there is)

**NIELSEN 1952**

WSYR FIRST
by 47% to 212%

**SAMS 1952**

WSYR FIRST
by 29.8% to 239%

WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed
NEW YORK

Radio Sales Mgr. .......... Elmer J. Walz
Gen. Sales Mgr. .......... Arthur Murrell Wright
Program Director .......... Paul C. Louther

W K A L
ROME—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By .......... Copper City Bcstg. Corp.
Business-Studio Address .. Capitol Theatre Bldg.
Phone Number .......... 3616-7
Air Time .......... 6:30 a.m.-12 M.
News Service .......... AP
Transcription Service .......... Wm. G. Rambeau
Representative .......... James Delaney
Membership .......... BAB
President .......... Myron J. Kallet
General Manager .......... Charles King
Commercial Manager .......... Joseph Treola
Program Director .......... Louis Barile
Chief Engineer .......... James Delaney

W N B Z
SARANAC LAKE—1927—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Upstate Bcstg. Corp.
Business-Studio Address .. 88 Main St.
Phone Number .......... 1320
Air Time .......... 7:15 a.m.-11:15 p.m.
News Service .......... AP
Transcription Service .......... World
Representative .......... Wm. G. Rambeau
Membership .......... NARTB
Chief Engineer .......... H. Berwind Williams

W G Y
SCHENECTADY—1922—NBC
Frequency: 810 Kc. Power: 50,000 Watts
Business-Studio Address .. 1 River Rd.
Phone Number .......... 72-2261
Air Time .......... Unlimited
News Service .......... AP, UP
Transcription Service .......... Thesaurus
Representative .......... Henry I. Christal
Membership .......... NARTB, BAB
General Manager .......... R. B. Hanna, Jr.
Station Operations Mgr. .......... W. W. Welpoit
Supervisor of Sales .......... Robert F. Reid
Promotion Mgr. .......... Jack M. Cobb
Sprv. of Programs .......... A. G. Zink
Mgr. of Engineering .......... W. J. Purcell

W S N Y
SCHENECTADY—1942
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address .. 619 State St.
Phone Number .......... 3-3622
News Service .......... AP
Transcription Service .......... Lang-Worth
Membership .......... BAB
President, Gen. Mgr. .......... Winslow Leighton
Comm., Sis. Prom. Mgr. .......... Thomas Seeley
Chief Engineer .......... Irving P. Beck

W A G E
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 .......... Full Time
News Service .......... AP
Representative .......... O. L. Taylor
Commercial Mgr. .......... L. N. Parmentier
Program Director .......... George Drisko
Chief Engineer .......... Donald F. Langham

W F B L
SYRACUSE—1922—CBS
Frequency: 1390 Kc. Power: 5000 Watts
Bus.-Studio Address .. 433 S. Warren St.
Phone Number .......... 2-1147
Air Time .......... Full Time
News Service .......... UP
Representative .......... Free & Peters
Membership .......... NARTB, BAB
President .......... Oscar F. Soule
General Manager .......... Samuel Woodworth
Commercial Mgr. .......... Charles Phillips
Sales Prom. Mgr. .......... Lennox White

W N D R
SYRACUSE—1946
Frequency: 1260 Kc. Power: 5000 Watts
Address .. Box 1212
Phone Number .......... 72-3366
Comm., Prom. Mgr. .......... Melvyn Silvius

W O L F
SYRACUSE—1940
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By .......... Civic Bcstg. Corp.
Bus.-Studio Address .. Kirkpatrick & Van Rensselaer Sts.
Phone Number .......... 2-7211
Air Time .......... Full Time
Transcription Service .......... Standard
Representative .......... Walker
President, General Mgr. .......... T. Sherman Marshall
Sta. Mgr., Prog. Dir. .......... Hamilton M. Woodle
Chief Engineer .......... Don Muir

W S Y R
SYRACUSE—1926—NBC
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By .......... Central N. Y. Bcstg.
Phone Number .......... SY 3-7111
Bus.-Studio Address .. 224 Harrison St.
Air Time .......... 5 a.m.-M.
News Service .......... UP
Transcription Service .......... Lang-Worth
Representative .......... Headley-Reed

517
"I'm on the switchboard at Station WTRY

... know what they're all talking about? 1953 was the best year for WTRY sales, also WTRY leads 45 of 72 daily ½ hours,* and the WTRY audience has increased: 12% over 1952 in the daytime, 26% over 1952 in the night time. Oh, yes! Retail sales per home in Albany, Troy and Schenectady are over 50% above national average ...

Worth talking about, isn't it?

This is WTRY, the CBS Radio Network"

* Pulse, Oct. '53
Program Director: Edward M. Stemmler  
Chief Engineer: George S. Woods

**WD LA**  
**WALTON—1951**  
Frequency: 1270 Kc.  
Power: 1000 Watts  
Owned-Oper. By: Delaware County Bcastg. Corp.  
Address: Bear Spring Mt.  
Phone Number: 1270  
Representative: Rambecu  
Pres., Gen. Mgr.: E. Ogden Bush  
Chief Engineer: Robert Devine

**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: Associated, Capitol, SESAC  
Representative: Headley-Reed  
Membership: NARTB  
President: Valentine E. Macy, Jr.  
Gen.-Sta. Mgr., Chief Engineer: Frank A. Seitz  
Program Director: Randall Kaler

**WWRL**  
**WOODSIDE—1926**  
Frequency: 1600 Kc.  
Power: 5000 Watts  
Owned-Oper. By: Long Island Bcastg. Corp.  
Bus.-Studio-Transmitter Address: 41-30 58th St.  
Phone Number: DE 5-1600  
Air Time: Full Time  
News Service: Associated, AP  
Transcription Service: Associated, Capitol, SESAC  
Representative: Headley-Reed  
Membership: NARTB  
President: W. H. Reuman  
Gen. Sta. Mgr.: Edith Dick  
Sales Prom. Mgr.: Selvin Donneson  
Program Director: Fred Barr  
Chief Engineer: Benton R. Bartlett

In **WESTCHESTER**

a $3/? billion market  
equivalent to the  
37th state  
Agency-placed business on  
WFAS increased  

**214%**  
in '53 over '52.

The answer is proven audience penetration. Ask for a copy of current surveys.

**WFAS and WFAS-FM**  
8 Church Street  
White Plains, N. Y.

Represented by  
Headley-Reed Company

**WWRL**  
New York  
5,000 WATTS  
Powerfully Selling America's Greatest  
Market at the Lowest Cost  

TOPS in New York  
for the  
NEGO MARKET  
SPANISH  
GERMAN  

1600 Kc DEfender 5-1600
**W R C S**

**AHOSKIE—1948—KBS**

Frequency: 970 Kc...Power: 1000 Watts d.

Owned-Oper. By...Roanoke-Chowan Bcstg.

Co., Inc.

Business Address...P. O. Box 89

Phone Number...3101

News Service...AP

Transcription Service...World

President...Charles H. Jenkins

Gen., Comm. Mgr...P. G. Sewell

Program Director...Bill Smith

Chief Engineer...W. G. Barnes

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**W A B Z**

**ALBEMARLE—1947—KBS**

Frequency: 1010 Kc...Power: 1000 Watts d.

Owned-Oper. By...Radio Station WABZ, Inc.

Business-Studio Address...Box 226

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

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**W G W R**

**ASHEBORO—1947**

Frequency: 1260 Kc...Power: 1000 Watts d.

Owned-Oper. By...Asheboro Bcstg. Co., Inc.

Business-Studio Address...303 E. Salisbury St.

Phone Number...2187

News Service...UP

Transcription Service...Thesaurus

Membership...BAB

President...Roy Cox

Gen., Sta., Comm. Prom. Mgr...J. R. Marlowe

Program Director...A. B. Brown

Chief Engineer...W. H. Trogdon

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**W I S E**

**ASHEVILLE—1939—NBC**

Frequency: 1310 Kc...Power: 5000 W. d.

1000 n.

Owned-Operated By...Radio Station WISE, Inc.

Address...100 College St.

Phone Number...3-5381-3

Air Time...Unlimited

News Service...AP

Representative...Bolling Co.

Pres., Gen. Sta., Mgr...Harold H. Thomas

Commercial Mgr...Lloyd B. Leonard

Program Director...Dick Harshaw

Publicity Dir...Skeeter Moore

Chief Engineer...John Randolph

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**W L O S**

**ASHEVILLE—1947—ABC**

Frequency: 1380 Kc...Power: 5000 Watts d.

1000 Watts n.

Owned-Operated By...Skyway Bcstg. Co.

Business-Studio Address...Battery Park Hotel

Phone Number...2-2431

Air Time...Full Time

News Service...UP

Transcription Service...World

Representative...Venard, Inc.

Executive Vice President...Charles B. Britt

Production Mgr...Charles E. Newcomb

Commercial Mgr...Bradley H. Roberts

Program Director...R. Fred Brown Jr.

Chief Engineer...C. Summer

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**W S K Y**

**ASHEVILLE—1947**

Frequency: 1230 Kc...Power: 250 Watts

Owned-Operated By...Radio Asheville, Inc.

Business-Studio Address...12 Church St.

Phone Number...3-4451

Air Time...5:30 a.m.-M.

News Service...AP

Representative...Rambeau

Pres., Gen., Sta. Mgr...Zeb Lee

Commercial Mgr...Hal Edwards

Sls. Prom. Mgr., Pub. Dir...J. W. Young

Chief Announcer...Henry Varner

Chief Engineer...Bill Clements

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**W W N C**

**ASHEVILLE—1927—CBS**

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, Thesaurus

Representative...Headley-Reed

Membership...NARTB, BAB

President...Don S. Elias

Gen., Sta., Prom. Mgr...Cecil B. Hoskins

Program Director...William F. Melia

Chief Engineer...William H. Hamrick

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**W A T A**

**BOONE—1950—MBS**

Frequency: 1450 Kc...Power: 250 Watts

Owned-Oper. By...Wilkes Bcstg. Co.

Phone Number...467

News Service...AP

President...Doris B. Brown

General Manager...Roland Potter

Commercial Manager...Ralph Tugman
WPNF
BREVARD—1950—NBC
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Phone Number . . . . . . . . . . 3-2611
News Service . . . . . . . . . . AP
News, Affili. . . . . . . . . . . "Transylvania Times"
Representative . . . . . . . . . . Continental Radio Sls.
President . . . . . . . . . . Ed M. Anderson
Gen., Comm. Mgr. . . . . . . . . Jack Hammett
Sales Prom. Mgr. . . . . . . . . John Dellingler
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
Membership . . . . . . . . . . NARTB
General Manager . . . . . . . . E. Z. Jones
Commercial Manager . . . . Robert Ray
Program Director . . . . . . . . Ed Brooks
Chief Engineer . . . . . . . . . . Berry Tysor

WFNS
BURLINGTON—1945—TOBACCO
Frequency: 1150 . . . . . . . . . . . . Power: 1000 Watts d.
Owned-Oper. By Burlington-Graham Bcstg Co.
Address . . . . . . . . . . . . . . . 113 W. Andrews St.
Phone Number . . . . . . . . . . . 4261
News Service . . . . . . . . . . . . UP
Transcription Service . . . . . World
Representatives . . . . . Sears & Ayer, Clayton
President . . . . . . . . . . L. E. Neese
Gen. Sta. Mgr. . . . . . . . . . . G. C. Starnes
Comm., Prom. Mgr. . . . . . Wally Mack
Program Director . . . . . . . . Frank Candelario
Chief Engineer . . . . . . . . . . Charles D. Chandler

WCHL
CHAPEL HILL—1953
Frequency: 1360 Kc. . . . . . . Power: 1000 Watts d.
Address . . . . . . . . . . . . . . . Box 338
Phone Number . . . . . . . . . . 9-2261
News Service . . . . . . . . . . AP
Transcription Service . . . . Langworth, SESAC
Commercial Mgr. . . . . . . . . Harold L. Nall
Program Director . . . . . . . . C. Scott Jarrett
Chief Engineer . . . . . . . . . . Fritz Thurston

WAYS
CHARLOTTE—1942—ABC
Frequency: 610 Kc. . . . . . . Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By . . . . . . Inter-City Advertising Co.
Business-Studio Address . . . 3229 S. Blvd.
Phone Number . . . . . . . . . . 3-7173
Air Time . . . . . . . . . . . . . . Full Time
News Service . . . . . . . . . . . . . . UP
Representative . . . . . . . Bolling Co.
Membership . . . . . . . . . . . NARTB
President . . . . . . . . . . . . . George W. Dowdy
Gen., Sta. Mgr. . . . . . . . . . J. F. Poynor
Sales Prom., Pub. Dir. . . . . Don Mainey
Chief Engineer . . . . . . . . . B. C. Stewart

WBT
CHARLOTTE—1922—CBS
Frequency: 1110 Kc. . . . . . . Power: 50,000 Watts
Address . . . . . . . . . . . . . . . Wilder Building
Phone Number . . . . . . . . . . 3-8833
Air Time . . . . . . . . . . . . . . Full Time
News Service . . . . . . . . . . . . . . AP, UP
Transcription Service . . . . World
Representative . . . . . . . . CBS Radio Spot Sales
Membership . . . . . . . . . . . NARTB, BAB
President . . . . . . . . . . . . J. M. Bryan
General Manager . . . . . . . . Charles H. Crutchfield
Asst. Vice-President . . . . Robert Covington
Program Director . . . . . . . . William Nelson
Publicity Director . . . . . . . . Nelson Benton
Chief Engineer . . . . . . . . . M. J. Minor

WGIV
CHARLOTTE—1947
Frequency: 1600 Kc. . . . . . . Power: 1000 Watts d.
Business Address . . . . . . . 2520 Toomey Ave.
Phone Number . . . . . . . . . . 2-6669, 5-4829
News Service . . . . . . . . . . . . AP
Representative . . . . . . . . Forjoe
Membership . . . . . . . . . . . NARTB, BAB
Pres., Gen. Mgr. . . . . . Francis M. Fitzgerald
Promotion Manager . . . . John G. Surratt
Commercial Mgr. . . . . . . . Ray Ervin
Program Director . . . . . . . C. E. Frier
Sales Promotion Mgr. . . . . James Fokes
Chief Engineer . . . . . . . . . S. K. Lineberger

WIST
CHARLOTTE—1951—MBS
Frequency: 930 Kc. . . . . . . Power: 5000 d; 1000 n.
Owned-Oper. By . . . . . . Bcstg. Co. of South
Address . . . . . . . . . . . . . . . Liberty Life Bldg.
Phone Number . . . . . . . . . . 8-3511
News Service . . . . . . . . . . . . AP
Transcription Service . . . . . . Th Marchus
Representative . . . . . . . . . . . . Free & Peters
President . . . . . . . . . . B. C. Hipp
General Manager . . . . . . . . G. R. Shafts
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.
WRRZ
CLINTON—1947
Frequency: 880 Kc.  Power: 1000 Watts d.
Owned-Oper. By.  Radio Station WRRZ, Inc.
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
President  A. W. Huckle
General Manager  Elizabeth Huckle
Pgm., Comm. Dir.  Howard McCurry
Chief Engineer  Kenneth R. Kennedy

WCKB
DUNN—1946—KBS
Frequency: 780 Kc.  Power: 1000 Watts d.
Business Address  Box 431
Phone Number  3133-4
Air Time  Daytime
News Service  Lang-Worth
Transcription Service  BAB
Membership  BAB
President  Lepton A. Tart, Sr.
Sta. Gen. Mgr.  A. Lincoln Faulk
Commercial Manager  Carl Lamm
Sales Prom. Mgr.  John Ciccone
Program Director  E. L. Burwell
Publicity Director  Hershell Barbour
Chief Engineer  Joseph Kotlas

WDNC
DURHAM—1934—CBS
Frequency: 620 Kc.  Power: 5000 Watts d.
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  BAB
President  C. C. Council
V.P., Gen. Mgr.  J. Frank Jarman
Office Manager  Sue Germino
Commercial Manager  C. James Woodhouse

WSSB
DURHAM—1948—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By  Public Information Corp.
Address  Box 1168
Phone Number  8919-8910
Air Time  6 a.m.-12 M.
News Service  INS
Transcription Service  Capitol
President  Tom Sawyer
General Manager  Wm. Kirby
Program Director  C. Cook
Chief Engineer  Edward Norman

WTIK
DURHAM—1946—ABC
Frequency: 1310 Kc.  Power: 1000 Watts d.
Owned-Oper. By  Durham Bcstg Enter., Inc.
Address  205½ W. Main St.
Phone Number  6101
News Service  AP
Representative  Headley-Reed
Membership  BAB
Pres., Gen. Mgr.  H. L. Duncan
Station Manager  Floyd Fletcher
Commercial Mgr.  Mike Thompson
Program Director  Ed Coles
Chief Engineer  Arlis White

WCNC
ELIZABETH CITY—1939
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By  Albemarle Bcstg Co., Inc.
Address  E. Colonial Ave.
Phone Number  4370
President  Joseph A. Gill

WGAI
ELIZABETH CITY—1947
Frequency: 560 Kc.  Power: 1000 Watts d.
Owned-Oper. By  WGAI Radio Co., Inc.
Business-Studio Address  Box 426
Phone Number  4371-2
Air Time  6 a.m.-11 p.m.
News Service  AP
Transcription Service  World
Membership  BAB
President  C. Alden Baker
Commercial Mgr.  Ray Jones, Jr.
Prom. Pub. Dir.  Don Owens
Program Director  Gene Marshall
Chief Engineer  Goodrich Williams

WIFM
ELKIN—1949—MBS
Owned-Oper. By  James B. Childress
Address  1141 Elk Spur St.
| Station | Frequency | Power | Owned-Oper. By | Address | Phone Number | Air Time | News Service | Transcription Service | Representative | President | Program Director | Chief Engineer | News Director | Program Director | Chief Engineer |
|---------|-----------|-------|----------------|---------|--------------|----------|-------------|-----------------------|---------------|------------|----------------|----------------|---------------|----------------|----------------|----------------|
| WFMO    | 860 Kc    | 1000 Watts | Carolinas Bscstg. Corp. | Box 125 | 4781        | Full     | UP          | RCA Thesaurus          | Allen Vause  | Cutlar Moore | Claude White   | John A. Hinshaw |               |                |                |
| WFAI    | 1230 Kc   | 250 Watts | Fayetteville Bcstg., Inc. |         | 2-8131      | Full Time | AP         | RCA Thesaurus          | Thomas F. Clark | James H. Mayes Jr. | J. F. Milazzo | J. M. Stephenson |                |                |                |
| WFLB    | 1490 Kc   | 250 Watts | Fayetteville Bcstg., Inc. | P. O. Box 512 | 2-7136 | 5:30 a.m.-M. | AP         | Burn-Smith | NARTB, BAB | L. W. Allen | Richard Madson | W. C. Groves, Jr. |                |                |                |
| WFNC    | 1390 Kc   | 5000 Watts | Cape Fear Bscstg. Co. | Box 1230 | 2-4848 | Full Time | UP          | Walker     | BAB         | Victor W. Dawson | Don Voigt |                |                |                |                |
| WBO     | 780 Kc    | 1000 Watts | Rutherford County Radio Co., Inc. | Forest City | 3205 |            | AP          | RCA Thesaurus          | Fred Blanton | J. M. Stephenson | Merton Iwerks | Robert E. Stephenson |                |                |                |
| WNC     | 1450 Kc   | 250 Watts | Carolinas Bscstg. Corp. |                | 8501 |            | AP          | Convention Sales        | F. C. Abernathy | Fred Gray | W. C. Groves, Jr. |                |                |                |
| WLTG    | 1370 Kc   | 1000 Watts | Gastonia Bscstg. Serv., Inc. | P. O. Box 1010 | 51280 |            | AP          | World Sales | Thomas F. Clark | James B. Petty | Boyce C. Morrow |                |                |                |
| WFM     | 730 Kc    | 1000 Watts | Southern Radio & TV Corp. | Box 655 | 117 |            | UP          | Trucklane | Bob | Hayden Stuart |                |                |                |                |                |

**WFM**

**GOLDSBORO—1951—KBS**

**WFMC**

**FOREST CITY—1947**

**WFBO**

**FUQUAY SPRINGS—1949—KBS**

**WFG**

**GASTONIA—1939—ABC**

**WNC**

**GASTONIA—1948—KBS**

**WLTG**

**WFNC**

**FAIRMONT—1953**

**WFAI**

**FAYETTEVILLE—1951—CBS**

**WFLB**

**FAYETTEVILLE—1948—ABC**

**WFNC**

**FAYETTEVILLE—1940**

**MBS—TOBACCO NET**

**NORTH CAROLINA**

Phone Number: 739
Air Time: Daytime
News Service: UP
Transcription Service: Langworth
Representative: Continental
President: John A. Hinshaw
Program Director: Claude White

Program Director: Mac Stamps
Chief Engineer: John Ikner

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By: Rutherford County Radio Co., Inc.
Address: Forest City
Phone Number: 3205
News Service: AP
Transcription Service: RCA Thesaurus
Pres., Gen. Mgr.: Ed M. Anderson
Sta. Comm. Mgr.: Fred Blanton
Sales Prom. Mgr., Prog. Dir.: Jane Smith
Chief Engineer: Merton Iwerks

Frequency: 1460 Kc. Power: 1000 Watts d.
Business-Studio Address: Box 1230
Phone Number: 333
News Service: UP
President: J. M. Stephenson
Gen. Sta. Mgr.: Robert E. Stephenson
Comm., Prom. Mgr.: Rupert Weathers
Chief Engineer: Harry Stephenson

Frequency: 1450 Kc. Power: 250 Watts
Address: Box 1230
Phone Number: 8501
News Service: AP
Transcription Service: RCA Thesaurus
Owner: Continental Radio Sales
General Manager: Catherine M. McSwain
Commercial Manager: F. C. Abernathy
Program Director: Fred Gray
Chief Engineer: W. C. Groves, Jr.

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Gastonia Bscstg. Serv., Inc.
Address: P. O. Box 1010
Phone Number: 51280
News Service: AP
Transcription Service: World Sales
Representative: Thomas F. Clark
Commercial Manager: Boyce C. Morrow
Chief Engineer: Don Voigt

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Southern Radio & TV Corp.
Address: Box 655
Phone Number: 117
News Service: UP
President: Hayden Stuart
WGBR
GOLDSBORO—1938—ABC
Frequency: 1150 Kc........... Power: 1000 Watts
Address: P. O. Box 1924
Phone Number: 3730
Air Time: Full Time
News Service: AP
Transcription Service: Assoc
President: A. T. Hawkins
General Manager: V. Gerald Balkum
Chief Engineer: Daniel B. Trueblood
Commercial Manager: Nat Royster
Program Director: Norman D. Satterthwaite

WBIG
GREENSBORO—1926—CBS
Frequency: 1470 Kc........... Power: 5000 Watts
Phone Number: 2-6125
Studio Address: O. Henry Hotel Bldg.
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: George P. Hollingsby
Membership: NARTB
Gen., Prom., Sta. Mgr.: Allen Wannamaker
Commercial Mgr.: William P. Mitchell
Publicity Director: Virginia Neese
Program Director: Dan Griffin
Chief Engineer: William H. Malone

WCOG
GREENSBORO—1946—ABC
Frequency: 1320 Kc........... Power: 1000 Watts
Owned-Oper. By: Inter-City Adv. Co., Inc.
Business-Studio Address: 314 S. Greene St.
Phone Number: 3-6925
Air Time: Full Time
News Service: UP
Representative: The Bolling Co.
Membership: NARTB, BAB
President: George W. Dowdy
General Manager: Gilbert M. Hutchison
Commercial Manager: Jack Rimmer
Prog., Pub. Dir.: John E. Parker
Chief Engineer: Joseph L. Lamb, Jr.

WGBG
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
Pres., Gen., Sta. Mgr.: Ralph M. Lambeth
Commercial Mgr.: B. George Barber, Jr.
Publicity Director: Earl O. Sullivan

WGTK
GREENVILLE—1940
TOBACCO—MBS
Owned-Oper. By: Carolina Bdcstg. Sys., Inc.
Address: P. O. Box 898
Phone Number: 6181
News Service: UP
Transcription Service: World
Representative: John E. Pearson Co.
President: Earl Westbrook
General Manager: A. Hartwell Campbell
Commercial Manager: John G. Clark, Jr.
Program Director: Bill Durwell
Chief Engineer: Hank Tribley

WHNC
HENDERSON—1945—MBS
Frequency: 890 Kc........... Power: 1000 Watts d.
Owned-Oper. By: Henderson Radio Corp.
Bus.-Studio Address: Norlina Road
Phone Number: 7136
Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus, World
Langworth
Program Director: Tommy Powell
Publicity Director: Bob Harrison
Chief Engineer: James Mayo

WHKP
HENDERSONVILLE—1946—ABC-KBS
Frequency: 1450 Kc........... Power: 250 Watts
Owned-Oper. By: Radio Hendersonville, Inc.
Address: Chimney Rock Road
Phone Number: 9061
Air Time: 5:45 a.m.-M.
News Service: UP
Transcription Service: McGregor, Keystone, Standard
Representative: Donald Cooke
President: Beverly Middleton
Manager: Kermit Edney
Commercial Manager: Robert Smith
Chief Engineer: Charles Renfrow

WHKY
HICKORY—1939—ABC
Address: Radio Bldg.
Phone Number: 2294
Representative: Walker
Transcription Service: World
News, Affil.: “Daily Record”
Membership: NARTB
News Service: UP
WJNC
JACKSONVILLE—1945
MB5-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Lester L. Gould
Address: 1240 Kc. Box 997
Phone Number: Kannapolis 8700
News Service: Full Time
Transcription Service: UP, AP
Membership: NARTB, BAB
Pres., Gen. Mgr.: Lester L. Gould
Sta., Comm. Mgr.: Rodric L. Jones
Pub., Sales Prom. Mgr.: Myron Zabner
Program Director: Dorothy R. Gould
Chief Engineer: Rod O. Dorsey

WGTL
KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Oper. By: Fred H. Whitley, Inc.
Address: Kannapolis
Phone Number: Box 997
News Service: Full Time
Transcription Service: Lang-Worth, World
Membership: NARTB
Pres., Gen. Mgr.: Fred H. Whitley
Chief Engineer: Foy Hinson

WKMT
KINGS MOUNTAIN—1953

Frequency: 1220 Kc. Power: 500 Watts d.
Owned-Oper. By: Southern Broadcasting Co.
Address: 822 W. Avenue
Phone Number: 2599
Representative: Dora Clayton
Partner: R. H. Whitehead
Commercial Mgr.: J. K. Willis Jr.
Promotion Mgr.: Helen R. Greene
Chief Engineer: George E. Webb

WELS
KINSTON—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Address: 1400 W. Vernon Ave.
Phone Number: 5151
News Service: Full Time
Transcription Service: Thesaurus
Representative: Devney
Membership: BAB
President: E. L. Scott
General Manager: Jack P. Hankins
Commercial Manager: Glen Harman
Chief Engineer: Ed Landry

WFTC
KINSTON—1937—ABC-CBS

Address: 204 East King St.
Phone Number ........................................ 4111
Air Time ........................................ Full Time
News Service ........................................ AP
Transcription Service .......................... Lang-Worth
Representative ................................. Burn-Smith
Membership .......................................... BAB
Pres., Gen., Sta. Mgr. ......................... William S. Page
Commercial Mgr. ................................. J. Harold Vester
Publicity Director ............................... Carl B. Caudill, Jr.
Chief Engineer ...................................... David E. Hardison

**WISP**

**KINSTON—1953—MBS**

Frequency: 1250 Kc.  Power: 100 Watts
Owned-Oper. By ................................. E. J. Schuffman
Address ........................................ Oasis Bldg.
Phone Number ................................... 6151
Pres., Gen. Mgr. ................................. E. J. Schuffman
Commercial Mgr. ................................. J. L. Moseley
Program Director .................................. Robert E. Mongold
Chief Engineer ...................................... S. Bruce Petteway

**WEWO**

**LAURINBURG—1947—KBS**

Frequency: 1080 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................. Scotland Bcstg. Co
Bus.-Studio Address ......................... State Bank Bldg.
Phone Number ................................... 770
News Service ......................................... AP, UP
Transcription Service ........................ Thesaurus
Membership ......................................... NARTB, BAB
President ......................................... Edwin Pate
General Manager .............................. J. R. Dalrymple, Jr.
Commercial Manager ......................... Bill Hogan
Program Director ................................. C. W. Hogan
Chief Engineer ...................................... Truman N. Brock

**WLOE**

**LEAKSVILLE—1946—MBS-KBS**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ................................. WLOE, Inc.
Address ........................................ Box L, Blvd. St.
Phone Number ................................... 701-2
Air Time ........................................ Full Time
News Service ......................................... AP
Transcription Service ........................ World
Membership ......................................... NARTB, BAB
Program Director ............................... Madeline Smart
Chief Engineer ...................................... Eldred Winn

**WJRI**

**LENOIR—1947—MBS-KBS-TOBACCO**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ................................. John P. Rabb
Address ........................................ 107 West Ave.
Phone Number ................................... 4-5361
News Service ......................................... UP
Transcription Service ........................ Lang-Worth
Pres., Gen. Mgr. ................................. John P. Rabb
Commercial Manager ......................... F. Kent Atwater
Program Director ................................. K. Rabb
Chief Engineer ...................................... James B. Hemphill

**WBUY**

**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
News Service ......................................... AP
Transmitter Service .......................... Thesaurus
Membership ......................................... BAB
General Manager ............................ Omar G. Hilton
Station Manager .............................. John T. Cashion
Commercial Mgr. ............................... Greely N. Hilton
Program Director ............................... James Odom
Chief Engineer ...................................... Fred Honeycutt

**WLOM**

**LINCOLNTON—1953**

Frequency: 1270 Kc.  Power: 500 Watts d.
Owned-Oper. By ................................. Lincoln County Bcstg. Co.
Business Address .............................. Startown Rd.
Phone Number ................................... 5-2359
President ......................................... J. A. Polhill
Vice-Pres., Gen. Mgr. ................. Earl Holder
Commercial Manager ......................... Jack Brown
Chief Engineer ...................................... Dennis Long

**WTSB**

**LUMBERTON—1946—MBS**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Robeson Bcstg. Corp.
Business Address .............................. 112 W. Fifth St.
Phone Number ................................... 6056
News Service ......................................... AP
Transcription Service ........................ Continental Radio Sales
Representative ...................................... World
General Manager ............................... James MacNeil

**WBRM**

**MARION—1949**

Frequency: 1250 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................. Lake City Bcstg. Corp.
Business 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-Oper. By ................................. Union Bcstg. Corp.
Business Address .............................. P. O. Box 382
Phone Number ................................... 1060
News Service ......................................... UP
President ......................................... Dick Marable
Chief Engineer ...................................... Robert I. Smith

**WHIP**

**MOORESVILLE—1950—KBS**

Frequency: 1350 Kc.  Power: 1000 Watts d.
Owned-Operated By: Wayne M. Nelson
Address: Mooresville, N. C.
Phone Number: 3-4301
News Service: UP
Transcription Service: Capitol
Pres., Gen., Sta. Mgr.: Wayne M. Nelson
Chief Engineer: E. M. Stanton, Jr.

**WM BL**
MOREHEAD CITY—1947
Owned-Oper. By: Carteret Bestg. Co., Inc.
Address: Box 432
Phone Number: 6318
News Service: UP
Transcription Service: World
Representative: McGilliwa
Pres., Gen. Mgr.: Grover C. Munden
Sales Prom. Mgr.: Charlie Markey
Commercial Manager: Jimmy Wallace
Prog. Dir., Chf. Engr.: Ray Cummins

**WM NC**
MORGANTON—1947—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Nathan J. Cooper
Phone Number: Box 688
Air Time: Full Time
News Service: AP
Pres., Gen. Mgr.: Nathan J. Cooper
Com. Mgr., Chf. Engr.: Frank A. Ballew
Program Director: Madelyn V. Patton

**WPAQ**
MT. AIRY—1948—KBS
Owned-Oper. By: Ralph D. Epperson
Phone Number: 1400-1
News Service: AP
Representative: Thomas Clark
Membership: NARTB
Pres., Gen-Sta. Mgr.: Ralph D. Epperson
Commercial Manager: Lucy Bowman
Sales Prom. Mgr.: Bill Belton
Program Director: Olive P. Epperson
Chief Engineer: Harry A. Epperson, Jr.

**WSYD**
MOUNT AIRY—1951—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Mount Airy Bestsrs., Inc.
Address: P. O. Box 209
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: P. O. Box 551
Phone Number: 4450-4024
News Service: UP
Transcription Service: Lang-Worth
Representative: John E. Pearson
Membership: BAB
Gen.-Sta.-Comm. Mgr.: Ray D. Williams
Sales Prom. Mgr.: William Banks
Program Director: George Nelson
Chief Engineer: Stuart Hill

**WOOW**
NEW BERN—1953
Frequency: 1490 Kc. Power: 250 Watts
Address: Glenburnie Gardens
Phone Number: 3311
Co-Owners: L. T. Grantham, L. H. Wetherington
General Manager: Lester L. Williams
Commercial Mgr.: James C. Clark
Program Director: Roy Williamson
Chief Engineer: Billy Haire

**WNNC**
NEWTON—1949
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Southern Radiocasting
Business Address: Box 148
Phone Number: 930
Transcription Service: SESAC
News Service: UP
General Manager: J. C. Greene Jr.
Partner: R. H. Whitesides
Program Director: Jonas Bridges
Chief Engineer: George Webb

**WKBC**
NORTH WILKESBORO—1947—KBS
Frequency: 810 Kc. Power: 1000 Watts d.
Phone Number: 633
News Service: AP
Transcription Service: Thesaurus
Pres., Gen. Mgr.: Doris B. Brown
Comm.-Sales Prom. Mgr.: Roland B. Potter
Chief Engineer: Walter Harrold

**WOXF**
OXFORD—1949
Frequency: 1340 Kc. Power: 250 Watts
Address: P. O. Box 1111
Phone Number: 4187
Transcription Service: Capitol
News Service: UP
President: Charles Allen
General Manager: James F. Flanagan
Promotion Manager: Bob Smith
Chief Engineer: Howard Harrell

**WNAO**
RALEIGH—1948—ABC
Frequency: 850 Kc. Power: 10,000 Watts d.
5000 Watts n.
**WREV**
**REIDSVILLE—1948**
Address: P. O. Box 725
Phone Number: 7051
Transcription Library: Standard
News Service: UP
Representative: Continental
William M. Oliver, Sr.
Chief Engineer: William M. Oliver, Jr.

**WCBT**
**ROANOKE RAPIDS—1939—MBS-KBS**
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: WCBT, Inc.
Address: 251 Roanoke Ave.
Phone Number: 7-2545
News Service: UP
Transcription Service: Lang-Worth, SESAC
Pres., Mgr.: J. Winfield Crew, Jr.
Station Manager: Jerry Elliott
Commercial Mgr.: Donald O. Collins
Chief Engineer: Ed. McLeod

**WAYN**
**ROCKINGHAM—1946**
Owned-Operated By: WAYN, Inc.
Bus.-Studio-Trans. Address: Rockingham
Phone Number: 4041
News Service: UP
Transcription Service: Capitol World
Pres., Gen. Mgr.: Wayne M. Nelson
Chief Engineer: William Henley

**WCec**
**ROCKY MOUNT—1947**
Frequency: 810 Kc.  Power: 1000 Watts d.
Owned-Operated By: E. Caro. Elec.
Bus.-Studio Address: 115 N. Church St.
Phone Number: 23108
News Service: AP
Transcription Service: Associated Representative
Pres.: Josh L. Horne
Gen. Manager: Mel Warner
Commercial Manager: Ray Thompson
Program Director: Ray Wilkinson
Chief Engineer: Grover Taylor

**WEED**
**ROCKY MOUNT—1933—ABC**
Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Oper. By: W. A. Wyne
Address: Box 752
Phone Number: 2-6149
Air Time: Full Time
News Service: AP
Transcription Service: RCA Thesaurus
Representative: Burn Smith
Gen. Sta. Mgr.: W. A. Wyne

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**WPTF**
**RALEIGH—1924—NBC**
Frequency: 680 Kc.  Power: 50,000 Watts
Owned-Oper. By: WPTF Radio Co.
Business-Studio Address: Insurance Bldg.
Phone Number: 3911
Air Time: 5:30 a.m.-12:05 a.m.
News Service: AP, UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: NARTB
Pres., Gen. Mgr.: Richard H. Mason
Commercial Mgr.: R. W. Youngstead
Program Manager: Graham B. Poyner
Publicity Director: Henry T. Vaden
Chief Engineer: Henry Hulick, Jr.

**WRAL**
**RALEIGH—1939—MBS-TOBACCO**
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Capitol Bcastg. Co., Inc.
Bus.-Studio Address: 130 S. Salisbury St.
Phone Number: 5411
Air Time: Full Time
News Service: AP
Representative: Forjoe & Co.
Membership: NARTE, BAB
President: A. J. Fletcher
General Manager: Fred Fletcher
Commercial Mgr.: N. Fletcher Turner, Jr.
Sales Prom. Mgr.: Jim Thomas
Program Director: George Ha’l
Chief Engineer: Virgil D. Duncan

**WFRC**
**REIDSVILLE—1947—KBS-ABC**
Frequency: 1600 Kc.  Power: 1000 Watts
Business-Studio Address: Box 990, Gilmer St.
Phone Number: 4361-2
Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Membership: NARTE
President: H. T. Williams
Gen. Sta. Mgr.: Stephen F. Woodson
Sales Prom. Mgr.: Page Smith
Program Director: Alfred Nelson
Publicity Director: Joan Smith
Chief Engineer: Sam Sexton
NORTH CAROLINA

Commercial Mgr. R. E. Horner
Program Dir. Eunice Snipes
Chief Engineer Joe R. Morris

WRXO
ROXBORO—1949
Frequency: 1430 Power: 1000 Watts d.
Owned-Operated By Roxboro Bcstg. Co.
Address Box 130
Phone Number 6013
News Service UP
President H. S. Taylor
Program Director John Mauti
Chief Engineer Lloyd Perkins

WSAT
SALISBURY—1947—ABC
Frequency: 1280 Kc. Power: 1000 Watts
Business Address Drawer 99
Phone Number 276
Air Time Full Time
News Service UP
Representative McGillyva
Membership NARTB
President Charles H. Wentz
Gen., Sta. Mgr. Harry L. Welch
Program Director Johnny L. Joyce
Chief Engineer Elbert Sherman

WSTP
SALISBURY—1939—MBS
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address Center Theatre Bldg.
Phone Number 2121
Air Time 6 a.m.-M.
News Service AP
Representative Burn-Smith
Membership NARTB
President Bryce P. Beard, Sr.
General Mgr. Robert Wallace
Pgm., Publicity Dir. Russ McIntire
Comm. Mgr. Katherine F. Murphy
Chief Engineer Carl B. Watson

WEYE
SANFORD—1952
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Lee Bcstg. Corp.
Address 519 Cross St.
Phone Number 1269
News Service AP
Transcription Service Associated, SESAC
General Manager W. W. Primm
Program Director W. M. Primm

WWGP
SANFORD—1946—KBS
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By Sandhills Bcstg. Corp.
Address 137 So. Steele, Box 651
Phone Number 860
News Service UP
Transcription Service World
President J. C. McIver
Harry C. Barfield
Chief Engr. Edward O. Kopriver

WOHS
SHELBY—1946—MBS-KBS
Frequency: 730 Kc. Power: 250 Watts
Owned-Oper. By Western Carolina Radio
Business Address Box 1401, Shelby
Phone Number 6313
Air Time Daytime
News Service UP
Transcription Service SESAC
Membership NARTB
Comm., Prom. Mgr. Max P. Butler
Program Director Hugh Dover
Chief Engineer Edwin Patterson

WNCA
SILER CITY—1952
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By Chatham Bcstg. Co.
Address P. O. Box 212
Phone Number 616
News Service UP
Transcription Service Lang-Worth, SESAC
General Manager H. Tom Morris
Chief Engineer W. B. Medlin

WMPM
SMITHFIELD—1950
Frequency: 1270 Kc. Power: 1000 Watts d.
Address Buffalo Rd.
Phone Number 2434
News Service UP
Transcription Service Capitol
Co-own., Gen. Mgr. John S. Townsend
Co-Owner J. Fred Horton
Commercial Manager C. I. Parrish

WEWB
SOUTHERN PINES—1947—MBS
Frequency: 990 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
Commercial Mgr. Joe A. Warren
Program Director Elizabeth M. Younts
Chief Engineer Melvin Kushner

529
WSIC
STATESVILLE—1947—MBS
TOBACCO
Frequency: 1400 Kc. Power: 250 Watts
Address.............Box 1189
Phone Number........9078
Air Time............Full Time
News Service........AP
Transcription Service World
Representative......Southern Radio Reps
Membership.........NARTB, BAB
Gen., Comm. Mgr......Charles D. Melton
Sales Prom. Mgr......Garrett Allen
Program Director......Tom Lawrence
Chief Engineer........T. K. Abernethy

WCPS
TARBORO—1946—TOB. SPORTS
Frequency: 760 Kc. Power: 1000 Watts d.
Owned-Oper. By......Coastal Plains Bcastg. Co., Inc.
Bus.-Studio Address.....Edgecombe Bank Bldg.
Phone Number........21912
News Service........AP
Transcription Service World, Thesaurus
Representative......Dora-Clayton
Membership.........NARTB
President...............V. E. Fountain
Commercial Manager..J. Porter MacNair
Program Director......Ben F. Mayo
Chief Engineer........G. Lee Hodges

WTNC
THOMASVILLE—1947
Frequency: 790 Kc. Power: 1000 Watts d.
Owned By...........The Thomasville Bcastg. Co.
Address.............P. O. Box 755
Phone Number........2701
News Service........UP
Transcription Service SESAC
Representative......Continental
President...............George W. Lyles, Sr.
Gen., Sta., Comm. Mgr...Harold Harrison
Chief Engineer........James McAden

WADE
WADESBORO—1923—KBS
Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By......R. P. Lyon & Son
Bus.-Studio Address.....Radio Bldg.
Phone Number........620
News Service........UP
Transcription Service...Capitol
Representative......R. P. Lyon
President...............J. A. Ballard
General Mgr............Peggy L. Mitchell
Program Director......Kenneth Read
Chief Engineer............

WLS E
WALLACE—1953—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Address.............Box 449
Phone Number........6611
President...............Harry Kramer
General Manager......Lester L. Gould
Sta. Comm. Mgr......Howard Fisher
Chief Engineer........Walter Tabler

WHED
WASHINGTON—1948—KBS
Frequency: 1340 Kc. Power: 250 Watts
Phone Number........278
Transcription Service Long-Worth
Representative......Continental
President...............Lee B. Wynne
General 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.............Full Time
News Service........AP
Transcription Service Thesaurus
Representative......Walker
Membership.........NARTB
Station Manager......T. H. Patterson
Commercial Mgr......William Abeyounis
Program Manager.....Merrill Daniels
Sales Prom. Mgr......Dick Stokes
Publicity Director......Bob West
Chief Engineer........L. E. Hiland

WHCC
WAYNESVILLE—1917—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WHCC, Inc.
Business-Studio Address.....Box 180
Phone Number........Glendale 6-4661
Pres., Gen. Mgr......K. D. Fry
Chief Engineer........Frank Wilbur

WENC
WHITEVILLE—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address.....P. O. Box 700
Phone Number........2133
Transcription Service...Langworth, SESAC, etc.
Representative......Clark
President...............Josiah Maulsby
General Manager......Ward A. Coleman
Commercial Manager.....Jerry Honeycutt
Chief Engineer........Steve Hart
**WIAM**

**WILMINGTON—1951**

- **Frequency:** 900 Kc.
- **Power:** 1000 Watts d.
- **Owner:** Carolina Bcastg. Co.
- **Address:** 115 E. Main St.
- **Phone Number:** 2478
- **News Service:** UP
- **Co-Owner:** Gen., Comm., Prom. Mgr.
  - Charles M. Gaylord
- **Chief Engineer:** Joseph L. McFarland

**WGNI**

**WILMINGTON—1946—MBS TOBACCO**

- **Frequency:** 1340 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** New Hanover Bcastg. Corp.
- **Business Address:** 211 N. 2nd St.
- **Phone Number:** 2-2493
- **News Service:** UP
- **Representative:** Pearson
- **President:** J. S. Brody
- **General Manager:** Allen B. Jones
- **Commercial Mgr.:** A. V. Thompson
- **Program Director:** Paul Parker
- **Chief Engineer:** Arthur L. Madeley

**WMFD**

**WILMINGTON—1935—ABC-CBS**

- **Frequency:** 630 Kc.
- **Power:** 1000 Watts
- **Owned-Oper. By:** R. A. Dunlea
- **Address:** 225 Princess St.
- **Phone Number:** 4840
- **Air Time:** Unlimited
- **News Service:** UP
- **Representative:** Burn-Smith
- **Membership:** NARTB, BAB
- **General Manager:** R. A. Dunlea Jr.
- **Station Manager:** R. A. Dunlea Jr.
- **Commercial Manager:** C. O'Shields
- **Asst. to Manager:** Julia Mitton
- **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:** Full Time
- **News Service:** UP
- **Transcription Service:** Thesaurus
- **Representative:** Walker
- **Membership:** NARTB, BAB
- **President:** Penn Thomas Watson
- **General Manager:** Henry Sullivan
- **Commercial Mgr.:** J. Q. Wallace
- **Program Director:** Bill Bunn
- **Chief Engineer:** Ernie Pate

**WTOB**

**WILSON—1948—MBS—TOBACCO**

- **Frequency:** 1420 Kc.
- **Power:** 1000 Watts d.
- **500 Watts n.

**WAAA**

**WINSTON-SALEM—1950**

- **Frequency:** 980 Kc.
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** Community Bcastg. Service, Inc.
- **Address:** Box 3119
- **Phone Number:** 2-4121
- **President:** Roger Page, Jr.

**WAIR**

**WINSTON-SALEM—1937—ABC**

- **Frequency:** 1340 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Radio Winston-Salem, Inc.
- **Business-Studio Address:** Pepper Bldg.
- **Phone Number:** 2-1139
- **Transcription Service:** World
- **Representative:** Meeker
- **Membership:** NARTB, BAB
- **President:** John S. Rigs
- **General Manager:** Joseph A. Pace
- **Comm. Prog. Mgr.:** Wallace Voigt
- **Program Director:** Lawrence Patrick
- **Chief Engineer:** Lee King

**WSJS**

**WINSTON-SALEM—1930—NBC**

- **Frequency:** 600 Kc.
- **Power:** 5000 Watts
- **Owned-Oper. By:** Piedmont Publishing Co.
- **Bus.-Studio Address:** 419-21 N. Spruce St.
- **Phone Number:** 5-2311
- **Air Time:** Full Time
- **Transcription Service:** Lang-Worth
- **Representative:** Headley-Reed
- **Membership:** NARTB, BAB
- **President:** Gordon Gray
- **V.P., Gen. Mgr.:** Harold Essex
- **Operations Manager:** Phil Hedrick
- **Sales Manager:** Harry B. Shaw
- **Program Manager:** John Comas
- **Publicity Director:** Jean Isenhower
- **Chief Engineer:** Leon Casley

**WTOB**

**WINSTON-SALEM—1947—MBS-CBS**

- **Frequency:** 1380 Kc.
- **Power:** 1000 Watts
- **Owned-Oper. By:** Winston-Salem Bcastg. Co., Inc.
- **Address:** 300 S. Stratford Rd.
- **Phone Number:** 343-53
- **Transcription Service:** Thesaurus
- **Representative:** H.R. Reps
- **President:** James W. Coan
- **General Manager:** John G. Johnson
- **Sales Prom. Manager:** Charles Brunt
- **Chief Engineer:** Hassell Bailey
Pop. Feb. 1, 1954 (Est.) 626,000 — Families 169,000
Radio Homes 164,000 — TV Homes 13,500 — Stations in State 13

K F Y R
BISMARCK—1925—NBC
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: John E. KDLR, Bismarck.
Business-Studio Address: 202 1/2 Fourth St.
Phone Number: 648
News Service: UP
Transcription Service: Thesaurus
Representative: John Blair
President: Mrs. E. K. Meyers
General Manager: F. E. Eichsimonds
Commercial Mgr.: R. W. MacLeod
Program Director: N. C. Culver
Promotion Dir.: Jack Swenson
Chief Engineer: Ivar Nelson

K D L R
DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KDLR Inc.
Business-Studio Address: 1025 3rd St.
Phone Number: 1090
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Lawson
President, General Manager: Bert Wick
Commercial Manager: Paul R. Lange
Program Director: Wilbur Clemenson
Chief Engineer: Richard Mortiz

K D I X
DICKINSON—1947—KBS
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: 119 2d Ave. W.
Phone Number: 4113
News Service: AP, UP
Trans. Service: Standard, SESAC, World
Membership: NASB, BAB
President: Dr. P. J. Weir
Gen. Sta. Mgr.: Orville F. Burda
Commercial Manager: E. A. Speer
Chief Engineer: Benjamin G. Lockard

K F G O
FARGO—1948—ABC
Frequency: 790 Kc. Power: 5000 Watts
Business-Studio Address: Box 1610
Phone Number: 2-3291
News Service: AP
Transcription Service: Standard
Representative: Bolling, Inland
President: W. R. Haggart
Pgm., Pub. Dir.: Albert F. Horrigan
Chief Engineer: Olaf Gabrielson

W D A Y
FARGO—1922—NBC
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY Inc.
Business-Studio Address: Black Bldg.
Phone Number: 5357
News Service: AP, UP
Transcription Service: Thesaurus
Representative: Free & Peters
President, Gen. Mgr.: E. C. Reineke
Station Manager: Jack Dunn
Commercial Manager: Tom Barnes
Sales Promotion Manager: Roy Pedersen
Program Director: Ken Kennedy
Technical Director: Julius Helland
Chief Engineer: Julene Savold

K I L O
GRAND FORKS—1941—CBS
Frequency: 1440 Kc. Power: 1000 d.; 500w.
Owned-Oper. By: Grand Forks Herald Inc.
Bus.-Studio Address: First Natl. Bank Bldg.
Phone Number: 4-5321
Air Time: Unlimited
News Service: AP
Newspaper Affiliation: "Herald"
Transcription Service: Thesaurus
Representative: Avery-Knodel
Membership: NARTB
Pres., Gen. Mgr.: M. M. Oppegard
Commercial Manager: Herman Livingston
Program Director: John Doyle
Chief Engineer: A. F. Petrich

K N O X
GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN
Frequency: 1400 Kc. Power: 5000 Watts
Owned By: Community Radio Corp.
Address: Grand Forks
Phone Number: 4-6411
News Service: UP
Membership: NARTB
Representative: Lawson, Walker
President: Carroll E. Day
Gen. Sta. Mgr.: Eimer Hanson
Program Director: Robert Whyte
Promotion Manager: Jack French
Chief Engineer: Clifford Thomford

K S J B
JAMESTOWN—1937—CBS
Frequency: 600 Kc. Power: 5000 Watts
Address: 429 S. W. Second St.
Phone Number: 1600
News Service: UP, AP
JOHN SUMMIT
KOVC.
Full
Associated
W.

ROBERT WEED
S.
WAKR

VIRGIL WADC
Power:
Arnold
OHIO

MINOT—1929—ABC-MBS
GREAT NORTHERN
Frequency: 1390 Kc., Power: 5000 W; 1000 n.
Business-Studio Address . Fairblock, So. Main
Phone Number . 41-146
News Service . AP, UP
Transcription Service . World
Representative . Walker, Lawson
General Manager . John B. Cooley
Sta. Mgr., Chief Engineer . C. W. Baker

K OV C
VALLEY CITY—1936—MBS-KBS
Frequency: 1490 Kc., Power: 250 Watts
Owned-Operated By . KOVC, Inc.
Business-Studio Address . 135 Central Ave. S
Phone Number . 408-W
Transcription Service . Standard
Program Director . Russ Kobier
Publicity Director . Bob Jensen
Chief Engineer . Charles Stiosstrom

K W B M
WILLISTON—1948—KBS
Frequency: 1450 Kc., Power: 250 Watts
Owned-Operated By . KWBM Bcstg. Co.
Address . Box 198, Williston
Phone Number . 35-371
Transcription Service . World
General Manager . Charles L. Scofield
Partner . James C. Carson
Sales Prom. Mgr . W. L. Holley
Chief Engineer . W. A. Sebastian

OHIO
Pop. Feb. 1, 1954 (Est.) 8,385,000 — Families 2,499,000
Radio Homes 2,435,000 — TV Homes 2,017,500 — Stations in State 78

WADC
AKRON—1925—CBS
Frequency: 1350 Kc., Power: 5000 Watts
Owned-Operated By . Allen T. Simmons
Bus-Studio Address . WADC Bldg.
Phone Number . Jefferson 5-6165
Air Time . 5:30 a.m.-1:05 p.m.
News Service . AP
Transcription Service . Standard, World
Representative . George P. Hollingbery
Owner-Operator . Allen T. Simmons
Assistant Manager . Robert B. Wilson
Sales Prom. Mgr . Doc Williams
Program Director . Harold H. Hageman
Chief Engineer . Arnold Bock

WAKR
AKRON—1940—ABC
Frequency: 1580 Kc., Power: 5000 Watts
Owned By . Summit Radio Corp.
Operated By . WAKR
Bus-Studio Address . First Natl. Tower
Phone Number . Hemlock 4-6151
Newspaper Affiliation . Beacon Journal
Air Time . Full Time
News Service . UP
Representative . Weed
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 Bestg. Corp.
Address ... 41 S. Main St.
Phone Number ... Fr. 6-7114
Representative ... Forjoe
News Service ... Associated
Transcription Service ... Associated
President, Gen. Mgr. ... Tim Elliot
Sta., Comm. Mgr. ... Jack Maurer
Program Director ... Jack Clifton
Chief Engineer ... George V. Paul

WHKK
AKRON—1945—MBS
Frequency: 640 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... WHKK Bestg. Co.
Business-Studio Address ... 51 W. State St.
Phone Number ... Bl. 7101
News Service ... AP
Transcription Service ... Thesaurus
Representative ... Bolling
Co-Manager ... Philip R. Herbert
Co-Manager ... Jackson B. Maurer
Program Dir. ... B. R. Blake
Chief Engineer ... Henry Niederkoffer

WFAM
ALLIANCE—1953
Frequency: 1310 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... The Review Pub.
Address ... 2720 S. Union
Phone Number ... 1-5345
Representative ... Rambeau
General Manager ... D. A. Peterson
Commercial Mgr. ... Frank LaBarba
Program Director ... R. A. Gates
Chief Engineer ... Gene Peterman

WATG
ASHLAND—1947—MBS
Frequency: 1340 Kc. ... Power: 250 Watts d.
Owned-Oper. By ... Ashland-Mansfield Rd.
Phone Number ... 2-1572
Transcription Service ... Thesaurus
Representative ... McGillvra
News Service ... AP
President ... Robert S. Burke
General Manager ... Eugene E. Mills
Station Manager ... Don Holzapfel
Sales Prom. Mgr. ... Harlan Cook Jr.
Program Director ... Richard Leidy
Chief Engineer ... Richard Matthes

WICA
ASHTABULA—1937
Frequency: 970 Kc. ... Power: 5000 Watts d.
1000 n.
Owned-Operated By ... WICA, Inc.
Business-Studio Address ... Jefferson Rd.
Phone Number ... 32-126
News Service ... Associated
Transcription Service ... Associated
Representative ... Sword
President ... D. C. Rowley
General Manager ... John Collin
Program Director ... John C. Strassen
Chief Engineer ... F. N. Barnato

WATH
ATHENS—1950
Frequency: 1540 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Andrew Kovalan & James Sinyard
Address ... P. O. Box 502
Phone Number ... 2-1360
Gen. Mgr., Chief Engr. ... Andrew Kovalan
Comm., Sis., Prom. Mgr. ... J. D. Sinyard
Program Director ... Ted Covert

WTRF
BELLAIRE—1947—MBS
Frequency: 1290 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... The Tri-City Bestg. Co.
Bus.-Studio-Transmitter Address ... The Skymine
Phone Number ... BE 1515
News Service ... AP
Transcription Service ... Associated
Representative ... Hollingberry
Membership ... NBA
President ... Thomas Bloch
V.P., Gen. Manager ... Robert W. Ferguson
Publicity Director ... Greg Van Camp
Program Director ... Frank Curtis
Sales Prom. Mgr. ... William Greaver
Chief Engineer ... Howard Daubenmeyer

WOHP
BELLEFONTAINE—1952—KBS
Frequency: 1390 Kc. ... Power: 500 Watts d.
Owned-Oper. By ... Lake Erie Radio & TV Corp.
Phone Number ... 6881
News Service ... UP
President ... Ted Nelson
Vice-President ... Pat Shannon
General Manager ... Frank Cummings
Chief Engineer ... Chester Terry

WILE
CAMBRIDGE—1948—KBS
Frequency: 1270 Kc. ... Power: 1000 Watts a.
Owned-Oper. By ... Land O' Lakes Bestg. Corp.
WAND
CANTON—1947
Owned-Oper. By: P. C. Wilson
Address: 106 High Ave. N.W.
Phone Number: 68396 Representative: H. F. Best
President: P. C. Wilson
General Manager: Frank Grosjean

WCMW
CANTON—1947
Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By: Stark Bstg. Corp.
Bus-Studio Address: Hills & Dales Rd.
Phone Number: 5-9475
News Service: INS Transcription Service: Thesaurus World Representative: McGilvra
Pres., Gen. Mgr.: S. L. Huffman
Station Manager: Clark L. Dozer
Chief Engineer: W. Waechter

WHBC
CANTON—1925—ABC
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Ohio Bstg. Co.
Business-Studio Address: 550 S. Market St.
Phone Number: 6-7166
Air Time: 6 a.m.-1 a.m.
News Service: AP
Newspaper Affiliation: Brush-Moore Newspapers
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. Fehman
Commercial Manager: Paul E. Gilmor
Sales Prom. Mgr.: Louise Maag
Program Director: Robert Breen
Chief Engineer: Kenneth L. Sliker

WBEX
CHILLICOTHE—1947—ABC-KBS
Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By: Shawnee Bstg. Co.
Business-Studio Address: 27 E. Second St.
Phone Number: 3-2244
Air Time: Full Time
News Service: AP
Representative: W. S. Grant
Membership: NARTB
President: John Halliday
General Manager: Truman Morris
Sta., Sales Prom. Mgr.: William R. Mnich
Program Director: James A. Eldridge
Chief Engineer: H. W. Dornhuber

WCIN
CINCINNATI—1953
Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By: Robert W. Rounsaville
Address: Radio Station WQXI, Atlanta, Ga.
News Service: UP Representative: Forjoe, Dora-Clayton
General Manager: Robert W. Rounsaville
Station Manager: William R. Wagner
Commercial Manager: Ralph B. Johnson
Sales Prom. Mgr.: Carter Jones
Program Director: Larry Dean Faulker
Publicity Director: Jimmy Carter
Chief Engineer: Joseph McCormick

WCKY
CINCINNATI—1929
Frequency: 1530 Kc. Power: 50,000 Watts
Owned-Operated By: L. B. Wilson, Inc.
Bus-Studio Address: Hotel Sheraton Gibson
Phone Number: 5555
News Service: INS Transcription Service: Standard, Associated Representative: Thomas Welstead
Membership: BAB
President, General Manager: L. B. Wilson
V. l/s, Comm. Manager, Chief Engineer: C. H. Topmiller

WCPO
CINCINNATI—1928—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Scripps-Howard Radio, Inc.
Phone Number: Capitol 0777 Studio Address: 2345 Symmes St.
News Service: UP Representative: Branham
President: Jack R. Howard
General Manager: M. C. Watters
Program Director: Earl Corbett
Promotion Dir.: Richard Zavon
Chief Engineer: Paul Adams
TWO KINGS in the Queen City

Yes, when it's radio or television, your best buys in the Queen City are the Two Kings — WKRC-AM and WKRC-TV.*

Both stations enjoy the largest percentage of audience from 6 A.M. 'till midnight.**

Now you can saturate the Cincinnati area with the Number One Radio and Television Combination — WKRC-AM and WKRC-TV.

* Ask about the Tri-State Network and be sure to get complete information on the new Wendie Barrie Show heard Monday through Friday from 4 to 5 P.M.

** December Pulse.

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

Owners and Operators
of WTVM, Columbus, Ohio

CINCINNATI

REPRESENTED BY THE KATZ AGENCY • CBS RADIO AND TELEVISION NETWORKS
WKRC
CINCINNATI—1921—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 SESAC
Representative Katz
Membership NARTB
President Hulbert Taft, Jr.
General Manager David Taft
Sales Prom. Mgr. Lila Lambert
Commercial Manager Hubbard Hood
National Sales Mgr. Kenneth W. Church
Program Director Byron Taggart
Chief Engineer W. Kennedy

WLW
CINCINNATI—1922—NBC
Frequency: 700 Kc. Power: 50,000 Watts
Owned-Oper. By Crosley Bcastg. Corp.
Address 140 W. Ninth St.
Phone Number Cherry 1822
Air Time Full Time
Pres. General Mgr. R. E. Dunville
V. P. in Charge Sales Harry Mason Smith
Dir. Client Service Fred Gregg
Program Director Chester Herman
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
Transcription Service World
Representative Averly-Knodell
Membership NARTB, BAB
Sales Manager Tom Thuman
Program Director Charles Black
Publicity Director Vonne Monsell
Chief Engineer Jonas Heiser

(See Page 538)

WDOK
CLEVELAND—1950
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By Civic Bcasts., Inc.
Address 1515 Euclid Ave.
Phone Number FL 1-1834
News Service UP, INS
Representative Everett-McKinney
Transcription Service SESAC, World
Membership NARTB
Sales Prom. Comm. Mgr. Frederick Wolf
Prog. Dir., Chief Eng. Ralph Quay

WERE
CLEVELAND—1948
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Cleveland Bcastg. Inc.
Address 1501 Euclid Ave.
Phone Number S.Uperior 1-9600
News Service AP, INS
Transcription Service Lang-Worth, World
President Ray T. Miller
General Manager Richard M. Klaus
Program Director Ed Stevens
Chief Engineer Harry Dennis

WGAR
CLEVELAND—1930—CBS
Frequency: 1220 Kc. Power: 50,000 Watts
Owned-Operated By WGAR Bcastg. Co.
Address Hotel Statler
Phone Number Prospect 1-0200
News Service INS, UP
Transcription Service World
Representative Christal, Radio Tim Sales
Membership NARTB, BAB
President Herbert L. Evans
General Manager Carl E. George
Sect., Treas. Elmer Krause
Commercial Manager John Garfield
Sales Promotion Manager Julius Glass
Program Director Reg Merridew
Publicity Director Robert Smith
Chief Engineer Bob Fox

WHK
CLEVELAND—1921—MBS
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By United Bcastg. Co.
Business-Studio Address 5000 Euclid Avenue
Phone Number Express 1-5000
Air Time Unlimited
News Service AP
Transcription Service BMI, ASCAP
Representative Headley-Reed
Membership NARTB
President H. K. Carpenter
General Manager H. K. Hackathorn
Commercial Manager W. K. Brusman
Sales Prom. Manager John Wyman
Program Director C. M. Hunter
Publicity Director F. P. Wilhelm
Chief Engineer R. H. DeLaney

WJMO
CLEVELAND—1947
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By Friendly Bcastg. Co.
Address 2157 Euclid Ave.
Phone Number S.Uperior 1-4424
News Service UP
Transcription Service Lang-Worth
SOUND SALES PLANNING INCLUDES

WSAI

The NEW SOUND in Cincinnati!

New Sound ENTERTAINMENT...
from big-time music to local news and homemaker views . . . supplemented by the widest variety of A B C attractions. Smart advertisers are profiting from our happy new balance of audience-pulling entertainment.

New Sound SHOWMANSHIP...
sparked by the fresh new ideas of the Gordon Broadcasting Company, salesmanship is the keynote of our showmanship . . . every personality in our talent shop is a showman . . . ready to sell for you!

New Sound MERCHANDISING..
"follow thru" at point-of-sale means more profit for you. Our complete merchandising planning department is at your service . . . to show you how to make more money out of radio!

SHERWOOD R. GORDON
Pres. and Gen. Mgr.
FOR

IMPORTANT

TELEPHONE NUMBERS

IN

NEW YORK, LOS ANGELES, CHICAGO,

WASHINGTON

SEE PAGE 100
Were you the kind of man pictured here, we would refuse to do business with you. The kind of power a dictator seeks is an anathema and abomination in the minds of free Americans. But there is another kind of power you should have . . .

Broadcast power, day and night, is what we sell. Around-the-clock programming with selling power is our business. From Cleveland, WTAM saturates a daytime area of more than 1,212,550 radio homes. And at night, 48 states comprise the tremendous WTAM market area. You can't beat that kind of broadcast power developed to usefully serve both audience and advertiser on a mass scale.

When seeking powerful results with an advertising message, investigate WTAM radio power with its most distinguished record of community service.

NBC BUILDING
Cleveland 14, Ohio
Represented Nationally by NBC Spot Sales

WTAM
"at your service day and night"
1100 kilocycles
50,000 watts
Class Ia Clear Channel
President .................. Richard Eaton
Station Manager ............... Paul Nakel
Comm. Mgr. .................. Leonard B. Fidani
Chief Engineer .............. C. C. Courtney

**WJW**

**CLEVELAND—1932—ABC**

Frequency: 850 Kc. . . . . Power: 5000 Watts
Owned-Operated By .............. WJW, Inc.
Business-Studio Address ....... 1375 Euclid Ave.
Phone Number ................. Superior 1-0101
Air Time ....................... Full Time
News Service ....................... UP
Transcription Service .......... Standard
Representative . . . . . . . . . . . H-R Representative, Inc.
President ......................... William M. O’Neil
V.P., Ass’t to Pres. ......... John D. Kelly
Vice-Pres., Gen. Mgr. ........ William Lemmon
Vice-Pres., Comm. Mgr. ...... Harold W. Waddell
Sales Prom. Mgr. .............. Virgil Brinnin
Program Director .............. Bruce MacDonald
Chief Engineer ................. Gerald G. Roberts

**WSRS**

**CLEVELAND—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By .............. WSRS, Inc.
Bus-Studio-Transmitter Address . 2156 Lee Rd.
Phone Number ................. ERIevew 1-2005
News Service ....................... AP, INS
Transcription Service .......... APS, SESAC
Representative ................. Forjoe & Co.
Membership ....................... NARTB, BAB
Commercial Mgr. ................. Will Dougherty
Chief Engineer .................... Bob Leedham

**WTAM**

**CLEVELAND—1923—NBC**

Frequency: 1100 Kc. . . . . Power: 50,000 Watts
Bus-Studio Address ............. 815 Superior Ave.
Phone Number ................. Cherry 1-0942
Air Time ....................... 5:30 a.m.-2:00 a.m.
News Service ....................... AP, UP
Transcription Service .......... Thesaurus
Representative ................. NBC Spot Sales
Membership ....................... NARTB, BAB
Chairman of the Board ....... David Sarnoff
General Manager ............... Lloyd E. Yoder
Program Director .............. Brooke Taylor
Sales Manager .................... W. P. Dix, Jr.
Adv. & Prom. Mgr. ............ Clement G. Scerback
Publicity Dirctor ............... Frank Derry
Engineer-in-Charge .......... S. E. Leonard

**WBNS**

**COLUMBUS—1924—CBS**

Frequency: 1460 Kc. . . . . Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By ................. RadiOhio Inc.
Business-Studio Address ....... 33 N. High St.
Phone Number ................... Ad. 9265
Air Time ....................... Full Time
News Service ....................... AP
Representative ................. John Blair

**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
News Service ....................... AP
Transcription Service .......... World Representative
Representative ................... H-R Reps., Inc.
Membership ....................... BAB
President ....................... Charles Sawyer
Exec. V.P. ....................... J. P. Williams
General Manager ............... Adna H. Karns
Station Manager ............... Charles Reeder
Program Director .............. Michael Ryan
Nat’l Sales Manager ............ John Doty
Publicity Director .............. Mary Hart
Chief Engineer .................... Harold E. Beard

**WHKC**

**COLUMBUS—1921—MBS**

Frequency: 610 Kc. . . . . Power: 5000 Watts
Owned-Operated By .............. United Bstg. Co.
Business-Studio Address ....... 22 East Gay St.
Phone Number ................... Adams 1101
Air Time ....................... 6 a.m.-1 a.m.
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WVKO</td>
<td>1580 Kc</td>
<td>1000</td>
<td>Skyway Bstg. Co</td>
<td>274 S. 3rd St</td>
<td>5247</td>
</tr>
<tr>
<td>WTNS</td>
<td>1580 Kc</td>
<td>1000</td>
<td>Coshocton Bstg. Co</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WVKO**

**COLUMBUS—1948**

- **Frequency:** 1580 Kc
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** Skyway Bstg. Corp.
- **Address:** 274 S. 3rd St
- **Phone Number:** 5247

**News Service:** UP
**Transmission Service:** UP

**News Representative:** Paul H. Raymer
**Memorial:** NARTB
**President:** Sterling Graham
**Gen., Sta. Manager:** Carl M. Everson
**Comm.-Sales Prom. Mgr.:** H. H. Hoessly
**Program Director:** John B. Moses
**Publicity Director:** Ann Duffy
**Chief Engineer:** William C. Minor

**Business-Studio Address:** 114 N. 6th St
**Phone Number:** 1560. 2140

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**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:** HEmlock 3773
- **Air Time:** 5 a.m.-1:30 a.m.
- **News Service:** AP
- **Transmission Service:** World

**News Representative:** H. R. Representative, Inc.
**President:** Charles Sawyer
**Exec. V.P.:** John Patton Williams
**General Manager:** Adna Karns
**Publicity Director:** M. A. Dell
**Chief Engineer:** Howard Ryan

---

**WONE**

**DAYTON—1949**

- **Frequency:** 980 Kc
- **Power:** 5000 Watts
- **Owned-Operated By:** Skyline Bstg. Corp.
- **Address:** 380 West First St
- **Phone Number:** Michigan 6501
- **News Service:** AP
- **Transmission Service:** Capitol

**News Representative:** Headley-Reed
**President:** Ronald B. Woodyard
**Nat'l Sales Manager:** C. J. Thornquest
**Commercial Manager:** Louis G. Froelich

---

**WONW**

**DEFIANCE—1947**

- **Frequency:** 1280 Kc
- **Power:** 500 Watts d.
- **Owned-Oper. By:** Tri-State Bstg. Co.
- **Address:** U. S. Route 24
- **Phone Number:** 32286
- **News Service:** AP
- **Transmission Service:** Associated

**News Representative:** Devney
**President:** Richard W. Crowell
Program Director .................. Paul R. Murphy

**WJER**

DOVER—1950

Frequency: 1450 Kc.  Power: 250 Watts
Address .................. 210 Blvd.
Phone Number .................. 4-2126
Transcription Service .......... World, Thesaurus
Representative .................. Hil F. Best
News Service .................. AP
President .................. Agnes J. Reeves Greer
Gen., Sta. Mgr. .............. W. B. Stels
Commercial Manager .......... John C. Needs
Chief Engineer .................. Don Graf

**WLIO**

EAST LIVERPOOL—1948

Frequency: 1570 Kc.  Power: 1000 Watts d.
Address .................. 6th and Walnut
Phone Number .................. Main 5190
News Service .................. AP
Representative .................. Schepp-Reiner
Pres., Gen. Mgr. ............. Paul Bron Saliner
Sta., Comm. Mgr. ............ Van Lane
Chief Engineer .................. George T. Kelly

**WOHI**

EAST LIVERPOOL—1949—ABC

Frequency: 1490 Kc.  Power: 250 Watts
Address .................. 516 Market St.
Phone Number ............. Main 1490
News Service .............. AP
Transcription Service ......... World
President, Gen. Manager ... Richard V. Beatty
Comm., Prom. Mgr. ...... George T. Farrall!
Sta., Mgr., Prog. Dir. ...... Bob Metcalf
Chief Engineer ............... William Siebenthaler

**WEOL**

ELYRIA—1948

Frequency: 930 Kc.  Power: 1000 Watts
Address ................. Elyria Savings and Trust Bldg.
Phone Number .......... EL 2255
News Service ............. UP
President .................. Roy W. Ammel
General Manager .......... Alex Buchanan
Sales Prom. Mgr. ........ Ronald Barrett
Program Director .......... Pat Fredericks
Chief Engineer ............ William Albrecht

**WFJN**

FINDLAY—1941

Frequency: 1330 Kc.  Power: 1000 Watts d.
Bus.-Studio Address ......... 500 1/2 South Main St.
Phone Number ............... 1330
News Service ............. INS. UP, AP
Transcription Service ...... Thesaurus

**WFOB**

FOSTORIA—1952—KBS

Frequency: 1430 Kc.  Power: 1000 Watts
Owned-Operated By .......... Seneca Radio Corp.
Address .................. P. O. Box 589
Phone Number .................. UP
News Service .............. Standard
Transcription Service ...... Capitol, SESAC
President .................. Andrew Emerine
General Manager .......... Mel Murray
Chief Engineer .............. Farrell Elsea

**WJFH**

FREMONT—1949

Owned-Oper. By ........ Fremont Bstg. Corp.
Address .................. 905 W. State St.
Phone Number ............. FE 2-3651
News Service .......... Standard
Transcription Service ...... UP
Membership .................. NARTB, BAB
President .................. Robert F. Wolfe
Sta., Prom., Comm. Mgr. .. R. C. Force
Chief Engineer .............. Allen Kaubel

**WMJH**

GALLOWS—1950—KBS

Address .................. Box 244
Phone Number ............. 1160-1
News Service .......... Standard
Transcription Service ...... UP
Representative ............... Grant
President .................. John E. Halliday
General Manager .......... Truman A. Morris
Station Manager .......... Marianne Campbell
Sales Prom. Mgr. .......... K. W. Robinson
Program Director .......... William Watterson, Jr.
Chief Engineer .............. Edgar Atkins

**WMOH**

HAMILTON—1944

Frequency: 1450 Kc.  Power: 250 Watts
Bus.-Studio Address .... Second Natl. Bank Bldg.
Phone Number .......... Hamilton 4-6543
News Service .................. UP
Transcription Service ...... Lang-Worth
Representative ............... W. S. Grant
President .................. Robert J. Briede
General Manager .......... Robert L. Odson
Program Director .......... Norm Keller
Commercial Manager .......... Ray Molley
Chief Engineer .............. Girard Cain

Newspaper Affil. .... "Republican-Courier"
Membership .............. NARTB
Representative .......... McGilvra
President .................. R. L. Heminger
Gen., Sta., Comm. Mgr. .. Harold H. Heminger
Sta., Prom. Mgr. ....... Allen F. Dudley
Chief Engineer .............. Edgar C. Smith

543
Transcription Service: Thesaurus Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Paul F. Braden
Program Director: Tom Lummis
Chief Engineer: Larry Beckwith

WMVO
MT. VERNON—1953
Frequency: 1300 Kc. Power: 500 Watts d.
Address: Coshocton Rd., Box 330
Phone Number: 2-9846
President: Dr. Charles Tramont
General Manager: Mrs. C. M. Zelkowitz
Program Director: George Bennett
Chief Engineer: Eugene Phillips

WCTL
NEWARK—1946
Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By: Advocate Printing Co.
Address: 27 West Main St.
Phone Number: 4007
News Service: AP
Newspaper Affiliation: The Advocate
Transcription Service: Thesaurus
Representative: Mekker Associates
Membership: NARTB, BAB
President: Frank W. Spencer
Gen., Sta. Mgr.: Thomas A. Rogers
Commercial Mgr.: Robert Price
Chief Engineer: Benjamin Windle

WPWT
PIQUA—1947
Owned-Operated By: Miami County Bcastg. Co., Inc.
Address-Trans.: 1625 W. Covington Ave.
Phone Number: 1420-1
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Richard E. Hunt
Sta., Comm. Mgr.: Robert Bubp
Chief Engineer: Dallas Davis

WNT
PORTSMOUTH—1951—ABC
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Portsmouth Bcastg. Co.
Address: Masonic Temple Bldg.
Phone Number: 2-1961
Air Time: Unlimited
News Service: UP
Representative: Everett-McKinney
Program Director: Phil Phillips
Publicity Director: Thelma Henderson
Chief Engineer: Russell Newman

WPAY
PORTSMOUTH—1935—CBS
Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio-Trans. Address: 1009 Gallia St.
Phone Number: 3-2111
News Service: AP
Transcription Service: Associated
Representative: Venard
President: Roy D. Moore
Station Mgr.: Gerald F. Boyd
Program Director: E. G. Sheridan
Chief Engineer: Maurice L. Myers

WLEC
SANDUSKY—1947—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Lake Erie Bcastg. Co.
Address: Cleveland Rd. & Huntington
Phone Number: 5170
News Service: AP
Transcription Service: World, Thesaurus
Representative: Hal Holman
Pres., General-Station Mgr.: Jay Wagner
Commercial Manager: Ralph S. Silver, Jr.
Program Director: Robert Hinners
Sales Prom. Mgr.: Kathryn Heiser
Chief Engineer: Jay Leibach

WIZE
SPRINGFIELD—1940—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Radio Voice of Springfield
Trans.-Address: 117 W. High St.
Phone Number: 3-4955
News Service: AP
Transcription Service: World
Representative: H. R. Representative, Inc.
President: Charles Sawyer
General Manager: Adon Karns
Program Director: Rudolph Perez
Sta., Comm. Mgr.: Virginia Bennett
Chief Engineer: Victor L. Bushong

WJEL
SPRINGFIELD—1947
Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By: Chamber City Bcastg. Co.
Business Address: 120 S. Limestone
Phone Number: 3-4876
News Service: INS
Representative: McGillvra
Transcription Service: Associated
President: George R. Walker
Gen., Sta. Mgr.: Robert Yontz
Commercial Manager: Vince Shannon
Chief Engineer: Myron Maddex

WWOS
SPRINGFIELD—1947
Owned-Oper. By: Radio Springfield, Inc.
Address: Chamber of Commerce Bldg.
Phone Number: 3-6488
News Service: AP
Representatives: Gill-Perna
President: Bradley Kincaid
General Manager. .................................................. R. K. Wood
Chief Engineer .................................................. Vernon B. Yeich

**WSTV**

**STUEBENVILLE—1940—MBS**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By .............................................. WSTV, Inc.
Bus.-Studio Address  ......................................... Exchange Realty Bldg.
Phone Number .................................................. 2-6266-6-7
Air Time ................................................................ Full Time
News Service ...................................................... UP
Transcription Service ......................................... World
Representative ...................................................... Avery-Knoedel
V.P., Gen. Mgr. ................................................... John J. Laux
Asst. General Manager ....................................... Joseph M. Troesch
Pgm., Pub. Dir. .................................................... Roy Briscoe
Chief Engineer .................................................... Charles S. Shepherd

**WSPD**

**TOLEDO—1921—NBC**

Frequency: 1370 Kc.  Power: 5000 Watts
Owned-Oper. By ................................................. Soller Broadcasting Co.
Bus.-Studio Address .......................................... 136 Huron St.
Phone Number ................................................... Adams 3175
News Service ...................................................... INS, UP
Transcription Service ......................................... Langworth
Representative ...................................................... Katz
President ............................................................ George B. Storer
Gen. Sta. Mgr. .................................................... Allen L. Haid
Comm. Mgr. ........................................................ Westford F. Shannon
Program Director ............................................... Emerson Kimble
Chief Engineer ..................................................... William M. Stringfellow

**WTOD**

**TOLEDO—1946**

Frequency: 1560 Kc.  Power: 1000 Watts d.
Owned-Operated By ............................................ Unity Corp.
Business-Studio Address .................................. 515 Madison Ave.
Phone Number ................................................... Garfield 5551
News Service ...................................................... AP
Transcription Service ......................................... Lang-Worth
Representative ...................................................... Forjoe
President ............................................................ Edward Lamb
General Manager ............................................... Sunne Miller
Program Director ............................................... Richard Rice
Chief Engineer ..................................................... Robert Sowers

**WTOL**

**TOLEDO—1938—ABC**

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............................................. Community Bstg. Co.
Trans.-Address .................................................. Bell Bldg.
Phone Number ................................................... Adams 3291
Air Time ................................................................ Full Time
News Service ...................................................... AP, UP
Representative ...................................................... Paul H. Raymer
Membership .......................................................... NARTB
President ............................................................. Frazier Reams
Gen.-Station Mgr. ................................................ Thomas S. Bretherton
Commercial Mgr. ............................................... R. H. Edsall
Sales Prom. Mgr., Pub. Dir.  ......................... Bob Krieghoff
Program Director ............................................... Robert Krieghoff
Chief Engineer ..................................................... Harold Holmes

**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 ...................................................... AP
Representative ...................................................... Rambeau
Transcription Service ......................................... Associated
President ............................................................ Helen Hart Humbert
General Manager ............................................... Carl J. Raymond
Sales Prom., Pub. Dir. ............................... Peter W. Mesner
Chief Engineer ..................................................... Robert E. Hardy

**WCHO**

**WASHINGTON COURT HOUSE—1952—KBS**

Frequency: 1250 Kc.  Power: 500 Watts d.
Owned-Oper. By ................................................. Court House Bstg. Co.
Address ............................................................. 1131 S. Main St.
Phone Number ................................................... 5-6211
News Service ...................................................... AP
Transcription Service ......................................... Thesaurus, SESAC
Membership ...................................................... BAB
President ............................................................ W. N. Nungesser
Program Director ............................................... Ron Arnold
Chief Engineer ..................................................... Carl Egbert

**WKOV**

**WELLSTON—1952**

Owned-Operated By ............................................. S. H. Kovalan
Address ............................................................. P. O. Box 190
Phone Number ................................................... 546
News Service ...................................................... UP
President ............................................................ Stephen H. Kovalan
General Manager ............................................... Parks Robinson
Program Director ............................................... John E. Wilson

**WWST**

**WOOSTER—1947**

Frequency: 960 Kc.  Power: 1000 Watts d.
Phone Number ................................................... 760-1
News Service ...................................................... AP
Transcription Service ......................................... Thesaurus, SESAC
World
General Manager ............................................... E. B. Evans
Commercial Mgr. ............................................... Quentin W. Welty
Chief Engineer ..................................................... Burton L. Bowman

**WRFD**

**WORTHINGTON—1947**

Frequency: 880 Kc.  Power: 5000 Watts d.
Owned-Oper. By ................................................. Peoples Bstg. Corp.
Phone Number ................................................... FR 2-5342
News Service ...................................................... AP
Transcription Service ......................................... Thesaurus
Representative ...................................................... Geo. W. Clark, Inc.
Membership .......................................................... NARTB, BAB
**WBBW**

**YOUNGSTOWN—1949—ABC**

- **Frequency:** 1240 Kc.  
- **Power:** 250 Watts  
- **Owner:** Mahoning Valley Bcstg. 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  
- **President, Ch. Eng.:** John Cherpack, Jr.  
- **Vice-Pres., Gen.-Comm. Mgr.:** Gene Trace  
- **Program Director:** Tony Ross  
- **Publicity Director:** Marilyn Noble

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**WFMJ**

**YOUNGSTOWN—1939—NBC**

- **Frequency:** 1390 Kc.  
- **Power:** 5000 Watts  
- **Owned-Operated By:** WFMJ Bcstg. Co.  
- **Business-Studio Address:** 101 W. Boardman  
- **Phone Number:** Riverside 3-4121  
- **News Service:** AP, UP  
- **Representative:** Headley-Reed  
- **Comm., Sales Prom. Mgr.:** Leonard E. Nasman  
- **Program Director:** Ronald W. Richards  
- **Chief Engineer:** Frank A. Dieringer

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**OKLAHOMA**

**KADA**

**ADA—1934—ABC-KBS**

- **Frequency:** 1230 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** KADA Bcstg. Inc.  
- **Business Address:** Box 642  
- **Phone Number:** 12-3  
- **Air Time:** 6 a.m.-12 M.  
- **News Service:** AP  
- **Transcription Service:** Standard  
- **Representative:** The Taylor Co.  
- **Membership:** NARTB, BAB  
- **President:** Dr. C. C. Morris  
- **General Manager:** Billy T. Hoover  
- **Station Manager:** Vern Nolley  
- **Program Director:** Nadine Mullinax  
- **Chief Engineer:** George Miller

---

**KWHW**

**ALTUS—1946—MBS**

- **Frequency:** 1450 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Altus Bcstg. Co., Inc.  
- **Phone Number:** 1405  
- **Air Time:** 7 a.m.-10 p.m.  
- **News Service:** AP  
- **Representative:** Hil F. Best  
- **Newspaper Affiliation:** “Times-Democrat”  
- **Membership:** NARTB  
- **Pres., Gen. Mgr.:** Frank E. Wimberly  
- **Chief Engineer:** Ernest Baucom

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**KVSO**

**ARDMORE—1935—ABC**

- **OKLA. NET**

- **Frequency:** 1240 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** John F. Easley  
- **Bus.-Studio Address:** 112 N. Washington  
- **Phone Number:** 3030  
- **Air Time:** Full Time  
- **News Service:** AP  
- **Newspaper Affiliation:** Daily Ardmoreite  
- **Transcription Service:** World, SESAC
Representative.......................The Taylor Co.
General Manager.....................Albert Riesen
Comm. Mgr............................J. E. Riesen
Program Director.....................Dolly Dutton
Publicity Director...................Golly Varnell
Chief Engineer.......................William E. Kolb

KWON
BARTLESVILLE—1941—MBS
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By........Bartlesville Bcstg. Co.
Business-Studio Address.....Dewey Rd.
Phone Number......................1400
News Service.......................AP
President, Gen., Sta. Mgr......AP
Commercial Mgr....................J. Fred Case
Chief Engineer....................John Collins

KBWL
BLACKWELL—1952
Frequency: 1580 Kc........Power: 250 Watts d.
Owned-Operated By........Star Bcstg. Co., Inc.
Phone Number......................309
News Service.......................AP
Transcription Service.........Thesaurus
General Manager...................R. L. McCarrell
Chief Engineer....................Cecil Tanner

KWCO
CHICKASHA—1946—MBS-KBS
Frequency: 1560 Kc........Power: 1000 Watts d.
250 Watts n.
Owned-Oper. By........Washita Valley Bcstg. Corp.
Address................KWCO Bldg.
Phone Number......................2898
News Service.......................AP
Co-Owner, Gen. Mgr........P. D. Jackson
Commercial Manager..........Hoyt Caldwell
Program Director..............Lorine Null
Chief Engineer....................Neal M. Allen

KWOE
CLINTON—1949
Frequency: 1320 Kc........Power: 1000 Watts d.
Owned-Operated By........Western Okla. Bcstg. Co.
Address................Box 558
Phone Number......................617
News Service.......................UP
Transcription Service........SESAC
Station Representative........Hil F. Best
General Manager...............V. M. Preston
Commercial Mgr....................Leo Tremblay
Chief Engineer....................Hubert Gaston

KWHP
CUSHING—1952
Frequency: 1600 Kc........Power: 1000 Watts d.
Owned-Operated By........W. H. Payne
Address................Box 791
Phone Number......................922
News Service.......................AP
Representative....................Hil F. Best

Transcription Service.........Thesaurus
General Manager...............William H. Payne
Commercial Manager..........James Kirkpatrick
Program Director..............Jim Wailes
Chief Engineer...................Charles F. Hebard

KRHD
DUNCAN—1947—MBS-KBS
Frequency: 1350 Kc........Power: 250 Watts d.
100 n.
Owned-Operated By........Duncan Bcstg. Co.
Address................Box 1192
Phone Number......................1350
Air Time................Unlimited
News Service.......................UP
Transcription Service........World
Representative....................Hil F. Best
Membership.......................NARTB
President.........................R. H. Drury
Gen., Sta. Mgr.................W. M. Brubaker
Comm., Sales Prom. Mgr......Lester Agee
Program Director..............Tommy Richardson
Publicity Dir......................John Moen

KSEO
DURANT—1947
Frequency: 750 Kc........Power: 250 Watts d.
Owned-Operated By........Democrat Printing Co.
Address................Democratic Bldg.
Phone Number......................2200
News Service.......................AP
Transcription Service........Standard
Partners.........................R. F. Story, Bennett Story
General Manager..............Leroy Moses
Chief Engineer....................Leonard Brown

KASA
ELK CITY—1932—MBS
Frequency: 1240 Kc........Power: 250 Watts
Owned-Oper. By........Southwest Bcstg. Co.
Address................North Randall St.
Phone Number......................730
Manager.........................Lonnie J. Preston
Program Director..............Alice Howenstine
Chief Engineer....................Robert Hemphill

KCRC
ENID—1929—ABC-OKLA. NET
Frequency: 1380 Kc........Power: 1000 Watts
Owned-Oper. By........End Radiophone Co.
Bus.-Address................Broadway Tower
Phone Number......................447
Air Time.........................6 a.m.–M.
News Service.......................AP
Transcription Service........World
Representative....................O. L. Taylor Co.
Membership.......................NARTB
President.........................Milton B. Garber
General Manager..............Guy B. Farnsworth
Commercial Mgr................H. F. Hale
Program Director..............B. Napier
Chief Engineer....................Murray D. Coleman

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KASA
ELK CITY—1932—MBS
Frequency: 1240 Kc........Power: 250 Watts
Owned-Oper. By........Southwest Bcstg. Co.
Address................North Randall St.
Phone Number......................730
Manager.........................Lonnie J. Preston
Program Director..............Alice Howenstine
Chief Engineer....................Robert Hemphill

KCRC
ENID—1929—ABC-OKLA. NET
Frequency: 1380 Kc........Power: 1000 Watts
Owned-Oper. By........End Radiophone Co.
Bus.-Address................Broadway Tower
Phone Number......................447
Air Time.........................6 a.m.–M.
News Service.......................AP
Transcription Service........World
Representative....................O. L. Taylor Co.
Membership.......................NARTB
President.........................Milton B. Garber
General Manager..............Guy B. Farnsworth
Commercial Mgr................H. F. Hale
Program Director..............B. Napier
Chief Engineer....................Murray D. Coleman

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THOSE WHO KNOW FAMOUS BRANDS . . .

Says KHGB Manager John Whitt at Okmulgee, Okla.: “Sponsors and prospects know The Associated Press—and know it well, and favorably.”

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
<table>
<thead>
<tr>
<th><strong>OKLAHOMA</strong></th>
<th><strong>OKLAHOMA</strong></th>
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<tbody>
<tr>
<td><strong>KNED</strong></td>
<td><strong>KNOR</strong></td>
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<tr>
<td>McALESTER—1950</td>
<td>NORMAN—1949</td>
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<tr>
<td>Address: Box 73</td>
<td>Address: P. O. Box 542</td>
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<tr>
<td>Phone Number: 1460</td>
<td>Phone Number: 474</td>
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<td>Representative: Pearson</td>
<td>Gen., Station Mgr.: Jimmie Barry</td>
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<td>Pres., Gen. Mgr.: Ray Van Hooser</td>
<td>Program Director: George Overton</td>
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<td>Commercial Manager: Phil Reed</td>
<td>Chief Engineer: James Keitel</td>
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<td>Chief Engineer: Dexter Ferry</td>
<td><strong>KTM C</strong></td>
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<td>McALESTER—1946—ABC-OKLA.</td>
<td><strong>KBYE</strong></td>
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<td>Frequency: 1400 Kc. Power: 250 Watts</td>
<td>OKLAHOMA CITY—1947</td>
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<tr>
<td>Business-Studio Address: Box 157</td>
<td>Owned-Operated By: State Bstg. Co.</td>
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<td>Phone Number: 2411</td>
<td>Bus.-Studio Address: 108 N.W. 9th</td>
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<td>Membership: NARTB, BAB</td>
<td>Member: A. Earl Cullum</td>
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<td>President: William Young</td>
<td>President: Charles Shaefler</td>
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<td>Gen., Sta. Mgr.: Bob Baggett</td>
<td>Chief Engineer: Louis Stone</td>
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<td>Program Director: Walter Freeman</td>
<td><strong>KGLC</strong></td>
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<td>Chief Engineer: Harold Duncan</td>
<td><strong>KBIX</strong></td>
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<td><strong>KGLC</strong></td>
<td>MUSKOGEE—1936—ABC</td>
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<tr>
<td>Address: Box 511</td>
<td>Phone Number: Central 2-1341</td>
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<td>Phone Number: 3303</td>
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<td>Owner, Pres., Gen. Mgr.: Byrne Ross</td>
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<td>Representative: Adam Young</td>
<td>Promotion Mgr.: Grant Ladd</td>
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<td>President: Kenyon Brown</td>
<td>Program Director: Mrs. Kathleen Burkett</td>
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<td>General Manager: Charles L. Unger, Jr.</td>
<td>Chief Engineer: Jay Davis</td>
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<td>Chief Engineer: Louis Stone</td>
<td><strong>KLPR</strong></td>
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<td><strong>KLPR</strong></td>
<td>OKLAHOMA CITY—1947</td>
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<td>Business-Studio Address: Plaza Court Bldg.</td>
<td>Phone Number: Forest 5-4333</td>
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<td>Phone Number: 250</td>
<td>Air Time: 6 a.m.-M.</td>
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<td>Representative: Pearson</td>
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<td>Membership: NARTB, BAB</td>
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<td>Pres., Gen. Mgr.: M. H. Bcnebrake</td>
<td>Membership: NARTB, BAB</td>
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<td>Sta., Comm. Mgr.: George Collisson</td>
<td>Program Director: Mrs. Kathleen Burkett</td>
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<td>Program Director: I. L. Marquiss</td>
<td>Chief Engineer: J. S. Merryman</td>
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<td>Chief Engineer: Eugene Edwards</td>
<td><strong>KOMA</strong></td>
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<td><strong>KOMA</strong></td>
<td>OKLAHOMA CITY—1931—CBS</td>
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<td>OKLAHOMA CITY—1938—MBS</td>
<td>Frequency: 1520 Kc. Power: 50,000 Watts</td>
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K T O K  
OKLAHOMA CITY—1927—ABC
Frequency: 1000 Kc. Power: 5000 Watts
Owned-Operated By: KTK Inc.
Business-Studio Address: 1800 W. Main
Phone Number: FO 5-8352
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service:World
Representative: Paul H. Raymer
Membership: BAB
President: Wendell Mayes
Gen., Sta. Mgr.: John Hopkins
Commercial Mgr.: Tom Johnson
Chief Engineer: Clifford Easum

W K Y  
OKLAHOMA CITY—1920—NBC
Owned-Oper. By: WKY Radiophone Co.
Business-Studio Address: Box 8668
Phone Number: Trinity 2-8161
Air Time: Unlimited
News Service: 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 Relations Mgr.: Wally Kinnan
Chief Engineer: H. J. Lovell

K H B G  
OKMULGEE—1937—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business Address: Times Bldg.
Phone Number: 8646
News Service: AP
Representative: Pearson
President: Don Reynolds
Station Manager: John R. Trotter
Program Director: Gladys LeGrand
Chief Engineer: John Brennerman

K V L H  
PAULS VALLEY — 1947 — KBG
Business Trans. Address: P. O. Box 810
Phone Number: 1470
News Service: UP
Transcription Service: Langworth
Representative: Hil F. Best
President: James T. Jackson
General Manager: Phil Crenshaw
Chief Engineer: George Rountree

W B B Z  
PONCA CITY—1928—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: The Ponca City News
Address: 3rd & Cleveland
Phone Number: RO 5-3311
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.: Larry Nolan
Prom., Pub., Pgm. Wir.: William G. Maungas
Chief Engineer: Chuck Chaney

K O L S  
PRYOR—1950—KBS
Address: 5th & S. Mill Sts.
Phone Number: 1263
Transcription Service: SESAC
News Service: AP
Representative: Continental
General Manager: L. L. Gaffaney
Commercial Manager: Mrs. L. L. Gaffaney
Program Director: Merle Caldwell

K G F F  
SHAWNEE—1930
Address: Hotel Aldridge
Phone Number: 4390
News Service: AP
Newspaper Affiliation: Stauffer Publ. Inc.
Transcription Service: World
President: Oscar S. Stauffer
Gen., Sta. Manager: Wilford C. Dickson
Chief Engineer: Earl R. Ward

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KSPI
STILLWATER—1947—MBS
Frequency: 780 Kc. . Power: 250 Watts d.
Business Address . P. O. Box 231
Phone Number . . . . . 311
Newspaper Affiliation . . News-Press
Transcription Service . . Standard
General Manager . L. F. Bellatti
Program Director . J. R. Bellatti
Chief Engineer . Paul McColum

KAKC
TULSA—1946
Frequency: 970 Kc. . Power: 1000 Watts d.
Phone Number . . . . . 4-2401
News Service . . . . AP
Representative . . . Walker
President-Treas. . S. E. Avey
V.P., General Manager . James L. Neal
Commercial Mgr. . John B. Wheeler
Program Director . Rusty Kirk
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 . 13th & Boston
Phone Number . . . . . 5-5555
News Service . . . . UP
Representative . . Bolling
President . . . . Fred Jones
General Manager . . Lawson Taylor

KOME
TULSA—1938
Frequency: 1300 Kc. . Power: 5000 d. 1000 n.
Owned-Oper. By . Oil Capital Sales Corp.
Business-Studio Address . Kome Bldg.
Phone Number . . . . . 3-4121
News Service . . . . AP
Transcription Service . Associated
Representative . . . Gill-Perna
President . . . . John E. Brown Jr.
General Manager . Charles W. Grim Jr.
Chief Engineer . . . Roy Brown

KRMG
TULSA—1949—ABC
Frequency: 740 Kc. . Power: 50.000 Watts d.
25,000 n.
Owned-Operated By . All Oklahoma Bcstg. Co.
Business-Studio Address . 311 So. Denver Ave.
Phone Number . . . . . 54-4291
Representative . . John Blair
News Service . . . . AP
Membership . . . NARTB, BAB
President . . . Robert S. Kerr
General Manager . . Frank S. Lane

Program Director . . Keith Bretz
Chief Engineer . William H. Bradley

KTUL
TULSA—1934—CBS
Frequency: 1430 Kc. . Power: 5000 Watts
Business Address . Boulder-on-the-Park
Phone Number . . . 2-3191
News Service . . . . UP
Transcription Service . . . World
Representative . . . Aivery-Knodel
President . . . . . . John T. Griffin
V.P. & Gen. Mgr. . L. A. Blust, Jr.
Commercial Mgr. . William D. Swanson
Sales Prom. Mgr. . . George Ketchum
Program Director . . Karl Janssen
Chief Engineer . Robert Snider

KVOO
TULSA—1925—NBC
Frequency: 1170 Kc. . Power: 50,000 Watts
Owned-Oper. By . Southwestern Sales Corp.
Bus-Studio Address . Philtower Bldg.
Phone Number . . . . . 2-3281
Transcription Service . . . Standard, World
Representative . . . Edward Petry
President . . . . . . W. G. Skelly
V.P., General Mgr. . William B. Way
Commercial Manager . Gustav K. Brandt
Sales Prom. Mgr. . . W. T. McClain
Program Director . . Sam Schneider
Chief Engineer . . John Bushnell

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 . . . . . 1260-1261
Air Time . . . . . . 6 a.m.-M.
News Service . . . . AP
Transcription Service . . . Standard
Representative . . . Taylor
President . . . . . . Dr. C. C. Morris
General Manager . . Bill Hoover
Station Manager . . Pat Murphy
Commercial Manager . . Roy Judge
Sales Prom. Mgr. . . Gladys Williams
Publicity Director . . Jay Harmon
Frog. Dir., Chief Engr. . Warren W. Abbott

KSIW
WOODWARD—1947—MBS-KBS
Frequency: 1450 Kc. . Power: 250 Watts
Address. Trans. Loc. . . . . 22 & Cedar Sts.
Phone Number . . . . . 1450
News Service . . . . AP
Transcription Service . Capitol, Thesaurus
Representative . . . Hig F. Best
Program Director . . Lena W. Ryan
Chief Engineer . . George Archer
OREGON

Pop. Feb. 1, 1954 (Est.) 1,854,000 — Families 620,000
Radio Homes 604,000 — TV Homes 187,000 — Stations in State 47

KWIL
ALBANY—1941—MBS-DON LEE
Frequency: 790 Kc.  Power: 1000 Watts
Owned-Oper. By: Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.: Queen Ave. & Elm
Phone Number: 1234-5
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Newspaper Affiliation: "Democrat Herald"
Representative: Moore-Lund, Ayers
Membership: NARTB, BAB
President: R. R. Cronise
General Manager: Chet Wheeler
Commercial Manager: Johnny Birrel
Sales Prom. Mgr.: Moe Wallman
Program Director: LeRoy Jolley
Publicity Director: ...Ken McCoy
Chief Engineer, Farm Editor: Herbert Davidson

KWIN
ASHLAND—1946—MBS-DON LEE
Frequency: 1400 Kc.  Power: 250 Watts
Address: 1160 Helman Rd.
Phone Number: 2-4381
Air Time: 6:30 a.m.-11 p.m.
President: Dick Maguire
Station Manager: Alan Abner
Chief Engineer: Don Smith

KAST
ASTORIA—1936—MBS-KBS
DON LEE
Frequency: 1370 Kc.  Power: 1000 Watts
Owned-Operated By: Astoria Bcstg. Co.
Bus.-Studio Address: 1036 Taylor Ave.
Phone Number: 95
News Service: UP
Transcription Service: Standard
Representative: Moore-Lund, Ayers
Membership: BAB, NARTB
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: Wm. Ohlmann
Address: 612 Commercial St.
Phone Number: 41
Representative: Moore

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
News Service: UP
Transcription Service: World
Gen., Comm. Mgr.: Kenneth E. Lockwood
Program Dir.: Kenneth Holden
Chief Engineer: Charles Harland

KBND
BEND—1937—MBS-DON LEE
Frequency: 1110 Kc.  Power: 1000 Watts
Bus.-Studio Address: Coble Bldg.
Phone Number: 848
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: W. S. Grant, Moore-Lund
Membership: NARTB
Pres., Gen. Sta. Mgr.: Frank H. Logan
Comm. Mgr.: Doug Gaines
Pgm. Dir.: ...Kessler Cannon
Chief Engineer: ...Robert Dickinson

KOOS
COOS BAY—1928—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: KOOS, Inc.
Address: Box 777
Phone Number: Congress 7-2121
Air Time: 6 a.m.-11 p.m.
News Service: UP
Representative: Moore-Lund
President: Sheldon F. Sackett
General Manager: Fred F. Sackett
Station Manager: Phil Waters

KWRO
COQUILLE—1948
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: KWRO, Inc.
Address: P. O. Box 386
Phone Number: 3961
News Service: AP
Transcription Service: Capitol, World
Membership: NARTB
Sect-Treas.: W. E. Walsh
General Manager: Lynn C. Thomas
Program Director: Robert Eubanks
KRUL
CORVALLIS—1947
Frequency: 1340 Kc.  Power: 250 Watts
Address Trans. Lot.  1221 So. 15th St.
Phone Number  3-3322
News Service  AP
Transcription Service  Capitol, SESAC
Representative  Keystone
Membership  NARTB, BAB
President  J. C. Haley
Prom. Mgr.  Ted C. Carlson
Chief Engineer  Wm. C. Martin

KSGA
COTTAGE GROVE—1953
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By.  Coast Fork Broad Co.
Phone Number  1285
President  W. Gordon Allen
General Manager  Anthony Maucione
Program Director  Jack Vaughn
Promotion Mgr.  Walter Dodd
Chief Engineer  Bob Kennedy

KODL
THE DALLAS—1947—ABC
Owned-Oper. By.  Western Radio Corp.
Address  Kodl Bldg.
Phone Number  2300
News Service  UP
Transcription Service  MacGregor
Pres. General Manager  V. B. Kenworthy
Station Manager  Paul E. Walden
Promotion Director  Monte DeVon
Chief Engineer  Bruce Elliott

KASH
EUGENE—1947—ABC-KBS
Frequency: 1600 Kc.  Power: 1000 Watts
Address  P. O. Box 1600
Phone Number  5-3357
Air Time  5:30 a.m.-12:30 a.m.
News Service  UP
Transcription Service  Capitol
Representative  Donald Cooke
Commercial Manager  Paul N. Plank
Program Director  Laura Plank
Asst. Mgr., Pub. Dir.  Clare Mattingly
Chief Engineer  Norville M. Packard

KERG
EUGENE—1949—CBS
Frequency: 1290 Kc.  Power: 1000 Watts
Address  P. O. Box 506
Phone Number  5-4304
Air Time  6 a.m.-M.
News Service  AP
Newspaper Affiliation  "Register-Guard"
Transcription Service  Standard
Representative  Weed & Co.
Membership  NARTB, BAB
President  Alton F. Baker
Gen., Sta. Mgr.  L. W. Trommlitz
Commercial Manager  Herb Michael
Publicity Director  Jack Craig
Prom. Mgr., Prog. Dir.  Robert Fulton
Chief Engineer  Calvert Applegate

KORE
EUGENE—1927—MBS-DON LEE
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By  Lane Bstg. Co.
Business Address  P. O. Box 1032
Phone Number  4-4124
Air Time  6 a.m.-M.
News Service  UP
Transcription Service  World
Representative  Everett-McKinney
Membership  NARTB, BAB
Pres., Gen. Mgr.  Lee Bishop
Commercial Mgr.  Virgil Parker
Program Director  Bob Davis
Publicity Director  George Huthaway

KUGN
EUGENE—1946—NBC
Owned-Operated By  KUGN, Inc.
Business Address  P. O. Box 112
Phone Number  4-6216
Air Time  6 a.m.-M.
News Service  AP
Representative  Meeker
Membership  NARTB
Commercial Manager  E. W. Karl
Program Director  Reg Hoos
Chief Engineer  George Huthaway

KRWC
FOREST GROVE—1950
Owned-Oper. By  Irving G. Schmidtko
Address  Rt. 2, Box 245
Phone Number  6091
Representative  Wm. Ayres
Transcription Service  SESAC
News Service  AP
Pres., Gen. Mgr.  James Forsythe

KUIN
GRANTS PASS—1939—MBS DON LEE
Frequency: 1340 Kc.  Power: 250 Watts
Business Address .................. Redwood Hwy.
Phone Number ...................... 4477
News Service ......................... AP
Transcription Service ............... World. McGregor
Representative ....................... W. S. Grant
Membership ........................ NARTB, BAB
President ........................... A. E. Voorhies
General Manager ..................... E. A. Malone
Commercial Mgr. ...................... M. K. Ball
Program Director ..................... Dave Allen
Chief Engineer ....................... N. L. Williams

KLBM
LA GRANDE—1938
Frequency: 1450 Kc. .... Power: 250 Watts
Phone Number ................. 2201
News Service ......................... UP
Transcription Service .............. Standard
Representative ...................... Moore & Lund
Membership ........................ NARTB, BAB
Gen., Comm. Manager ......... Ken Lillard
Program Director ................. Judy Holman
Chief Engineer .................... Len Serdar

KIHR
HOOD RIVER—1950
Frequency: 1340 Kc......... Power: 250 Watts
Address ......................... P. O. Box 207
Phone Number ................. 8561
President ........................ C. H. Fisher
Station Manager ................. Don McCutcheon
Chief Engineer .................... James H. Platz

KFJI
KLAMATH FALLS—1923—MBS
DON LEE
Frequency: 1150 Kc. ..... Power: 5000 d., 1000 n.
Owned-Oper. By ........ KFJI Bcstrs., Inc.
Address ......................... P. O. Box 692
Phone Number ................... 22551
Air Time ......................... 6 a.m.-12 M.
News Service ....................... UP
Transcription Service ............. Thesaurus
Representative ...................... W. S. Grant, Moore-Lund
Membership ........................ NARTB
President ........................ W. D. Miller
Gen., Sta. Mgr. ................. Dick Maquiere
Comm. Mgr., Pgm. Dir. ............ Bob McVay

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.-M.
News Service ....................... AP
Transcription Service ............. Standard
Representative ...................... Everett-McKinney
Membership ........................ NARTB, BAB
President ........................ Frank Jenkins
General Manager ................. Bud Chandler
Commercial Manager .............. Aaron Boe
Chief Engineer .................... Bill Grimes

KGAL
LEBANON—1950
Frequency: 920 Kc. .......... Power: 1000 Watts d.
Owned-Oper. By ........... Linn County Bcstrs., Inc.
Address ......................... P. O. Box 341
Phone Number ................... 8631
News Service ....................... AP, INS
Transcription Service ............. Langworth, SESAC
President, Gen. Mgr. ............... W. Gordon Allen
Station Manager ................. John Trunan
Commercial Manager .......... Don Wellman
Program Director ................. Nate Bridges
Chief Engineer .................... Len Serdar

KMCM
McMINNVILLE—1949—KBS
Frequency: 1260 Kc. .......... Power: 1000 Watts
Owned-Oper. By ............ Yamhill Bcstrs.
Address ......................... P. O. Box 207
Phone Number ................... 3811
News Service ....................... AP
President ........................ Jack B. Bladine
Gen., Comm. Mgr. ................. Glasco Branson
Chief Engineer .................... Jack Adkins

KMED
MEDFORD—1922—NBC
Frequency: 1440 Kc. .......... Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By ........... Radio Medford, Inc.
Address ......................... P. O. Box 1306
Phone Number ..................... 2-4000
News Service ....................... UP
Transcription Service ............. Thesaurus, MacGregor
Station Representative ............ Meeker Assoc.
President ........................ Vern Robinson
General, Sta. Manager .......... Jennings Pierce
Commercial Manager .............. Bill Hansen
Sales Prom. Mgr. ................. Norm Oberst
Program Director ................. Russ Jamison
Chief Engineer .................... Ray Johnson
In the prosperous Pacific Northwest

KGW

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Represented nationally by Edward Petry & Co.
KYJC
MEDFORD—1947—ABC-CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Medford Printing Co.
Phone Number: 2-5277
News Service: UP
Newspaper Affiliation: Mail Tribune
Representative: Grant
Transcription Service: Langworth
President: Robert W. Ruhl
Gen. Sta. Mgr.: Jimmy Dunlevy
Comm., Sales Prom. Mgr.: Tom MacLeod
Pgm. Dir.: John Ahern
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: Wm. A. Ayres
Representative: Tom R. Becker
Commercial Manager: Dan Kirch
Sales Prom. Mgr.: Josephine Edwards
Station Manager: Glenn Nickell
Program Director: Denmane Dayton
Chief Engineer: Douglas Whipple

KFIR
NORTH BEND—1951—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bay Bestg. Co.
Address: Box 905
Phone Number: SK 9-7351
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant, Keating, Natl. Rep
Pres., Gen. Mgr.: Josephine Edwards
Station Manager: Glenn Nickell
Sales Prom. Mgr.: Charles Lee
Chief Engineer: Arthur Schuldt

KSRV
ONTARIO—1946
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Inland Radio, Inc.
Address: Box 540
Phone Number: 212
News Service: UP
Representative: Pac. Northwest, Moore-Lund
Transcription Service: Standard
Membership: NARTB
General Manager: Gordon L. Capps
Commercial Manager: Robert Humphreys
Chief Engineer: Charles E. Harland

KGON
OREGON CITY-PORTLAND—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clackamas Bests.

KWRC
PENDLETON—1941—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Radio Corp.
Business Address: P. O. Box 178
Phone Number: 1425
News Service: AP
Pres., Gen. Mgr.: V. B. Kenworthy
Station Manager: Lea Phillips
Program Director: Denmane Dayton
Chief Engineer: Douglas Whipple

KGW
PORTLAND—1922—NBC
Frequency: 620 Kc. Power: 5000 Watts
Bus.-Studio Address: 1320 S.W. Broadway
Phone Number: BEacon 6364
Air Time: 6 a.m.-12 M.
News Service: AP
Representative: Edward Petry
Membership: NARTB
President: George Orput

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SAN FRANCISCO — LOS ANGELES

557
OREGON

General Manager ...... H. Quentin Cox
Program Director .... Donald Whitman
Chief Engineer ...... Harold C. Singleton

K EX
PORTLAND—1926—ABC
Frequency: 1190 Kc. . Power: 50,000 Watts
Owned-Operated By ...... Westinghouse Radio
Address ............... 1230 SW Main St.
Phone Number ........... Capital 1881
Air Time ............... 5:30 a.m.-2:00 a.m.
News Service ........... UP, INS
Transcription Service Associated Membership
Station Representative Free & Peters Inc.
President ........... Chris Witting
General Manager ................. Joseph E. Baudino
Station Manager .......... J. B. Conley
Commercial Manager . Robert F. Prigmore
Sales Promotion Manager . Charles L. Burrow
Program Director .......... Mel Bailey
Chief Engineer .............. Tom Ely

K LIQ
PORTLAND—1948
Frequency: 1290 Kc. . Power: 1000 Watts d.
Owned-Operated By ...... Mercury Bcdstg. Co.
Address ............... 3908 N.E. Sandy Blvd.
Phone Number ........... Webster 1290
Pres., Gen. Mgr......
Prog. Dir ............. Gordon E. Bambricks

K OIN
PORTLAND—1925—CBS
Frequency: 970 Kc. . Power: 5000 Watts
Business Address .......... P. O. Box 1031
Phone Number .......... ATwater 3333
Air Time ................. 8 a.m.-M.
News Service ............ AP, INS, UP
Transcription Service World, Standard Representative
Membership .............. AVRNTB, BAB
President ........... Ted Gamble
Vice President ....... C. H. Lane
Gen. Mgr .............. Harry H. Buckendahl
Promotion Director .... George Wann
Program Manager ...... Willard Mears
Nat'l 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 1016
News Service .............. AP
Membership ................. NARTB
Transcription Service Associated, World
Pres., Comm., Gen. Mgr ... Stanley M. Goard
Program Director .......... Douglas Ducklow
Chief Engineer .............. Charles K. Dickson

K PDQ
PORTLAND—1947
Frequency: 800 Kc. . Power: 1000 Watts d.
Phone Number .......... CA 9209
News Service ............. AP
Pres., Gen. Mgr .......... Jack W. Davis
Commercial Manager . Dave Jack
Program Director .......... Hal Starr
Chief Engineer .............. Bob Beattie

K POJ
PORTLAND—1932—DON LEE
Frequency: 1330 Kc. . Power: 5000 Watts
Phone Number .......... Broadway 3484
Studio Address ......... 1018 S.W. 10th
News Service ............. UP
Newspaper Affiliation Oregon Journal
Transcription Service Thesaurus Representative
Membership .............. John Blair
President ........... Wm. W. Knight
General-Station Manager . R. M. Brown
Commercial Manager .......... Robert C. La Bonte
Program Director .......... Jack Moys
Chief Engineer .............. Richard R. Pooley

K W J J
PORTLAND—1925
Frequency: 1080 Kc. . Power: 10,000 Watts
Owned-Oper. By ...... Rodney F. Johnson
Bus.-Studio Address . 1011 S.W. 6th Ave.
Phone Number .......... Atwater 4393
News Service ............. INS
Representative ............ Burn-Smith
Membership ................. NARTB
Pres., Gen., Sta. Mgr ... Rod F. Johnson
Prog. Dir ............. Jerry Speerstra
Chief Engineer .......... Les Windes

K XL
PORTLAND—1926
Frequency: 750 Kc. . Power: 10,000 Watts
Owned-Operated By ...... KXL Bcstrs.
Business-Studio Address ...... Box 5886
Phone Number .......... BR. 6451
News Service ............. UP, AP
Transcription Service Associated Representative
Program Director .......... H. S. Jacobson
Chief Engineer .............. Ric Thomas

K R CO
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 .......... Grant, Best, Keating
News Service ............. UP
KJUN

REDMOND—1952—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Juniper Bcstrs., Inc.
Address: P. O. Box 1240
Representative: McGilvra
President: Harold Singleton
General Manager: F. G. Lieser
Sales Prom. Mgr.: Jack Leutjen
Chief Engineer: Don Gay

KSLM

SALEM—1934—MBS—DON LEE
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: Oregon Radio, Inc.
Business Address: P. O. Box 631
Phone Number: 3-4831
Representative: Everett, McKinney
Air Time: 24 Hours
News Service: UP
Transcription Service: World, Lang-Worth
Membership: NARTB, BAB
President, Gen. Mgr.: Glenn McCormick
Sales Prom., Sta. Mgr.: Dave Hess
Commercial Manager: Bruce Brown
Publicity Director: D. S. Hess
Chief Engineer: Clyde Carlton

KTRIL

TILLAMOOK—1947
Frequency: 1590 Kc. Power: 250 Watts
Business Address: Box 227
Phone Number: Victor 2-4422
Representative: Continental
President: F. H. Guyton
Manager: Tom Hoover
Chief Engineer: Larry Brunes

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?
AP
W A E B
ALLENTOWN—1948—ABC
Frequency: 790 Kc. ... Power: 500 Watts d.
1000 Watts n.
Owned-Oper. By: ... WAEH, Inc.
Address: ... Center Square
Phone Number: ... Hemlock 4-3984
News Service: ... George P. Hollingbery Co.
Representative: ... Howard Wasserman
Commercial Mgr.: ... Robert Ackley
Chief Engineer: ... William Gottshall

W H O L
ALLENTOWN—1948—CBS
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By: ... Allentown Bstg. Corp.
Phone Number: ... HE 4-801
Air Time: ... 7 a.m.-M.
News Service: ... Thesaurus
Transcription Service: ... Robert Meeker
Membership: ... NARTB, BAB
President: ... Charles G. Helwig
Sta. Mgr., Pgm. Dir. ... J. F. Chambers
Publicity Director: ... Syd Paul
Chief Engineer: ... Gerald B. Worst

W K A P
ALLENTOWN—1947
Frequency: 1320 Kc. ... Power: 1000 Watts
Operated By: ... WKAP, Inc.
Bus.-Studio Address: ... P. O. Box 689
Phone Number: ... Hemlock 3-3166
News Service: ... AP
Transcription Service: ... Associated
Representative: ... Weed
President: ... N. Joe Rahall
Sta., Gen. Mgr. ... O. H. Davies
Chief Engineer: ... C. Frank Cordaro

W S A N
ALLENTOWN—1923—NBC
Frequency: 1470 Kc. ... Power: 500 Watts
Owned-Oper. By: ... Lehigh Valley Bstg. Co.
Bus.-Studio Address: ... 39-41 N. Tenth St.
Phone Number: ... Hemlock 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
Sta., Comm. Mgr.: ... Olivia M. Barnes
Dir. of Programs: ... George Y. Snyder
Chief Engineer: ... Reuel H. Musselman

W F B G
ALLETOOA—1924—NBC
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Operated By: ... Gable Bstg. Co.
Phone Number: ... 5-3987
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
Sta. Sales Prom. Mgr. ... James R. Gates
Chief Engineer: ... George Burgoon

W R T A
ALLENTOWN—1947—ABC-MBS
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By: ... Thompson Bstg. Co.
Address: ... 1421 12th Ave.
Phone Number: ... 6646
Air Time: ... Full Time
News Service: ... AP
Transcription Service: ... Associated
Representative: ... Robert Meeker
Membership: ... NARTB

WHOL
ALLENTOWN, PA. CBS
Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market ... third in Pennsylvania ... 42nd in the Nation.
The last census showed approximately 450,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than $368,000,000 ... and farm dollars exceeded $28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you. Together with WHOL, WAZL, WHLM, WIDE and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHAS. G. HELWIG, Esq.
President
Rep. ROBERT MEEKER
PENNSYLVANIA

Sta., Comm., Prom. Mgr. . . William Clear
Program Director . . . . . Dorothy M. Thompson
Publicity Director . . . . . Dave Denison
Chief Engineer ............ George Shaffer

WVAM
ALTOONA—1948—CBS
Frequency: 1450 Kc. . . . Power: 1000 Watts
Address .................. 2727 W. Albert Dr.
Phone Number ............. 8127
News Service ............... UP
Transcription Service .... Standard
Representative .......... Weed & Co.
President ................. Emanuel S. Leopold
Manager .................. Will Ketner
Comm., Prom. Mgr. ......... Will Union
Chief Engineer ............ Bernard Bopp

WAVL
APOLLO—1947
Frequency: 910 Kc. . . . Power: 1000 Watts
News Service ............... UP
General Manager ........... Cecil F. Clifton
Chief Engineer ............. H. E. Smith

WNCC
BARNSBORO—1950—KBS
Frequency 950 Kc. . . . Power: 500 Watts

The 1951 retail sales in the area served 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 Merck Drug Company; to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WDYA are under the supervision of Victor C. Diehm, radio pioneer and executive.

HARRY L. MAGEE
Owner and Operator

Phone Number ............. 1010
Transcription Service . . . Thesaurus, World
News Service ............... UP
Pres., Pub. Mgr. ........... Harris G. Breth
General Manager ........... W. J. Thomas
Program Director ........... William R. Rathbun
Chief Engineer ............. Dyle Miller

WBVP
BEAVER FALLS—1948
Frequency: 1230 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . WBVP, Inc.
Business-Studio Address . . . 1216 Seventh Ave.
Phone Number ............. 4100
News Service ............... UP, AP
Transcription Service . . . Standard, World
Commercial Mgr. ........... Thomas B. Price
Program Director ........... Charles H. Wilson
Chief Engineer ............. Frank W. Schaefer

WGPA
BETHLEHEM—1946
Frequency: 1100 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . . . . The Bethlehem's Globe
Bus. Studio Address . . . . 426 Brodhead Ave.
Phone Number ............. University 6-8074-5
News Service ............... UP
Transcription Service . . . Capitol, Thesaurus
Membership ............... NARTB
President .................. Roland L. Adams
General Manager ........... Ellis Service
Station Manager ........... Arthur C. McCracken
Comm., Sales Prom. Mgr. . Frank Collie
Chief Engineer ............. Edwin L. Rybak

WCNR
BLOOMSBURG—1946
Frequency: 930 Kc. . . . Power: 1000 Watts
Owned-Oper. By . . . . . . The Columbia-Montour
Bcstg. Corp.
Bus.-Studio Address . . . . 38 W. Main St.
Phone Number ............. 1700
News Service ............... AP
Gen. Mgr. .................. Ed Darlington
Chief Engineer ............. Robert Fulton

WHLM
BLOOMSBURG, PA.

The 1951 retail sales in the area served 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 Merck Drug Company; to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WDYA are under the supervision of Victor C. Diehm, radio pioneer and executive.

HARRY L. MAGEE
Owner and Operator

Phone Number ............. 1010
Transcription Service . . . Thesaurus, World
News Service ............... UP
Pres., Pub. Mgr. ........... Harris G. Breth
General Manager ........... W. J. Thomas
Program Director ........... William R. Rathbun
Chief Engineer ............. Dyle Miller

The 1951 retail sales in the area served 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 Merck Drug Company; to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WDYA are under the supervision of Victor C. Diehm, radio pioneer and executive.

HARRY L. MAGEE
Owner and Operator

Phone Number ............. 1010
Transcription Service . . . Thesaurus, World
News Service ............... UP
Pres., Pub. Mgr. ........... Harris G. Breth
General Manager ........... W. J. Thomas
Program Director ........... William R. Rathbun
Chief Engineer ............. Dyle Miller

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WLOA
BRADDOCK—1947

WESB
BRADFORD—1947—MBS

WBUT
BUTLER—1949

WISR
BUTLER—1941—TRI-STATE

WCDL
CARBONDALE—1950—KBS

WHYL
CARLISLE—1952

WCBA
CHAMBERSBURG—1946

WESA
CHARLOI—1947—KBS

WPWA
CHESTER—1947

WVCH
CHESTER—1948
WCPA
CLEARFIELD—1947
Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Oper. By Clearfield Bcstg. Inc.
Address 215 Church St.
Phone Number 5541
Newspaper Affiliation Clearfield Progress
News Service UP
Transcription Service Thesaurus, Lang-Worth
Membership NARTB, BAB
President W. K. Ulerich
General Manager W. J. Thomas
Chief Engineer Lewellyn Duck

WCED
DUBOIS—1941—CBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By Tri-County Bcstg. Co.
Business-Studio Address 80 N. Park Pl.
Phone Number 1700
News Service UP
Transcription Service SESAC
Representative McGilivray
President Harold Gray
General Mgr. Jason S. Gray
Commercial Manager George Williams
Promotion Mgr. Ken Johnson
Chief Engineer Bernard Guewich

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
Representative Grant Webb
Membership NARTB
Comm., Prom. Mgr. Donald Kimes
Sta. Mgr., Secy., Chief Eng. Louis N. Seltzer

WCVI
CONNELLSVILLE—1947
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By Connellsville Bcstg. Inc.
Bus.-Studio Address 126 W. Crawford Ave.
Phone Number 2700
News Service UP
Transcription Service SESAC, World
President Raymond Galliardi
Gen., Sta. Mgr. Jack Craddock
Chief Engineer Paul Queer

WFRE
COUDERSPORT—1953
Frequency: 600 Kc.  Power: 500 Watts d.
Address 9 N. Main St.
Phone Number 611
President C. H. Simpson
Vice-Gen. Mgr. John A. Fay
Sales Manager George A. Clark
Commercial Mgr. David W. Hammond
Chief Engineer Maurice Sherman

WBUX
DOYLESTOWN—1948—KBS
Owned-Operated By Charles M. Meredith
Business-Studio Address Hart Bldg.
Phone Number 220
News Service AP
Transcription Service World
Representative Indie Sales, Inc.
President Charles M. Meredith
Program Director Robert A. Lynch
Chief Engineer P. Robert Wright

WEST
EASTON—1936—NBC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By Associated Bcstg. Inc.
Bus.-Studio Address 516 Northampton St.
Phone Number 6131
Air Time Full Time
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive Clair R. McCollough
Station Manager Theodore W. Pierce
Natl. Sales Manager J. Robert Gulick
Program Director Eugene Bethman
Technical Director J. E. Mathiot

WIKK
ERIE—1949—ABC
Frequency: 1330 Kc.  Power: 5000 Watts
Owned-Oper. By Community Service Bcstg.
Bus.-Studio Address 1021 State St.
Phone Number 23-248
News Service AP
Transcription Service World
President Edward Lamb
Commercial Mgr. William George
Promotion Director Jack Shumaker
Program Director James Hurley
Chief Engineer Ken Husband

WJET
ERIE—1951
Owned-Operated By Jet Bcstg. Co.
Address 1635 Ash St.
Phone Number 4-6013
News Service AP
Transcription Service Standard
Representative For Joe
Membership NARTB
Pres., Gen., Sta. Mgr. Myron Jones
Commercial Manager Lou Skelly
Chief Engineer William Fleckenstein
NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

WEED & CO.
PENNSYLVANIA

WERC
ERIE—1941—NBC-QUAKER
Frequency: 1260 Kc. Power: 5000 Watts
Bus.-Studio Address: 126 W. 10 St.
Phone Number: 46367
News Service: UP
Representative: Weed
President: Jacob A. Young
General Manager: Arthur M. Ingram
Program Director: J. Jacob Young
Chief Engineer: Ken Hestor

WLEU
ERIE—1933
MBS-QUAKER-KEYSTONE
Frequency: 1450 Kc. Power: 250 Watts
Phone Number: 23-327, 22-129
Air Time: Full Time
News Service: AP
Representative: Adams J. Young Jr.
President: Owen K. Murphy
General Manager: Phillip B. Hirsch
Chief Engineer: William P. Sepenick

WERC
ERIE PENNSYLVANIA'S LEADING REGIONAL STATION GIVES YOU OUTSTANDING MERCHANDISING

Pluses
BUS CARDS
TAXI POSTERS
DIRECT MAIL
POINT OF SALE POSTERS
THEATER SCREEN PROMOTION

5000 WATTS
1260 KC
Represented by WEED & CO.
**WGET**
GETTYSBURG—1950—KBS
QUAKER
 Frequency: 1450 Kc...Power: 250 Watts
 Address...P. O. Box 28
 Phone Number...850
 News Service...AP
 Transcription Service...World
 Murray L. Goldsborough
 Program Director...C. W. Baker, III
 Chief Engineer...Lester Blair

**WHJR**
GREENSBURG—1934
Frequency: 620 Kc...Power: 1000 Watts d.,
500 Wats n.
 Owned-Oper. By...Pittsburgh Radio Supply House
 Business-Studio Address...128 N. Penn Ave.
 Phone Number...Greensburg 3740
 News Service...UP
 Transcription Service...Lang-Worth
 President...H. Kenneth Brennen
 General-Comm. Mgr...G. J. Podeyn
 Chief Engineer...L. L. Allen

**WCMB**
HARRISBURG—1948—MBS
Frequency: 1460 Kc...Power: 5000 Watts
 Owned-Oper. By...Rossmoyne Corp.
 Business-Studio Address...228 Court St.
 Phone Number...4-3005
 Air Time...24 Hours
 News Service...AP
 Transcription Service...Thesaurus
 Representative...Donald Cooke, Inc.
 Membership...NARTB
 President...Edgar T. Shepard, Jr.
 General Manager...Ed K. Smith
 Commercial Mgr...Rudolph O. Marvoux
 Sales Prom. Mgr...Gilbert Brown
 Program Director...John Archer
 Chief Engineer...J. Howard Bair

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**WCMB-TELEVISION**

Following the successful formula of
WCMB-Radio with selected specialty shows from a quality talent roster.

Priced less than you'd expect for
the companion station to one of the
country's most alert and progressive
radio operations.

HARRISBURG
WCMB-TV
Harrisburg—
Pennsylvania’s Best LARGE Market

WHP & WHP-TV

Best Buy in Pennsylvania’s Capital City.

The most powerful advertising medium for tapping this high Per Capita income market, plus the rich South Central Pennsylvania area.

It gives you the insurance of a well established audience for your sales message. The staff of WHP and WHP-TV has the showmanship and experience to present your sales story in the most effective way possible in this top quality market of Pennsylvania. The stability gained through 30 years of service to the Harrisburg area makes this the outstanding medium for making sales.

The same audience loyalty which WHP has enjoyed through the past 30 years also prevails in television — and the results of the two mediums tied together are inevitable.

The tested medium for selling Harrisburg and the South Central Pennsylvania area is WHP and WHP-TV. It's your best buy.

WHP and WHP-TV

Key Stations of the Keystone State

Harrisburg, Pa.

Represented by The Bolling Co.

CBS Radio and Television Affiliates
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 Kuntz

WHD
HOMESTEAD—1948
Owned-Operated By: Steel City Bcstg. Corp.
Bus.-Studio Address: 105 E. Eighth Ave.
Phone Number: 1-0172
News Service: AP, UP
Representative: Forjoe
General Manager: Roy Ferree
Station Mgr.: Leonard Walk
Promotion Dir.: Sid Dickler
Chief Engineer: James Herbert

WHUN
HUNTINGDON—1947—KBS
Frequency: 1150 Kc. Power: 500 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
General Manager: William E. Germann
Chief Engineer: Ernest A. Craig

WKBO
HARRISBURG—1922—NBC
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: 31 N. Second St.
Phone Number: 4-0191
Air Time: Full Time
News Service: AP, UP
Transcription Service: World
Representative: Robert Meeker
Membership: NARTB, BAB
Station Executive: Clair R. McCollough
Station Manager: Henry M. Traugh
Nat'l. Sales Mgr.: J. Robert Gulick
Program Director: Seibert D. Eberly
Technical Director: J. E. Mathiot

WAZL
HAZLETON—1932—NBC-MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hazleton Bcstg. Co.
Bus.-Studio Address: 708 Hazleton Natl.
Bank Bldg.
Phone Number: Gladstone 4-3511
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Robert Meeker
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Victor C. Diehm
Sales Prom. Mgr.: Thomas Tito

Program Director: Bill Graham
Publicity Dir.: Betty Mulligan
Chief Engineer: Elwood Tito

WAZL
HAZLETON, PA. NBC-MBS
WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.
Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average... $6,576.00 per family and they use it to buy the products advertised on WAZL.
Here is a station that will deliver to you 76% of the radio listening audience from 8:00 in the morning until 10:30 at night.
Together with WAZL, WHOL, WIDE, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHLM
President and Gen. Mgr.
Rep. ROBERT MECKER
WDAD
INDIANA—1945—CBS-KBS
Frequency: 1450 Kc.     Power: 250 Watts
Owned-Oper. By:        WDAD Inc.
Address              673 Philadelphia St.
Phone Number           5-5511
News Service           UP
President              W. K. Ulerich
General Manager       Winsor Brown
Commercial Mgr.       Jonas Termin
Chief Engineer         Stanley Graziaudio

WARD
JOHNSTOWN—1946—CBS
Frequency: 1490 Kc.     Power: 250 Watts
Business-Studio Address: Porch Bldg.
Phone Number           81-216
News Service           UP
Transcription Service  World
Representative         Weed
President              Paul Short
General Manager        George D. Garlink
Station Manager        Robert R. Nelson
Chief Engineer         Millard C. Coleman

WCRO
JOHNSTOWN—1947—ABC-MBS
QUAKER
Frequency: 1230 Kc.     Power: 250 Watts
Bus-Studio Address     Fort Stanwix Hotel
Phone Number           9-1187
Air Time               6 a.m.-1 a.m.
News Service           INS
Representative         Radio-TV Reps
President              John J. Keel
General Manager        Stewart W. Phillips
Asst. to Manager      Jane Smith
Chief Engineer         Earl Castine

WJAC
JOHNSTOWN—1925—NBC
Frequency: 1400 Kc.     Power: 250 Watts
Owned-Oper. By:        WJAC, Inc.
Bus-Studio Address     329 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.

WGAL
LANCASTER—1922—NBC
Frequency: 1490 Kc.     Power: 250 Watts
Owned-Operated By:     WGAL, Inc.
Business Studio Address: 8 W. King St.
Phone Number           5251
News Service           UP
Transcription Service  World
Representative         Robert Meeker
President              Clair R. McCollough
Station Manager        Maynard W. Thomas
Sales Mgr.             J. Robert Gulick
Program Mgr.           Kenneth Kreider
Technical Director     J. E. Mathiow

WLAN
LANCASTER—1946
ABC—QUAKER
Frequency: 1380 Kc.     Power: 1000 Watts
Bus-Studio Address     222 N. Queen St.
Phone Number           1281
News Service           AP
Transcription Service  Lang-Worth, Capitol
Representative         Headley-Reed
Pres., Gen. Mgr.        Frank H. Alldoerffer
Vice-President         S. M. Alldoerffer
Commercial Mgr.        Stanley Baker
Promotion Dir.          Bernie De Paul
Program Dir.            Ted Pollack

WLSH
LANSFORD—1952
Frequency: 1410 Kc.     Power: 1000 Watts d.
Address                P. O. Box D
Phone Number           1440
News Service           AP
Transcription Service  Associated, Thesaurus
Representative         Everett-McKinney
President              Joseph L. Maguire
Station Manager        John W. Angst
Commercial Manager     J. C. Lindvay
Program Director       Bud Angst
Chief Engineer         Milton W. Seltzer

WAKU
LATROBE—1951
Frequency: 1570 Kc.     Power: 250 Watts
Owned-Operated By:     Clearfield Bcstg. Inc.
Address                Depot St.
Phone Number           2948
Transcription Service  Thesaurus, World
President              W. K. Ulerich
General Manager        W. J. Thomas
Chief Engineer         Bernard Guidos
PENNSYLVANIA

**WLBR**
LEBANON—1946
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Lebanon Bcstg. Co.
Bus.-Studio Address: 8th & Cumberland Sts.
Phone Number: 2-7651
News Service: AP
Transcription Service: World Representative: Burn-Smith
President: H. Raymond Stadiem
Prog. Dir.: Henry Homan
Chief Engineer: M. Leonard Savage
Owned-Operated By: Tri-City Bcstg. Co.
Business-Studio Address: Box 810
Phone Number: McKeesport 4-7167.
Homesead 1-3113
News Service: AP
Trans. Service: Thesaurus, Langworth
Pres., Gen. Mgr.: Edward J. Hirshberg
Sta. Mgr.: Robert E. Badger
Chief Engineer: Wilkes E. Hurley

**WKVA**
LEWISTOWN—1949—ABC
Address: 19 S. Wayne St.
Phone Number: 6771
News Service: UP
Representative: Gill-Perma
Pgm. Dir.: Lynn Bloom
Promotion Dir.: Reed Gray
Sales Prom. Mgr.: Robert Hyle
Chief Engineer: Robert Stielzer

**WMRF**
LEWISTOWN—1941—NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Lewistown Bcstg. Co.
Business-Studio Address: Monument Square
Phone Number: 6757
Air Time: 6 a.m.-M.
News Service: AP
Membership: NARTB
President: J. S. Woods
General Manager: T. W. Metzger
Commercial Manager: Ralph Parker
Prom., Pub. Director: James Keyes
Chief Engineer: Kenneth Callahan

**WBZ**
LOCK HAVEN—1946—MBS
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: 132½ E. Main St.
Phone Number: 4038
Air Time: Full Time
News Service: AP, UP
Transcription Service: Thesaurus, Langworth Representative: Joseph Hershey Mc Gillvra
Membership: NARTB, BAB
President: Donald C. Welch
General-Station Manager: Harris Lopez
Prog., Publ. Director: Dave King
Chief Engineer: Kenneth C. Caum

**WEDO**
McKEESPORT—1946
Frequency: 810 Kc. Power: 1000 Watts d.

**WMCK**
McKEESPORT—1946
Frequency: 1360 Kc. Power: 1000 Watts
Business-Studio Address: 516 Market St.
Phone Number: 8-8888
News Service: UP
Transcription Service: Lang-Worth, World
Gen. Mgr.: Gene Kline
Station Manager: Sam Vidovic
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
Station Manager: Robert Trace
Commercial Manager: Douglas M. Rose
Program Director: James Strickler
Chief Engineer: Jack Harvey

**WPEL**
MONTROSE—1953
Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By: Montrose Bcstg.
Address: Lake & Locust St.
Phone Number: 397
President: W. Douglas Roe
General Manager: Loren F. Bridges
Chief Engineer: Chales Hallinan

**WHWL**
NANTICOKE—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Anthracite, Inc.
Business-Studio Address: 38 E. Main St.
Phone Number: Nanticoke 1372
News Service: UP
Transcription Service: Capitol Representative: For Joe
President: Henry W. Lark
General Manager: Jones Evans
WFIL is the station that increases the dimensions of the Philadelphia Market—gives you the greatest one-medium coverage of a 4-state area almost TWICE THE SIZE of the Philadelphia Retail Trading Zone.

WFIL-adelphia is the area—37 counties in Pennsylvania, New Jersey, Delaware, New York—where a population of 7 ½-million annually has $13-billion to spend.

For Philadelphia’s top radio coverage . . . most effective promotion . . . most complete merchandising—Philadelphia advertisers place more spot advertising with WFIL than any other station.

WFIL

The Philadelphia Inquirer Station

ABC AFFILIATE • Represented by JOHN BLAIR & COMPANY
WKST
NEW CASTLE—1938—MBS-QUAKER
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: WKST, Inc.
Business-Studio Address: Lincoln Ave.
Phone Number: Oliver 4-5501
Air Time: Full Time
News Service: UP
Representative: Everett-McKinley
President, General Mgr.: S. W. Townsend
Station Manager: A. W. Graham
Comm., Sales Prom. Mgr.: I. A. Eubanks
Program Dir.: Harry Reith
Publicity Dir.: Al Francis
Chief Engineer: Donald Dout

WKPA
NEW KENSINGTON—1940
Business-Studio Address: 810 Fifth Ave.
Phone Number: Edison 7-3588
News Service: AP
Transcription Service: World
Representative: Continental Radio Sales
President: C. R. Cooper
Gen. Sta. Mgr.: 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 Bstg. Co.
Bus-Studio Address: 115 W. Main St.
Phone Number: Norristown 8-7600
News Service: AP
Transcription Service: SESAC
Membership: NARTB
President: N. Joe Rahall
Gen. Mgr.: Ogden R. Davies
Station Manager: John M. Banzhoff
Chief Engineer: Julius Kosik

WKRF
OIL CITY—1946—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WKRFZ, Inc.
Business-Studio Address: 201 Fair Bldg.
Phone Number: 4-1269
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: Kenneth E. Rennekamp
Commercial Mgr.: Catherine McLaughlin
Promotion Mgr.: Mary Freed
Program Director: Ruth Siembadi
Chief Engineer: David McElhatten
Publicity Director: Patrick Nuhler

KYW
PHILADELPHIA—1921—NBC
Frequency: 1060 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: 1625 "K" Street, N.W.
Phone Number: Sterling 3-0903
Air Time: Full Time
News Service: INS, UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: BAB
President: Chris J. Witting
General Manager: Joseph Baudino
Station Manager: Franklin A. Tooke
Commercial Manager: R. H. Teter
Prom. Mgr., Publ. Dir.: Paul I. Woodland
Program Director: Gordon Davis
Chief Engineer: J. N. Eney

WCAU
PHILADELPHIA—1922—CBS
Frequency: 1210 Kc. Power: 50,000 Watts
Owned-Oper. By: WCAU, Inc.
Address: City & Monument Ave.
Phone Number: Greenwood 7-8300
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Lang-Worth
Representative: CBS Radio Spot Sales
Pres., Gen. Mgr.: Donald W. Thornburgh
Exec. Vice-President: Jos. L. Tinney
Commercial Manager: John S. DeRussey
V.P., Prog. Director: Jos. T. Connolly
V.P., Prom. Dir.: Robert N. Pryor
V.P., Director of Engr.: John G. Leitch

WDAS
PHILADELPHIA—1924
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Max M. Leon, Inc.
Business-Studio Address: 223 Arch St.
Phone Number: Market 7-8484
News Service: AP
Representative: Forjoe
Membership: NARTB
President: Max M. Leon
Gen., Comm. Mgr.: Robert A. Klein
Program Director: Fred H. Greene
Prom. Mgr.: Louis Palens
Chief Engineer: Frank W. Unterberger

WFIL
PHILADELPHIA—1922
ABC-QUAKER
Frequency: 560 Kc. Power: 5000 Watts
Business-Studio Address: 46th & Market
Phone Number: Evergreen 2-4700
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, World
Representative: Katz
Membership: NARTB
General Manager: Roger W. Clipp
Executive Assistant: George A. Koehler
how do you measure a radio station?

Our advertisers measure by results!

That's why more advertisers use WIP than any other Philadelphia network radio station, to sell their products and services.

National Representatives
EDWARD PETRY & CO., INC.

WIP
610 KC
PHILADELPHIA 7, PA.

PHILADELPHIA'S PIONEER VOICE
Promotion Mgr. .......... Joe Zimmermann
Program Dir. .......... Felix Meyer
Publicity Dir. .......... John J. Hyland
Chief Engineer .......... Henry Rhea

WHAT
PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 1505 Walnut St.
Phone Number: Rittenhouse 6-2058
Representative .......... Indie Sales
Pres., Gen., Comm. Mgr. William A. Banks
Prom., Sta. Mgr. .......... Dolly Banks
Chief Engineer .......... Charles Lehmann

WIBG
PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
Business-Studio Address: 1425 Walnut St.
Phone Number: Rittenhouse 6-2300
News Service .......... UP
Representative .......... Radio Reps.
President .......... Paul F. Harron
Vice-Pres. .......... Joseph Lang
Sales Prom., Publ. Dir. .......... Rupe Werling
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
Membership .......... BAB
Dir. of Sales .......... Ralph Brent
Loc. Sales Mgr. .......... Clyde Spitzner
Program Director .......... Varner Paulsen
Technical Director .......... Clifford C. Harris

WJMJ
PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By: Patrick J. Stanton
Business-Studio Address: 2043 Locust St.
Phone Number: LOCust 4-2300
News Service .......... AP
Transcription Service .......... SESAC
Representative .......... McGillvra
Gen., Sta. Mgr. .......... Patrick J. Stanton
Commercial Mgr. .......... Charles Stahl
Prog. Dir. .......... Michael Deegan
Chief Engineer .......... Alec Felton Iles

WIBG
PHILADELPHIA

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
NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES
WPEN
PHILADELPHIA—1929
Frequency: 950 Kc. ... Power: 5000 Watts
Business-Studio Address: 2212 Walnut St.
Phone Number: LOCust 4-6000
News Service: AP, UP
Representative: Gill-Perna
Membership: BAB
President: William Sylk
Gen., Sta. Mgr.: William B. Caskey
Asst. Sta. Mgr.: Murray Arnold
Commercial Mgr.: Erwin Rosner
Chief Engineer: Charles W. Burtis

WTEL
PHILADELPHIA—1925
Frequency: 860 Kc. ... Power: 250 Watts d.
Business-Studio Address: 4312 N. Broad St.
Phone Number: Davenport 4-4310
Pres., Pgm. Dir.: E. Douglass Hibbs
General Manager: Henry N. Cocker
Chief Engineer: John Field

KDKA
PITTSBURGH—1920—NBC
Frequency: 1020 Kc. ... Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 1-4200
Air Time: Unlimited
News Service: Free & Peters
Representative: BAB
President: Chris J. Witting
V.P., General Manager: Joseph E. Baudino
Station Manager: L. R. Rawlins
Commercial Manager: John Stull
Promotion Manager: David N. Lewis
Program Manager: Robert E. White
Publicity Manager: Lee Curran
Chief Engineer: Theodore C. Kenney

KQV
PITTSBURGH—1919—CBS
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
Representative: Weed
Exec. Vice President: Gunnar O. Wiig
Gen., Sta. Mgr.: J. F. Murray
Comm. Mgr.: Chris Salmon
Prom., Pub. Dir.: Owen Simon
Program Dir.: John gibbs
Chief Engineer: James J. Schults

WCXE
PITTSBURGH—1922—ABC
Frequency: 1250 Kc. ... Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: Carlton House
Phone Number: Atlantic 1-6890
Air Time: 5:45 a.m.-1 a.m.
News Service: INS
Representative: Katz
Membership: NARTB, BAB
Pres., General Manager: Leonard Kapner
Gen., Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Carl M. Dozer
Chief Engineer: James Greenwood

WJAS
PITTSBURGH—1921—MBS
Frequency: 1320 Kc. ... Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 411 Seventh Ave.
Phone Number: Grant 1-6860
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Hollingsbery
Pres., Gen. Mgr.: H. K. Brennen
Comm-Sales Prom. Mgr.: John H. Buchohelt
Program Director: William Babcock
Publicity Director: Caley E. Augustine
Chief Engineer: Walter W. McCoy

WPGH
PITTSBURGH—1947
Frequency: 1080 Kc. ... Power: 1000 Watts d.
Owned-Operated By: Pittsburgh Bstg. Co.
Bus.-Studio Address: 220 N. Highland Ave.
Phone Number: EMerson 1-5000
News Service: AP
Transcription Service: Lang-Worth
President: George M. Harton
General Manager: Howard Lazarus
Chief Engineer: Ralph L. Ketterer

WPIT
PITTSBURGH—1947
Frequency: 730 Kc. ... Power: 1000 Watts d
Owned-Operated By: WPIT, Inc.
Business-Studio Address: 213 Smithfield St.
Phone Number: Atlantic 1-1900
News Service: UP
Representative: Forioe
President: John J. Laux
V.P., Gen., Sta. Comm. Mgr.: Don Ioset
Chief Engineer: Mike Komichak

WWSW
PITTSBURGH—1932
Frequency: 970 Kc. ... Power: 5000 Watts
Owned-Oper. By: WWSW, Inc.
Bus.-Studio Address: Sheraton Hotel
THOSE WHO KNOW FAMOUS BRANDS . . .

Says General Manager Harris Lipez, WBPZ, Lock Haven, Pa.: "Associated Press makes it easier to offer a salable program to any sponsor."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
WPXY
PUNXSUTAWNEY—1953—MBS
Frequency: 1300 Kc. . . . . . Power: 1000 Watts d.
Address . . . . . 10 N. Findley
Phone Number . . . . . 2080
Representative . . . . . McGivra
President . . . . . C. H. Simpson
Gen., Comm. Mgr. . . . Richard Bower
Program Director . . . Jim Crummy
Chief Engineer . . . . . Kenneth Bowers

WEEU
READING—1932
ABC—QUAKER
Frequency: 850 Kc. . . . . . Power: 1000 Watts
Owned By . . . . . Hawley Bstg. Co.
Business-Studio Address . . . 433 Penn St.
Phone Number . . . . . 6-7335
Air Time . . . . . 6:15 a.m.-12 M.
Newspaper Affiliation . . . "Eagle Times"
News Service . . . . . UP
Transcription Service . . . Associated
Representative . . . . . Headley-Reed
Membership . . . . . NARTB, BAB
President . . . . . Hawley Quier
General Manager . . . Thomas Martin
Commercial Mgr. . . . K. Richard Creits
Program Director . . . George Carroll
Chief Engineer . . . . . David J. Miller, Jr.

WHUM
READING—1946—CBS
Frequency: 1340 Kc. . . . . . Power: 250 Watts
Owned-Oper. By . . . . . Eastern Radio Corp.
Business-Studio Address . . . Berkshire Hotel
Phone Number . . . . . Reading 4-4805
News Service . . . . . AP
Representative . . . . . H.R. Reps.
Pres., Gen., Sta. Mgr. . . . Humboldt J. Grisf
Sales Mgr. . . . . Dick Paisley
Program Director . . . Alan Lane
Chief Engineer . . . . . Louis Littlejohn

WRAW
READING—1922—NBC
Frequency: 1340 Kc. . . . . . Power: 250 Watts
Business-Studio Address . . . 19 N. Fifth St.
Phone Number . . . . . Reading 7173
News Service . . . . . UP
Transcription Service . . . World
Representative . . . . . Robert Meeker
Station Executive . . . Clair R. McCollough
Station Manager . . . . Frank J. Voss
Natl. Sales Mgr. . . . . J. Robert Gulick
Program Director . . . Saul Miller
Technical Director . . . J. E. Mathiot

WGCB
RED LION—1950
Frequency: 1440 Kc. . . . . . Power: 1000 Watts d.
Phone Number . . . . . 3-3471
Address . . . . . Box 88
News Service . . . . . UP
President . . . . . Rev. John M. Norris
Gen., Sta. Mgr. . . . John H. Norris
Commercial Mgr. . . . Vincent A. Freeman
Chief Engineer . . . . . Geary Russel

WKBI
ST. MARYS—1950—MBS
Frequency: 1400 Kc. . . . . . Power: 250 Watts
Address . . . . . 41 Erie Ave.
Phone Number . . . . . 4-2821
Transcription Service . . . Standard
News Service . . . . . AP
Membership . . . . . NARTB, BAB
General Manager . . . C. H. Simpson
Commercial Manager . . . R. H. Knouse
Program Director . . . John A. Fay
Promotion Manager . . . Herbie Martin
Chief Engineer . . . . . Gilbert H. Wogan

WATS
SAYRE—1950—KBS
Frequency: 960 Kc. . . . . . Power: 1000 Watts d.
Address . . . . . 110 N. Elmer Ave.
Phone Number . . . . . Turner 2-2401
Transcription Service . . . Thesaurus, World
Representative . . . . . Indie Sales
Membership . . . . . NARTB, BAB
News Service . . . . . UP
Owner . . . . . . . . T. K. Cassel
General Manager . . . Walter D. Knowles
Program Director . . . William J. Miller
Chief Engineer . . . . . Benjamin A. Franklin

WARM
SCRANTON—1939—ABC
Frequency: 590 Kc. . . . . . Power: 5000 Watts
Address . . . . . Bowman Bldg.
Phone Number . . . . . 4-1148
Air Time . . . . . 6 a.m.-1 a.m.
News Service . . . . . UP
Representative . . . . . Hollingbery Co.
Transmission Service . . . Thesaurus
Membership . . . . . BAB
President . . . . . Martin F. Memolo
Gen., Sta. Manager . . . William M. Dawson
Sales Prom. Mgr., Pub. Dir. . Donald S. Preven
Program Director . . . Joseph H. Salsburg
Chief Engineer . . . . . Roswell J. Parker

WGBI
SCRANTON—1925—CBS
Owned-Oper. By . . . . . Scranton Bcstrs., Inc.
Business-Studio Address . . . 1000 Wyoming Ave.
Phone Number . . . . . SC 2-0286
Air Time . . . . . 6 a.m.-105 a.m.
News Service . . . . . AP
Representative . . . . . John Blair

576
ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION


<table>
<thead>
<tr>
<th>Total Retail Sales</th>
<th>Radio Families</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,034,174,000</td>
<td>276,470</td>
<td>1,172,900</td>
</tr>
</tbody>
</table>

- Data from 1953 Consumer Markets - SRDS -

FOOD .................................................. $247,722,000 FILLING STATIONS ................................ 38,581,000
GENERAL MERCHANDISE .................. 101,169,000 BUILDING MATERIALS- HARDWARE .................. 53,752,000
APPAREL ............................................ 72,815,000 EAT-DRINK ..................................... 73,825,000
HOME FURNISHINGS ........... 55,657,000 DRUG ........................................ 19,662,000
AUTOMOTIVE .................. 146,815,000 FARM INCOME .................. 60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

S E E
FORJOE & COMPANY

New York - Chicago - Atlanta - Los Angeles - San Francisco

WISL RADIO ANTHRACITE, INC.
1000 W .. 1480 Kc
Full Time .. Mutual

WHWL
1000 W .. 730 Kc
Day Time .. Independent
Program Director        Marc McCulloch  
Chief Engineer           A. C. Heck

WVSC
SOMERSET—1951—KBS
Owned-Operated By        Somerset Bcstg. Co.
Address                  P. O. Box 231
Phone Number             4186
News Service             UP
Transcription Service    Standard
Representative           Indie Sales
Station Mgr.             Carl R. Lee
Chief Engr., Sta. Mgr.   Carl R. Lee

WM AJ
STATE COLLEGE—1945—MBS-KBS
Owned-Operated By        Centre Bcstg., 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

WV PO
STROUDSBURG—1948
Owned-Operated By        Pocono Bcstg., Inc.
Business-Studio Address  578 Main St.
Phone Number             Stroudsburg 110
News Service             UP
Transcription Service    Ass'd
Representative           Radio Reps.
President                James H. Ottaway
General Manager          Merle C. Ostrom
Comm. Mgr.               Chester S. Miller
Station Manager          Elton Hall
Managing Director        Francis H. Brinkley
Chief Engineer           Ernest Transue

WKOK
SUNBURY—1933—CBS-QUAKER
Frequency: 1240 Kc.       Power: 250 Watts
Owned-Operated By        Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter  1150 N. Front St.
Phone Number             Sunbury 1325-6
News Service             AP
President                Harry H. Haddon
Gen., Sta. Manager       Homer R. Smith
Commercial Manager       C. Donald Walther
Program Director         Michael J. Kane
Publicity Director       Malcolm E. Arter
Chief Engineer           John W. Keller

WMBS
UNIONTOWN—1936
Frequency: 590 Kc.        Power: 1000 Watts
Owned-Oper. By           Fayette Bcstg. Corp.

WNAE
WARREN—1946
Frequency: 1310 Kc.       Power: 1000 Watts d.
Address                  First Natl. Bank Bldg.
Phone Number             3032
News Service             AP
Transcription Service    Thesaurus
Pres., Gen. Mgr.          David Potter
Commercial Manager       James W. Potter
Program Director         Leroy Schnack
Chief Engineer           Homer M. Haines

WJPA
WASHINGTON—1942—MBS
Frequency: 1450 Kc.       Power: 250 Watts
Bus. Address             George Washington Hotel
Phone Number             4870
News Service             UP
Transcription Service    World
Representative           Joseph Hershey McGillivra
Managing Director        A. Boyd Siegel
Gen., Prom. Manager      John L. Meridian
Commercial Mgr.          Peter Stanton
Program Director         G. Robert Johnson
Chief Engineer           Chris E. Langhurst

WAYZ
WAYNESBORO—1953
Frequency: 1380 Kc.       Power: 1000 Watts d.
Owned-Oper. By           Richard Field Lewis Jr.
Address                  21 W. Main St.
Phone Number             1900
President                Richard Field Lewis Jr.
General Manager          Sam Hanshaw
Program Director         John Geiger
Chief Engineer           Fred Brabandt

WBA X
WILKES-BARRE—1922—MBS
Frequency: 1240 Kc.       Power: 250 Watts
Owned-Oper. By           Anna Stenger
Business-Studio Address  85 W. Union St.
Phone Number             VA 3-0198
Air Time                 8:45 a.m.-M.
News Service             AP
Transcription Service    Associated
Representative           Burn-Smith
Licensee                 Anna Stenger
General Manager          John H. Stenger, III
Program Director         Ed Kuzma
Chief Engineer           Milan Krupa
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

Since 1930, The Pioneer Broadcasters in Williamsport
IN NEW ENGLAND MORE PEOPLE LISTEN TO WPRO THAN ANY OTHER RHODE ISLAND STATION.

COVERAGE
5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River - New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE
An "active" audience responsive to a rich variety of TOP-RATED local and CBS-Radio programs — RESULTFUL programs consistently hitting the mark of PRIMARY listening attention. Listeners who LISTEN are buyers who BUY!

to reach the most buyers...

BUY BASIC... WPRO AM & FM PROVIDENCE - 630 KC - 5000 W

Represented by John BLAIR & COMPANY
W W P A
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: UP
Transcription Service: World Representative
Membership: NARTB, BAB
President: Harry J. W. Kiessling
General Manager: Woodrow W. Ott
Program Director: Louis C. Cat
Sales Promotion Mgr.: John B. Willmann
Publicity Director: Carl Steinbach

W N O W
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
News Service: AP
Transcription Service: Associated
General Manager: Lowell W. Williams
Commercial Manager: John O. Border
Program Director: H. E. Daugherty

R H O D E I S L A N D
Pop. Feb. 1, 1954 Est.) 816,000 — Families 303,000
Radio Homes 299,000 — TV Homes 230,000 — Stations in State 11

W A D K
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
News Service: AP
Transcription Service: World Representative
Principal Engineer: Jos. Britto

W P A W
PAWTUCKET—1950—KBS
Owned-Oper. By... Roger Williams Bcastg. Co.
Address: 34 N. Union St.
Phone Number: PA 5-8000
Transcription Service: MacGregor
News Service: UP Representative
President: Dominick Hysko
Gen., Comm. Mgr.: Allen Jones
Chief Engineer: James Bonney

W O R K
YORK—1932—NBC-MBS
Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... York Bcastg. Co.
Business-Studio Address: 13 S. Beaver St.
Phone Number: 6629
News Service: UP
Transcription Service: Thesaurus Representative
Station Executive: Clair R. McCollough
Station Manager: Clare I. Miller
Nat. Sales Mgr.: J. Robert Gulick
Program Director: Glenn M. Brillhart
Technical Director: J. E. Mathlott

W S B A
YORK—1942—ABC-QUAKER
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By... Susquehanna Bcastg. Co.
Address: 53 N. Duke St.
Phone Number: YO 82678-81308
News Service: AP
Transcription Service: World Representative
Membership: NARTB, BAB
President: Louis J. Appell
Comm., Sales From. Mgr.: Philip K. Eberly
Chief Engineer: Llewellyn Jones

W E A N
PROVIDENCE—1922—MBS-YANKEE
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By... General Teleradio, Inc.
Business-Studio Address: Crown Hotel
Phone Number: Temple 1-0800
Air Time: Full Time
News Service: UP
Transcription Service: Associated Representative
President: William O'Neil
General Manager: Mowry Lowe
Asst. Sta. Mgr.: Tod Williams
Program Director: Nancy Hogan
Chief Engineer: Harry Tilley

W H I M
PROVIDENCE—1947
Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By... Intercity Bcastg. Co.
Business-Studio Address: 144 Westminster St.
Phone Number: Union 1-4211
News Service: AP
Sales Promotion Manager: Edwin L. Jay
Chief Engineer: Glenn Winter
WICE
PROVIDENCE—1947
Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By...Narragansett Bay B. Co.
Address............1111 N. Main St.
Phone Number.........Jackson 1-6565
News Service..........UP
Transcription.........SESAC
Representative........Rambeau
President...............Louis A. R. Pieri
Gen., Sta. Mgr........Sumner Pearl
Sales Prom., Comm. Mgr.John F. Crohan
Chief Engineer........Oliver R. Adams

WJAR
PROVIDENCE—1922—NBC
Frequency: 920 Kc........Power: 5000 Watts
Owned-Operated By........The Outlet Co.
Business-Studio Address...176 Weybosset St.
Phone Number........Gaspee 1-8521
Air Time..............Full Time
Transcription Service.....World
News Service........AP, INS
Representative.........Weed, Bannan
Membership...........NARTB
Vice Pres., Treas.......George O. Griffith
General Mgr...............John J. Boyle
Station Manager..........Sothern Abbott
Chief Engineer........Thomas C. J. Prior

WPJB
PROVIDENCE—1941—ABC
Frequency: 1420 Kc........Power: 5000 Watts
Owned................Providence Journal Co.
Address.............75 Fountain St.
Phone Number..........Dexter 1-0800
Station Representative.........Borgatti
President...............George P. Metcalf
General Manager.....H. William Koster
Sales Promotion Manager........Arthur E. Lathrop
Program Director........Don Morton
Chief Engineer........George W. Sharpe

WPRO
PROVIDENCE—1924—CBS
Frequency: 630 Kc........Power: 5000 Watts
Bus-Stud. Add...24 Mason St., WPRO Bldg.
Phone Number.........Plantations 1-9776
Air Time..............Full Time
News Service..........AP, UP
Representative..........Blair
Membership.............NARTB
President...............William S. Cherry, Jr.
General Manager........Arnold F. Schoen, Jr.
Commercial Mgr........Kenneth Curto
Program Director........John A. Owen
Chief Engineer........John V. Ferrl

WRIB
PROVIDENCE—1947
Frequency: 1220 Kc........Power: 1000 Watts d.
Bus-Studio Address...Narragansett Hotel
Phone Number.........Union 1-4512
News Service..........UP
Transcription Service.Associated
Representative.........Forjoe
President...............Frank Rao
General Manager.......Nicholas Ruggieri
Chief Engineer.........Fred Weiss

WERI
WESTERLY—1949—ABC-KBS
Frequency: 1230 Kc........Power: 250 Watts
Owned-Oper. By.........Radio Westerly, Inc.
Address........34 Main St.
Phone Number.........WE 2263
Air Time..............Full Time
News Service..........UP
Transcription Service.....Lang-Worth
Representative.........Walker, Bannan
President...............Richard G. Moore
Gen., Sta. Mgr........Warren M. Greenwood
Commercial Mgr........Melvin H. Lahr
Prog., Publ. Director...Brud Warren
Chief Engineer.........Anibal Martins

WON
WOONSOCKET—1946—MBS
Frequency: 1240 Kc........Power: 250 Watts
Business-Studio Address...99 Main St.
Phone Number.........1240
News Service..........AP
Transcription Service.....World
President...............Mrs. Andrew P. Palmer
General Manager.......Mitchell F. Stanley
Program Director........Eugene C. Roussac
Chief Engineer.........Harold Belknap

HELP THE RED CROSS
SOUTH CAROLINA
Pop. Feb. 1, 1954 (Est.) 2,181,000 — Families 530,000
Radio Homes 441,000 — TV Homes 195,000 — Stations in State 51

WAKN
Aiken—1952
Frequency: 980 Kc. Power: 1000 Watts d.
Address: Box 811
Phone Number: 774242
News Service: AP
Transcription Service: NARTB, BAB
President: B. T. Whitmire
General Manager: John More
Station Manager: Randy Davidson
Chief Engineer: Allen Askins

WAIM
Anderson—1935—CBS
Palmetto Net
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address-Trans. Local: 1 Martin St.
Phone Number: 3800-1
Air Time: Full Time
News Service: INS
Newspaper Affiliation: Independent, Daily Mail
Transcription Service: World, Lang-Worth
Representative: R. A. Love
President: Wilton E. Hall
General Manager: Glenn P. Warnock
Commercial Mgr.: G. P. Browne
Sales Prom. Mgr.: V. Beath
Program Director: Marshall Gailliard
Chief Engineer: John Willis

WANS
Anderson—1949—MBS
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Carolina Bestg. Co.
Address: Box 211
Phone Number: 3262
Transcription Service: Standard
Representative: Devney
News Service: UP
President: C. R. Johnson
General Manager: R. E. Liverance
Commercial Mgr.: Robert S. Fant
Chief Engineer: Alfred W. Pratt

WBAY
Barnwell—1953
Address: Jackson St. Ext.
Phone Number: 3507
News Service: UP
Transcription Service: Thesaurus
President: J. A. Gallimore
Comm. Sta. Mgr.: Joe Wilder
Program Director: Frank Harmon
Chief Engineer: Marion P. Jones

WBSC
Bennettsville—1947—MBS
Frequency: 1550 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
General Manager: Malcolm A. Young
Prog. Publ. Director: Neil Terrell
Chief Engineer: John Gronert

WACA
Camden—1948
Owned-Operated By: Camden Bestg. Co.
Address: Camden
Phone Number: 80
News Service: UP
Transcription Service: World
President: Haygood S. Bowden
General Manager: Tom Richards
Chief Engineer: Angelo Amadio

WCSC
Charleston—1930—CBS
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By: WCSC, Inc.
Address: Francis Marion Hotel
Phone: 2-7611
News Service: UP
Transcription Service: World
Representative: R. E. Peters
Membership: NARTB, BAB
Program Director: Robert Tamblyn
Sales Prom. Publ. Dir.: Alma D. Davis
Chief Engineer: Wilbur Albee

WHAN
Charleston—1946—ABC
Frequency: 1340 Kc. Power: 250 Watts
Business Address: 152 Market St.
Phone Number: 3-1643
News Service: UP
Transcription Service: Capitol
Representative: Headley-Reed
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 Bdcstrs., Inc.
Business-Studio Address: 149 Wentworth St.
SOUTH CAROLINA

WTMA
CHARLESTON—1939—NBC
Owned-Oper. By  Atlantic Coast Bstg. Co.
Business Address  133 Church St.
Phone Number  2-2652
Air Time  Full Time
News Service  AP
News Affili.  Evening Post, News & Courier
Transcription Service  Thesaurus
Representative  Hollingsby
Membership  NARTB
President  Edward Manigault
Gen., Sta. Mgr.  Douglas M. Bradham
Program Director  Newton S. Smyth
Chief Engineer  Gordon Knight

WUSN
CHARLESTON—1948—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By  Southern Bstg. Co.
Address  Box 154
Phone Number  2-2652
News Service  UP
Air Time  6 a.m.-M.
Transcription Service  Standard
Representative  Interstate
Promotion Manager  Dean Callahan
Program Director  Henry Hoppe
Publicity Director  Edith Crosby
Chief Engineer  Walter Nelson

WCRE
CHERAW—1953
Frequency: 1420 Kc.  Power: 500 Watts d.
Phone Number  7500
Representative  Sherman
President  Dr. R. D. Baxley
Gen., Comm. Mgr.  D. A. Baxley
Vice-President  R. D. Meisheimer
Program Director  Frank Martin
Chief Engineer  W. L. Hipp

WGCD
CHESTER—1948—MBS—KBS
Frequency: 1490 Kc.  Power: 250 Watts
 Owned-Oper. By  Craig Bstg., Co.
Address  128 Main St.
Phone Number  2171
News Service  AP
President  Morgan J. Craig
Gen., Sta., Comm. Mgr.  George P. Cobb
Promotion Director  James Kennedy

WCOS
COLUMBIA—1939—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated 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 Eppe
Program Director  John Ropp
Chief Engineer  Robert D. Lambert, Jr.

WIS
COLUMBIA—1930—NBC
Frequency: 580 Kc.  Power: 5000 Watts
Owned-Oper. By  Bstg. Co. of the South
Business-Studio Address  1111 Bull St.
Phone Number  3-8431
Air Time  Full Time
News Service  AP, UP
Transcription Service  SESAC, Thesaurus
Representative  H. R. Free & Peters
Membership  NARTB, BAB
President  B. Calhoun Hipp
General Manager  G. Richard Shafto
Station Manager  J. Dudley Saumenig
Local Sales Mgr.  W. Miller Montgomery
Program Director  Frank Harden
Chief Engineer  Herbert G. Edson, Jr.

WMSC
COLUMBIA—1945—CBS
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Oper. By  WMSC Radio, Inc.
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
Pres., Gen., Sta., Comm. Mgr.  C. Wallace Martin
Prog., Pub. Dir.  Charles Wickensber
Chief Engineer  C. E. Stone

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
General Manager  H. Moody McElveen
Commercial Manager  W. C. Bochman
Program Director  David Campbell
Chief Engineer  Don Willoughby

584
W L A T
CONWAY—1945—MBS
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: P. O. Box 497
Phone Number: 340
Representative: Joseph Hershey McGillivra

W D S C
DILLON—1946—ABC
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: Border Bestg., Co., Inc.
Address: Box 231
Phone Number: 470-1
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
Pres., Gen. Sta. Mgr.: Joseph Martin
Commercial Manager: Adelaide C. Monroe
Prob. Sales Prom. Mgr.: Lee Lumpkin
Publicity Director: Johnny Quick
Chief Engineer: Ray Allen

W E L P
EASLEY—1951—KBS
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By: Pickens County Bestg. Co.
Address: Box 522
Phone Number: 9388
News Service: UP
Representative: Indie Sales
Membership: BAB
Pres., Gen. Mgr.: Cleatus Brazzell
Chief Engineer: H. O. McDonald, Jr.

W J M X
FLORENCE—1947—ABC
Frequency: 970 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Atlantic Bestg., 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
Chief Engineer: Frank Jenne

W O L S
FLORENCE—1937—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Florence Bestg., Co., Inc.
Business-Studio Address: 151 S. Dargan St.
Phone Number: 3271-2
News Service: UP
Transcription Service: SESAC
Representative: Southern Radio Rep
Pres., Gen. Mgr.: Melvin Purvis
Sta., Comm. Mgr.: A. P. Skinner
Program Director: Don Gray
Chief Engineer: W. A. Pritchett

W F G N
GAFFNEY—1948
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
Promotion Mgr.: Mrs. E. Stacy
Program Director: B. Gibbons
Chief Engineer: J. E. Parker

W G T N
GEORGETOWN—1949—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address: Trans. Loc.: 216 Fraser St.
Phone Number: 3-3421
Air Time: Full Time
News Service: UP
Transcription Service: Associated
Representative: Pearson
President: V. D. Ramseur
Gen. Mgr., Prog. Dir.: J. F. McDonough
Traffic Director: Inez Anders
Sales Mgr.: John Westbrook
Chief Engineer: H. A. Morris

W A K E
GREENVILLE—1950—CBS
Frequency: 1440 Kc. Power: 500 Watts DA 2
Address: 3 College St.
Phone Number: 5-7406
Air Time: Full Time
News Service: UP
Transcription Service: Associated
Representative: Pearson
President: V. D. Ramseur
Gen. Mgr., Prog. Dir.: J. F. McDonough
Traffic Director: Inez Anders
Sales Mgr.: John Westbrook
Chief Engineer: H. A. Morris

W E S C
GREENVILLE—1947
Business-Studio Address: 1 College St.
Phone Number: 2-8241
News Service: AP
Transcription Service: Lang-Worth
Representative: Rambeau, Dora-Clayton
President: (Mrs.) James Meade
General Manager: Buddy E. Starcher
Commercial Manager: James G. Meade
Chief Engineer: F. B. Bailey

W F B C
GREENVILLE—1933—NBC
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: WMRC, Inc.
Business-Studio Address: Poinsett Hotel
Phone Number: 5-8525
Air Time: Full Time

585
News Service .......................... UP
Transcription Service .................. Thesaurus
Representative ...................... Avery-Knodel
Membership ........................ NARTB, BAB
President ............................. R. A. Jolley, Sr.
Gen., Sta., Comm. Mgr. .............. Kenneth Beachboard
Sales Prom. Mgr. .................. Keener Garrett
Program Director ...................... William T. Arrington
Publicity Director ..................... Lidie Walters
Chief Engineer ...................... Burtn T. Anderson

WMU U
GREENVILLE—1949

Frequency: 1260 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..................... Bob Jones Univ.
Address ............................ Greenville
Phone Number ..................... GR 2-6711
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. ................. D. Yearick, J. Baehre
Program Director ................... Paul Schultis
Publicity Director .................... Virginia Patterson
Chief Engineer ...................... Paul Mathew

W C R S
GREENWOOD—1941—NBC

Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By ............... Greenco, Inc.
Address ............................ P. O. Box 886
Phone Number ..................... 4300
News Service .......................... AP
Transcription Service ... Thesaurus, Associated
World Representative .............. Thomas Clark, Ayers
Membership ........................ NARTB, BAB
President ............................ Douglas Featherston
General Manager ..................... Dan Crosland
Commercial Manager ............... Ralph Norman
Chief Engineer ...................... Charlie Sparks

W G S W
GREENWOOD—1953—MBS

Frequency: 1350 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ...................... Radio Greenwood Inc.
Address ............................ Edward Arms Bldg.
Phone Number ..................... 9-7372
News Service .......................... UP
Representative ...................... Indie
President ............................. W. C. Woodall Jr.
General Manager ..................... C. H. Grider
Commercial Mgr. .................. Vernon C. McCarthy
Station Manager ..................... Olyn L. Gee
Chief Engineer ...................... Eddie Rose

W E A B
GREER—1949—KBS

Frequency: 800 Kc. .... Power: 250 Watts d.
Address ............................ P. O. Box 151
Phone Number ..................... 1057-8
News Service .......................... UP
Transcription Service ... Lang-Worth
Co-O., Gen., Comm. Mgr. ................. 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
Transcription Service ... Capitol
President .............................. Charles H. Campbell
General Manager ..................... Raymond Caddell
Commercial Manager ................ George Brandon
Program Director ................... Earl Caton
Chief Engineer ...................... Donald A. Brden

WDKD
KINGSTREE—1949

Frequency: 1300 Kc. .... Power: 1000 Watts d.
Owned-Operated By ............... Palmetto Bstg. Co.
Address ............................ Kingstree
Phone Number ..................... 6761
News Service .......................... AP
Transcription Service ... World
General Manager ..................... E. G. Robinson, Jr.
Program Director ................... Carroll Godwin
Chief Engineer ...................... Dan Owen

W J O T
LAKE CITY—1953

Frequency: 1260 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..................... Lake Bstg. Corp.
Address ............................ 10 S. Acline Ave.
Phone Number ..................... 7631
President ............................ James Olin Tice Jr.
General Manager ..................... J. O. Tice Sr.
Commercial Mgr. ................. Wofford McCutcheon
Program Director ................. Ralph Bramlett
Chief Engineer ...................... Walter Turner

WLCM
LANCASTER—1951

Frequency: 1360 Kc. .... Power: 1000 Watts d.
Owned-Operated By ............... Royal Bstg. Co.
Address ............................ 103 S. Catawba St.
Phone Number ..................... 2051
News Service .......................... AP
Transcription Service ... Thesaurus, World
President ............................ Charles Connelly
General Manager ..................... William Cable
Program Director ................... Joann McManus
Chief Engineer ...................... Robert Shikenjanski
**WLHG**

LAURENS—1948—KBS

Owned-Operated By: WLBG, Inc.
Business Address: Box 642, Laurens
Phone Number: 2-2331
News Service: UP
Transcription Service: World
President: James C. Todd
General Manager: Richards Todd
Program Director: Carroll Sexton
Chief Engineer: Jack Taylor

**WJAY**

MULLINS—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mullins & Marion Bstg. Co.
Address: Box 41
Phone Number: 3901
News Service: UP
Transcription Service: Longworth
President: W. G. Smith
Gen., Sta., Comm. Mgr.: James F. Ramsey
Chief Engineer: George Magera

**WMRA**

MYRTLE BEACH—1948

Owned-Oper. By: Elizabeth Evans
Address: Ocean Forest Hotel
Phone Number: 5081
Pres., Gen. Mgr.: Elizabeth Evans
Commercial Manager: S. W. Monroe
Program Director: Crosby Brunson
Chief Engineer: W. C. Evans

**WKDK**

NEWBERRY—1946—MBS-KBS

Address, Trans.: 11 Radio Dr., Box 211
Phone Number: 143
News Service: AP
Transcription Service: Thesaurus
Pres., Gen., Sta., Mgr.: James F. Coggin
Commercial Mgr.: Emory Bedenbaugh
Chief Engineer: Ray Gilliam

**WDIX**

ORANGEBURG—1946—ABC MBS-KBS

Owned-Oper. By: WDIX, Inc.
Phone Number: 1420
Air Time: Unlimited
News Service: AP
Membership: BAB
President: Charles S. Henry
General Manager: Frank B. Estes
Asst. Manager: Frank Best, Jr.
Program Director: Joe Phillips
Commercial Mgr.: Norman M. Matthews
Chief Engineer: Gus Browning

**WTND**

ORANGEBURG—1948

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By: WTND, Inc.
Phone Number: 1600
Transcription Service: World
Representative: Thos. F. Clarr, Dora-Clayton
Gen., Sta. Mgr., Pres.: J. I. Sims
Program Director: Richard R. Rham
Chief Engineers: Larry W. Styles, Perry Herrington

**WRHI**

ROCK HILL—1944—MBS

Phone No.: 2085
Transcription Service: World
Representative: McGilvra
Sta. Mgr., Prog. Dir.: Wm. S. Beatty
Commercial Manager: Harper S. Gault

**WTYC**

ROCK HILL—1948

Frequency: 1150 Kc. Power: 1000 Watts d.
Bus-Studio Address: Box 1091
Phone Number: 3175
President: T. Lamar Simmons
Chief Engineer: Robert Bolin

**WSNW**

SENeca—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Address: Seneca
Phone Number: 8234
News Service: UP
Transcription Service: Langworth, World
Pres., Gen. Mgr.: J. A. Galloway
Program Director: Virginia Galloway
Commercial Mgr.: Chet Munson
Chief Engineer: Herbert Housea

**WJAN**

SPARTANBURG—1953—ABC-MBS

Address: 101 Schuyler Bldg.
Phone Number: 3-1400
News Service: AP
Owner, Gen. Mgr.: W. Ennis Bray
Commercial Mgr.: Charles Goodyear
Program Director: Bob Way
Chief Engineer: James Tate

**WIRD**

SPARTANBURG—1940—NBC

Frequency: 910 Kc. Power: 1000 Watts
WSPA
SPARTANBURG—1930—CBS
Frequency: 950 Kc. .... Power: 5000 Watts
Business-Studio Address: 291 E. Main St.
Phone Number: 32711
Air Time: Full Time
News Service .... AP
Representative: Hollingbery
Membership .... NARTB, BAB
Transcription Service .... Thesaurus
President .... Walter J. Brown
Manager .... John W. Kirkpatrick
Commercial Mgr .... J. H. Callaway
Program Director .... Oles C. Womick
Chief Engineer: Clyde J. Burdette

WFIG
SUMTER—1940—MBS
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Oper. By: Radio Station WFIG, Inc.
Business-Studio Address: Box 30
Phone Number: 1340
News Service: World
Transcription Service .... World
Representative .... Joseph Hershey McGillivra
Pres., Comm. Mgr .... Fulton B. Creech
General Manager .... T. Doug Youngblood
Commercial Mgr .... Fulton B. Creech, Jr.

WSSC
SUMTER—1953—ABC
Frequency: 1240 Kc. .... Power: 100 Watts
Owned-Oper. By: Radio Sumter
Address: E. Calhoun Ext.
Phone Number: 1498
President .... J. A. Gallimore
General Manager .... Ed Damron
Commercial Manager .... Hiram Bray
Program Director .... Ann Davidson
Promotion Manager .... Harry Fowler
Chief Engineer .... Leon Webb

WBCU
UNION—1949—MBS
Frequency: 1460 Kc. .... Power: 1000 Watts
Owned-Oper. By: Bestg. Co. of Union, Inc.
Address: 210 East Main St.
Phone Number: 1200
Air Time: 6:00 a.m. to 12:00 M.
News Service: AP
Transcription Service .... World
Sta., Repr. .... Keystone
Pres., Gen. Mgr .... Edward L. B. Osborne
Program Director .... Noel Belue
Chief Engineer .... T. W. Weathers

WALD
WALTERBORO—1947—MBS
Frequency: 1490 Kc. .... Power: 250 Watts
Studio Address: Box 12
Phone Number: 6262
News Service: AP
President .... R. M. Jefferies
General Manager .... Louis M. Neale, Jr.
Program Director .... Peggy Ballentine

SOUTH DAKOTA
Pop. Feb. 1, 1954 (Est.) 666,000 — Families 231,000
Radio Homes 221,000 — TV Homes 18,500 — Stations in State 14

KABR
ABERDEEN—1952
Address: Hway. No. 281 N.
Phone: 2686
News Service: AP
Pres., Gen. Mgr., Chief Eng .... D. T. Hunt

KSDN
ABERDEEN—1948—ABC
Frequency: 930 Kc. .... Power: 1000 Watts
Owned-Oper. By: Aberdeen News Co.
Phone Number: 4573
Program Director: Richard Elam
Chief Engineer .... Paul Reidy

KDSJ
DEADWOOD—1947—MBS
Frequency: 980 Kc. .... Power: 1000 Watts
Owned-Oper. By: Heart of the Black Hills Sta.
Address: 745 Main
Phone Number: 186
Transcription Service: World
News Service: UP
Gen. Mgr., Chief Engr.: Eli Daniels
Commercial Manager: Harry Daniels
Program Director: Bonnie Laughlin

**KIJV**
**HURON—1947—NBC-KBS**
Frequency: 1340 Kc.
Power: 250 Watts
Owned-Oper. By: James Valley Bcstg. Co., Inc.
Bus.-Studio Address: 1726 Dakota Ave., S.
Phone Number: 765
Transcription Service: Thesaurus
Pres., Gen. Mgr.: Max F. Staley
Comm. Mgr.: Dwight Coursey
Program Dir.: Dale Larson

**KORN**
**MITCHELL—1947—MBS**
Frequency: 1490 Kc.
Power: 250 Watts
Bus.-Studio Address: 217-219 N. Main
Phone Number: 621
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTB
Gen., Sta. Mgr.: Raymond V. Eppel
Comm., Sales Prom. Mgr.: M. Johnson
Chief Engineer: J. R. Doherty

**KGFX**
**PIERRE—1916—KBS**
Frequency: 630 Kc.
Power: 200 Watts d.
Owned-Oper. By: Estate of Dana McNeil
Bus.-Studio Address: 203 W. Summit Ave.
Phone Number: 2351
Air Time: 9:30 a.m.-sunset
News Service: UP
Representative: Larson
President: Ida A. McNeil

**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
Transcription Service: World, Capitol
Membership: NARTB, BAB
President: Robert J. Dean
Gen., Sta., Comm. Mgr.: Abner H. George
Chief Engineer: Robert Mustelid

**KQRS**
**RAPID CITY—1953—MBS**
Frequency: 1340 Kc.
Power: 250 Watts
Owned-Oper. By: Heart of the Black Hills Sta.
Phone Number: 61050
News Service: UP
President: John Daniels
General Manager: Eli Daniels
Commercial Manager: Stan Lieberman
Program Director: Truman Walrod

**KELO**
**SIOUX FALLS—1937—NBC**
Frequency: 1320 Kc.
Power: 5000 Watts
Bus.-Studio Address: Phillips Ave.—8th St.
Phone Number: 5-8471
Air Time: 5:45 a.m.-1 a.m.
News Service: UP
Transcription Service: Capitol, Standard
Representative: Taylor
President, Gen. Mgr.: Joe Floyd
Station Manager: Evans Nord
Program Director: Wip Robinson III
Publicity Director: Julie Wilds
Chief Engineer: Lester Froke

**KIHO**
**SIOUX FALLS—1948—MBS**
Frequency: 1270 Kc.
Power: 1000 Watts
Owned-Oper. By: Big Sioux Bcstg. Co., Inc.
Address: 218 South Main Ave.
Phone Number: 7-7736
News Service: UP
Representative: Paul H. Raymer Co.
President: Dr. J. D. Conner
General Manager: David J. Kempkes
Commercial Manager: Richard C. Morenus
Program Director: Fred W. Schweikher

**KISD**
**SIOUX FALLS—1948—KBS**
Frequency: 1230 Kc.
Power: 250 Watts
Owned-Operated By: KISD. Inc.
Bus.-Studio Address: KISD Bldg., W. 12th
Phone Number: 5-5771
News Service: AP
President: H. R. Alton
Gen. Mgr., Prog. Dir.: Verl Thomson
Commercial Manager: Gabe Caffrey
Sales Prom. Mgr.: Bob Printup
Chief Engineer: John Vick

**KSOO**
**SIOUX FALLS—1927**
Frequency: 1140 Kc.
Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By: Sioux Falls Bcstg. Asso., Inc.
Address: 317 S. Phillips Ave.
Phone Number: 5-5601
News Service: AP
Transcr. Service: RCA, Thesaurus
Station Representative: Avery-Knodel, Inc.
President: Morton Henkin
Vice Pres., Gen. Mgr.: George R. Hahn
Station Manager: George “Bill” Rohn
Commercial Manager: Rollie R. Williams
Chief Engineer: Max Pierce
KWAT
WATERTOWN—1926—KBS
Frequency: 950 Kc.  Power: 1000 Watts
Address ........................ Watertown
Phone Number .................. 777
News Service ......................... AP
Transcr. Service ................. Standard
Representative .................... Walker
Membership ...................... NARTB, BAB
President ........................ John Ehrstrom
General Manager .............. Ross E. Case
Sales Prom. Mgr. .............. Bernard Kinney
Chief Engineer .................. Francis Alwin

WNAX
YANKTON—1923—CBS
Frequency: 570 Kc.  Power: 5000 Watts
Owned-Operated By: Cowles Bstg. Co.
Bus.-Studio Address ......... WNAX Bldg.
Phone Number ................ YA 442
Air Time ......................... 5:30 a.m.-M.
News Service ...................... AP, UP
Transcription Service ........ Capitol
Representative .................... Kats
Membership ...................... NARTB, BAB
President: Gardner Cowles
General Manager: Robert R. Tincher
Advertising Director: Donald D. Sullivan
Promotion Mgr.: Larry Butler
Program Director: Roland Peterson
Chief Engineer: Clifton M. Todd

TENNESSEE
Pop. Feb. 1, 1954 (Est.) 3,424,000 — Families 884,000
Radio Homes 768,000 — TV Homes 391,000 — Stations in State 65

WLAR
ATHENS—1946—KBS-MBS
Frequency: 1450 Kc.  Power: 250 Watts
Business-Studio Address .... N. Jackson St.
Phone Number ............... 1450
News Service ......................... UP
Transcription Service ........ Thesaurus
President ....................... Lowell F. Arterburn
General Manager ........ Buell J. Charles
Program Director ........ E. Max Robinette
Commercial Manager ...... Leonard Dawson
Chief Engineer ............... J. W. Turner

WOPI
BRISTOL—1929—NBC
(See Also Bristol, Va.)
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ......... Radiophone Bstg. Station, WOPI, Inc.
Business-Studio Address ... 310 State St.
Phone Number .......... 3730
Air Time ...................... 5:30 a.m.-12:05 a.m.
News Service ......................... AP
Transcription Service .... Lang-Worth
Representative .................... Burn-Smith
Membership ...................... NARTB, BAB
Pres., Gen., Sta. Mgr. ......... W. A. Wilson
Commercial Mgr. .............. James C. Wilson
Publicity Director .......... Margaret Lewis
Chief Engineer ................. George Guertin

WAPO
CHATTANOOGA—1936—NBC
Frequency: 1150 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By ............. WAPO Bstg, 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
Pres., Gen., Sta. Mgr. ......... R. G. Patterson
Program Director .......... Frances Harley
Prom., Pub. Dir. ...... Helen Patterson
Chief Engineer .............. B. B. Barnes

WDEF
CHATTANOOGA—1941—NBC
Frequency: 1370 Kc.  Power: 5000 Watts
Bus.-Studio Address ....... 420 Volunteer Bldg.
Phone Number ............... 6-5664
Air Time ...................... 5:00 a.m.-M.
News Service ...................... UP
Transcription Service ........ Capitol
Representative .................... Branhem
Membership ...................... NARTB
President.................................Carter M. Parham
General Manager.........................Ken Flenniken
Sales Prom. Mgr..........................Warren Herring
Program Director.........................Morris Quave
Chief Engineer...........................B. C. Baker

WDOD
CHATTANOOGA—1925—CBS
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
Transcription Service......................Standard, World
Representative...........................Paul H. Raymer
Membership..............................NARTB
Pres., Gen., Sta. Mgr......................Earl W. Winger
Commercial Manager.....................Norman A. Cline
Publicity Director.......................Byron J. Bush
Program Director.........................Frank F. Hubbs
Chief Engineer..........................James E. Walker

WDXB
CHATTANOOGA—1948
Frequency: 1490 Kc....................Power: 250 Watts
Owned-Oper. By.........................WDXB, Inc.
Address.................................Dome Bldg.
Phone Number...........................6-1114
Representative...........................Forjoe
Transcription Service.....................SESAC
Membership..............................NARTB, BAB
News Service............................AP, UP
President.................................Joseph Bloom
General Manager.........................B. E. Fincher
Commercial Mgr..........................Carl Harden
General Manager.........................J. M. Brown
Chief Engineer...........................E. E. East

WMFS
CHATTANOOGA—1951
Frequency: 1260 Kc....................Power: 1000 Watts
Owned-Oper. By.........................WMFS, Inc.
Address.................................215 W. Ninth St.
Phone Number...........................6-4145
News Service............................AP
Representative...........................J. W. Pearson
Pres., Gen., Sta. Mgr.....................Brody Timm
Program Director.........................Fred Webb

WJZM
CLARKSVILLE—1941—MBS-KBS
Frequency: 1400 Kc....................Power: 250 Watts
Owned-Oper. By.........................Campbell & Sheltall
Business-Studio Address..............411 Madison St.
Phone Number...........................6414
News Service............................AP
Transcription Service.....................Thesaurus
Membership..............................NARTB, BAB
Pres., Gen., Sta. Mgr.....................E. T. Campbell
Commercial Manager.....................Parry Sheltall
Publicity Dir............................David J. Muhlstein
Chief Engineer..........................John Bailey

WBAC
CLEVELAND—1945—MBS
Frequency: 1340 Kc....................Power: 250 Watts
Owned-Oper. By.........................Robert W. Rounsaville
Business-Studio Address.............Box 677
Phone Number...........................62
Air Time.................................6:00 a.m.-10:30 p.m.
News Service............................UP
General Manager.........................E. W. Rounsaville
Station Manager.........................Thad F. Fitch
Program Director.........................Paul Kirksey
Chief Engineer..........................William D. Stuart

WKRM
COLUMBIA—1946—MBS-KBS
Frequency: 1340 Kc....................Power: 250 Watts
Owned-Oper. By.........................The Middle Tennessee
Bcstig. Co., Inc.
Bus.-Studio-Transmitter Address....P. O. Box 71
Phone Number...........................1340
News Service............................AP
Transcription Service.....................World
Sales Prom. Mgr.........................Mel Duquer
Program Director.........................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
News Service............................UP
Representative...........................Continental Radio Sales
Membership..............................NARTB, BAB
General Manager.........................M. L. Medley
Station Director.........................Joe Mabry
Publicity Director.......................Stacey Mott
Chief Engineer..........................Claude Haston

WA EW
CROSSVILLE—1953
Frequency: 1340 Kc....................Power: 100 Watts
Owned-Oper. By.........................WA EW, Inc.
Address.................................10th & School Sts.
Phone Number...........................334
News Service............................UP
President.................................Arthur Wilkerson

WD SG
DYERSBURG—1946—MBS
Frequency: 1450 Kc....................Power: 250 Watts
Address.................................Box 58
Phone Number...........................77
Transcription Service.....................World
News Service............................AP
General Manager.........................Frank Armstrong
TENNESSEE

Commercial Manager............Wendell Vaughan
Program Dir.....................Bill Ward
Chief Engineer................Dave Ross

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
Station Manager..............Frazier Cochrane
Commercial Mgr................Frank Ryan
Program Director.............Bill Hale
Chief Engineer................M. C. Bowers, Jr.

WEKR
FAYETTEVILLE—1948—MBS-KBS
Frequency: 1240 Kc........Power: 250 Watts
Business-Studio Address........Box 625
Phone Number.....................1240
President.......................John R. Crowder
General Manager.............James Porter Clark
Station Manager.............Jim Tate
Program Director.............Teddy Barnes
Chief Engineer................Ernest Tucker

WAGG
FRANKLIN—1953
Frequency: 950 Kc........Power: 1000 Watts d.
Owned-Oper. By..............Williamson County Bcstg.
Address.........................Mallory Rd.
Phone Number.....................982
Representative..............Best
Pres., Gen. Mgr..............William Ormas
Commercial Mgr................A. B. Thomas
Program Director...........Bob Holland
Promotion Mgr.................Ralph Emery
Chief Engineer..............Ellis F. Jones Jr.

WHIN
GALLATIN—1948—KBS
Frequency: 1010 Kc........Power: 1000 Watts d.
Owned-Oper. By..............Sumner County Bcstg.
Address.........................Box 811
Phone Number.....................1010
News Service ..................UP
President.......................A. B. Perkins
Gen., Sta., Prog. Mgr........J. B. Thomas
Commercial Manager..........Charles Brewer
Chief Engineer...............Lee Raines Jr.

WGRV
GREENEVILLE—1946—MBS
Frequency: 1340 Kc........Power: 250 Watts
Owned-Oper. By..............Radio Greeneville, Inc.
Address..........................Depot St.
Phone Number.....................4147
News Service ..................UP
Transcription Service.........Capitol

Pres., Gen. Mgr..............Paul Metcalfe
Commercial Manager...........Hugh Pickel
Program Director.............Bill Moore
Chief Engineer................Laila Hampton

WHBT
HARRIMAN—1947—MBS-KBS
Frequency: 1230 Kc........Power: 250 Watts
Owned-Oper. By..............The Harriman Bcstg. Co.,
Inc.
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
Owner, Gen. Mgr.............F. L. Crowder
Comm, Sales Prom. Mgr......Walter Scarbrough
Pgm. Dir., Chief Ann........Carl Williams
Chief Engineer..............Reggie Honey

WIRJ
HUMBOLDT—1949—MID-SOUTH
KBS
Frequency: 740 Kc........Power: 250 Watts d.
Address.........................210 N. 22nd Ave.
Phone Number.....................740
News Service ..................UP
Transcription Service.........Thesaurus
President......................J. F. Warmath
Gen., Sta. Mr................Howard E. Byrum
Chief Engineer...............Gerald Hicks

WDXI
JACKSON—1948—MBS-KBS
Frequency: 1310 Kc........Power: 5000 Watts d.
1000 n.
Owned-Operated By............Dj's Bcstg. Co.
Business-Studio Address...Williams Bldg.
Phone Number.....................7-861
Air Time.......................Unlimited
News Service ..................UP
Transcription Service.........World
Representative..............Burn-Smith. Dora-Clayton
Membership....................NARTB, BAB
Pres., Gen. Mgr..............Aaron B. Robinson
Station Manager.............Bill Winsett
Commercial Mgr..............Jack Murphy
Program Director...........Larry Crenshaw
Publicity Director...........Al Craven
Chief Engineer...............James S. Thomas

WTJS
JACKSON—1931—ABC-MID-SOUTH
Frequency: 1390 Kc........Power: 1000 Watts
Owned-Oper. By..............The Sun Publishing Co.
Bus-Studio Address............Jackson
Phone Number.....................7-3316
Air Time.......................5 a.m.-M.
News Service...................AP
Transcription Service.........World, Thesaurus
Representative ........................................... Branham
Membership ............................................. NARTB, BAB
Exec. V.P., Gen. Mgr...................................... A. A. Stone
Station Manager ........................................... Frank S. Proctor
Publicity Dir............................................... Peggy McKinnie
Program Director ....................................... Douglas Maxwell
Chief Engineer ............................................ Robert M. Gordon

WJHL
JOHNSON CITY—1938—ABC
1000 Watts n.
C. mend-Operated By .................................... WJHL, Inc.
Business-Studio Address .................................. 145 W. Main St.
Phone Number ........................................... 2780
Air Time ................................................... 6 a.m. M.
News Service ............................................. AP, UP
Transcription Service .................................... Lang-Worth
Representative ........................................... John E. Pearson
Membership ................................................ NARTB
President .................................................. W. H. Lancaster, Sr.
General Manager ......................................... W. H. Lancaster, Jr.
Publicity Director ....................................... W. K. Matthews
Program Director ....................................... William Shell
Chief Engineer ............................................ O. K. Garland

WETB
JOHNSON CITY—1947
Frequency: 790 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................................... Press, Inc.
Business Address ....................................... Main St.
Phone Number ........................................... 2983
News Service ............................................. AP
Representative ............................................ McGilivra
Transcription Service .................................... World
President ................................................... Carl A. Jones
General Manager ........................................ Arthur Kelsey
Program Director ....................................... Bernard Burleson
Chief Engineer ............................................ U. G. Jones

W Kin
KINGSPT—1951
Frequency: 1320 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................................... WETB, Inc.
Address ..................................................... Wexler & E. Mkt. Sts.
Pres., Gen. Mgr. .......................................... Cy N. Bahakel
Sta. Mgr., Chief Eng. .................................... John Strong

WKPT
KNOXVILLE—1940—NBC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By .......................................... Kingsport Bcstg. Co., Inc.
Business-Studio Address ................................ 222 Commerce St.
Phone Number ........................................... Circle 5-4161
Transcription Service .................................... The_saurus
Representative ............................................ Burn-Smith, Dora-Clayton
Membership ............................................... NARTB, BAB
President ................................................... C. P. Edwards, Jr.
Gen., Sta. Manager ....................................... Paul L. Overbay
Commercial Mgr. ........................................ Phil Weaver
Program Dir. .............................................. Martin Karantz
Publicity Dir. ............................................. Jim Davis
Chief Engineer ........................................... Thomas Phillips

WBIR
KNOXVILLE—1941—ABC
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By .......................................... Radio Station WBIR, Inc.
Business-Studio Address ................................ 618 S. Gay St.
Phone Number ........................................... 4-3321
Air Time ................................................... 5:30 a.m. M.
Transcription Service .................................... Thesaurus
Representative ............................................ Bolling
Membership .............................................. NARTB, BAB
Pres., Gen. Mgr. .......................................... John P. Hart
Program Director ....................................... Neal Branch
Publicity Director ....................................... Ted Brossart
Chief Engineer .......................................... J. Rex Horton

WIVK
KNOXVILLE—1953
Frequency: 860 Kc.  Power: 1000 Watts d.
Co-Owners ................................................ James M. Dick,
Marilynn M. Dick

WKGN
KNOXVILLE—1947—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Bus-Studio Address ..................................... Park Natl. Bank Bldg.
Phone Number ........................................... 4-0766
Air Time ................................................... 6 a.m. M.
News Service ............................................. AP
Transcription Service .................................... Lang-Worth
Membership .............................................. NARTB
Pres., Gen., Sta. Mgr. .................................... Clarence Beaman
Commercial Mgr. ........................................ J. Horton Davis
Program Director ....................................... John Ward
Chief Engineer ............................................ Milton L. Jones

WNOX
KNOXVILLE—1921—CBS
Frequency: 980 Kc.  Power: 10,000 Watts
Owned-Oper. By .......................................... Scripps-Howard Radio, Inc.
Business-Studio Address ................................ 10 S. Gay St.
Phone Number ........................................... 3-3171
Air Time ................................................... 5 a.m. - 1:05 a.m.
Newspaper Affiliation .................................. "News Sentinel"
News Service ............................................. UP
Transcription Service .................................... Standard
Representative ............................................ Branham
President ................................................... Jack R. Howard
General Manager ......................................... R. B. Westergaard
Comm-Sales Prom. Mgr. ................................. O. L. Smith
Program Dir. .............................................. C. A. McMahon
Chief Engineer ........................................... Ray Evans

WROL
KNOXVILLE—1927—NBC
Frequency: 620 Kc.  Power: 5000 Watts
Business-Studio Address ................................ 612 Gay St.
Phone Number ........................................... 2-7111
Air Time ................................................... Full Time
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. Dir.: H. W. Hudson
Chief Engineer: Fred Andrews

**WDXE**
**LAWRENCEBURG—1951—MBS**
**KEYSTONE**
Frequency: 1370 Kc. . Power: 1000 Watts d.
Address: 106½ S. Cumberland Ave.
Phone Number: 4462
News Service: UP
Transcription Service: SESAC, World Representative: Burn-Smith
President: Aaron B. Robinson
General Manager: George Eubanks
Program Director: Ken Marston
Promotion Manager: Bud Sawyer
Chief Engineer: Phillip Kemper

**WCOR**
**LEBANON—1949—KBS**
Owned-Operated By: Lebanon Bcstg. Co., Inc.
Address: 108½ S. Cumberland Ave.
Phone Number: 1540
News Service: AP
Comm. Mgr.: Michael R. Freeland
Chief Engineer: William Johnston

**WLIL**
**LENOIR CITY—1950**
Frequency: 730 Kc. . Power: 1000 Watts d.
Owner: WLIL, Inc.
Address: 406 E. Broadway
Phone Number: 1095
Membership: NARTB, BAB
News Service: UP
Pres., Gen. Mgr.: Arthur Wilkerson
Chief Engineer: Allen Breazeale

**WJJM**
**LEWISBURG—1947—MBS-KBS**
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Oper. By: Estate of James J. Murray
Address: Box 20
Phone Number: 780
News Service: AP
General Manager: Louis D. Linger
Chief Engineer: J. E. Sowell

**WGAP**
**MARYVILLE—1947**
Frequency: 1400 Kc. . Power: 250 Watts
Owned By: Aluminum Cities Bcstg. Co.
Address: Blount Natl. Bank Bldg.
Phone Number: 2490
Membership: NARTB, BAB
News Service:. AP
Transcription Service: Thesaurus
Co-owners: F. H. Corbett, H. C. Weaver
General Manager: F. H. Corbett
Commercial Manager: Horace McGill
Chief Engineer: Mark Murphy

**WMMT**
**McMINNVILLE—1947—MBS**
**KEYSTONE**
Frequency: 1230 Kc. . Power: 250 Watts d.
Address: McMinnville
Phone Number: 401
President: Dr. Sam J. Albright

**WDIA**
**MEMPHIS—1947**
Owned By: Bluff City Bcstg. Co.
Operated By: John Pepper, Bert Ferguson
Business-Studio Address: 2074 Union Ave.
Phone Number: 36-2703
News Service: UP
Representative: Dora-Clayton
Membership: NARTB, BAB
Gen. Mgr.: Bert Ferguson
Commercial Manager: Harold F. Walker
Chief Engineer: Henry N. Fones

**WCBR**
**MEMPHIS—1952**
Frequency: 1480 Kc. . Power: 1000 Watts d.
Address: Exchange Building
Phone: 57-7545
Representative: Gill-Perna
General Manager: Charles DeVois

**WHBQ**
**MEMPHIS—1925—MBS**
Frequency: 580 Kc. . Power: 500 Watts
Owned-Oper. By: Harding College
Bus.-Studio Address: Hotel Chisca
Phone Number: 8-6888
Air Time: Full Time
News Service: UP
Transcription Service: Associated Representative: John Blair
Membership: NARTB, BAB
President: Dr. George S. Benson
Gen. Sta. Mgr.: John Cleghorn
Commercial Mgr.: Tom W. Ragland
Program Director: Lee N. McCauchon
Sales Prom. Mgr.: Tom W. Ragland
Publicity Director: Leslie Birchfield
Chief Engineer: Welton Roy

**WHHM**
**MEMPHIS—1946**
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Oper. By: Mid-South Bcstg. Corp.
TENNESSEE

Business-Studio Address... 433 Sterick Bldg.,
Phone Number .................. 37-4422
News Service .......................... UP
Representative ...................... O. L. Taylor
Membership .............................. NARTB
President ............................. P. E. Furlow
Gen. Sta. Mgr. ......................... C. K. Beaver
Commercial Mgr. ..................... Allan Avery
Chief Engineer ..................... William Marsh

WMC MEMPHIS—1923—NBC
Frequency: 790 Kc.  Power: 5000 Watts
Owned-Oper. By ... Memphis Publishing Co.
Bus.-Studio Address... Goodwyn Institute Bldg.
Phone Number ............... 8-7464
News Service ....................... UP
Transcription Service  Thesaurus, Lang-Worth
Representative .................... Branham
Gen. Sta. Mgr. ...................... H. W. Slavick
Commercial Mgr. .............. Richard Voorhis
Program Director ................ Ott Roush
Chief Engineer .................. E. C. Frase, Jr.

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 .............. Standard
Transcription Service  Radio Representatives
Representative .......................... NARTB
Sales Prom. Mgr. ............. B. Brent Roper
Program Dir. .................... W. E. Crump
Chief Engineer ................ J. G. Deadderick

WREC MEMPHIS—1922—CBS
Frequency: 600 Kc.  Power: 5000 Watts
Owned-Oper. By ... WREC Bcstg. Service
Business-Studio Address... Hotel Peabody
Phone Number ............... 5-1313
News Service ....................... UP
Transcription Service  World, Lang-Worth, SESAC
Representative .......................... Katz
Owner, General Manager .... Hoyt B. Wooten
Commercial Manager ......... Hollis R. Wooten
Program Director ............ Roy Wooten
Chief Engineer .................. Wilson Raney

General Manager .................... Howell Ashford
Program Director .............. John Frank McCrary
Chief Engineer ..................... James R. Redden

WGNS MURFREESBORO—1946—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ... WGNS, Inc.
Address ......................... P. O. Box 456
Phone Number .............. 1450
News Service ....................... UP
Representative ..................... Holman
Transcription Service  World, Langworth
Program Director ................ John D. Hood
Chief Engineer .................. Paul Howell

WMTS MURFREESBORO—1953
Owned-Oper. By ... Murfreesboro Bcstg. Co.
Address ......................... 122 N.W. Broad
News Service ....................... UP
President ......................... Arthur D. Smith Jr.
General Manager ................ Virgil Trimm
Commercial Mgr. .......... Charles Snoddy
Program Director ............. Jim Edwards
Chief Engineer .................. Eugene Covington

WKDA NASHVILLE—1947
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ... WKDA Bcstg. Co.
Bus.-Studio Address... 1st American Natl. Bank Bldg.
Phone Number .................. 4-0511
News Service ....................... AP
Transcription Service  Capitol, Standard
Representative ..................... Bolling
Membership .......................... NARTB
(Owners) ......................... T. B. Baker, Jr. &
A. G. Beaman
General Manager ............ T. B. Baker, Jr.
Chief Engineer .................. Oscar C. Griffin, Jr.

WLAC NASHVILLE—1926—CBS
Frequency: 1510 Kc.  Power: 50,000 Watts
Owned-Oper. By ... Life & Casualty Insurance Co. of Tennessee
Bus.-Studio Address... Third Natl. Bank Bldg.
Phone Number ............... 6-0161
Air Time ................. 5 a.m.-1 a.m.
News Service ....................... UP
Transcription Service  Thesaurus
Representative .......................... Katz
Membership .............................. NARTB, BAB
Gen. Mgr. ......................... F. C. Sowell
Commercial Manager ......... E. G. Blackman
Program Director ............ Frank Gonzales
Chief Engineer .................. Paul Oliphant
Chief Engineer .................. F. D. Blins
WMK
NASHVILLE—1948—MBS
Frequency: 1300 Kc. Power: 5000 Watts
Address: Maxwell House Hotel
Phone Number: 4-3411
President: Frank W. Mayborn
General Manager: George B. Faulder
Sales Prom. Mgr.: Robert Cooper
Chief Engineer: Charles W. Stokely

WNAH
NASHVILLE—1949—KBS-LBS
Frequency: 1360 Kc. Power: 1000 Watts d.
Address: James Robertson Hotel
Phone Number: 4-7611
News Service: UP
Representative: Continental
Program Director: Donn C. McInturff
Chief Engineer: Harold Woodard

WSIX
NASHVILLE—1927—ABC
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: Louis B. Draughon
Address: Nashville Trust Building
Phone Number: 5-5451
Air Time: 5:00 a.m. to 12:00 M.
News Service: AP
Transcription Service: World
Station Representative: George P. Hollingbery
Membership: NARTB, BAB
Gen., Sta. Mgr.: Louis R. Draughon
Comm. Prom. Manager: E. S. Tanner
Program Director: Jack Simpson
Chief Engineer: Charles R. Duke

WSM
NASHVILLE—1925—NBC
Frequency: 650 Kc. Power: 50,000 Watts
Bus-Studio Address: 301 7th Ave. N.
Phone Number: 6-7181
News Service: AP, INS
Transcription Service: Thesaurus
Representative: Edward Petry
Membership: NARTB, BAB
Chairman of Board: E. W. Craig
President: John H. DeWitt, Jr.
Commercial Manager: Irving C. Waugh
Dir. of Publicity: Wm. H. McDaniels
Program Director: Jack Stapp
Chief Engineer: George A. Reynolds

WSOK
NASHVILLE—1951
Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By: Nashville Bcastg. Co.
Address: 419 Fourth Ave. N.
Phone Number: 42-0489
Representative: Forjoe

Pres., Gen., Sta. Mgr.: H. C. Young, Jr.
Com., Prom. Mgr.: Norman Stewart
Chief Engineer: Arthur Viaches

WATO
OAK RIDGE—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WATO, Inc.
Address: Municipal Market Bldg.
Phone Number: Oak Ridge 5-3535
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: H.R. Representatives
President: Ross Charles
Program Director: Thearoon O. Atkins
Chief Engineer: Hal Tompkins

WOKE
OAK RIDGE—1951—KBS
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Air Mart Corp.
Address: Box 391
Phone Number: 5-1333
News Service: AP
Representative: Continental
President: Harry C. Weaver
Commercial Mgr.: O. E. O’Brien
Program Director: William E. Sorrell
Chief Engineer: Henry McDonald

WTPR
PARIS—1947—KBS-MBS
Address: Davis Bldg.
Phone Number: 1700
General Manager: J. M. Cecil
Commercial Manager: B. C. Kilgore
Chief Engineer: Don Somerville

WKSR
PULASKI—1947—ABC
Frequency: 1420 Kc. Power: 1000 Watts
Address: Jones Bldg.
Phone No.: 1066-67
News Service: UF
Transcription Service: World, SESAC
President: J. R. Stephens
Commercial Mgr.: Mrs. J. R. Stephens
Pgm. Dir., Chief Ann.: George Martin
Chief Engineer: N. G. Morgan

WHAL
SHELBYVILLE—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Shelbyville Bcastg., Co. Inc.
Phone Number: 1400
News Service: UP
V.P., Gen. Mgr.: Charles Christian
Chief Engineer: Tim Marsh

596
THOSE WHO KNOW FAMOUS BRANDS . . .

Reports Station WDOD at Chattanooga, Tenn.: "AP has shown us that in addition to a superior news report, behind the famous name of Associated Press is a store of cooperation and service."

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
Texas

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Radio Homes 2,463,000 — TV Homes 1,129,000 — Stations in State 191

**K R B C**
ABILENE—1936—ABC—TEXAS
Frequency: 1470 Kc. Power: 5000 Watts d.
1000 Watts n.
Business Address Windsor Hotel.
Phone Number 4-6255
Air Time 6 a.m.M.
News Service AP
Transcription Service Associated
Representative John E. Pearson
President Dale Ackers
General Manager Howard Barrett
Comm. Sales Prom. Mgr. Forest Lane
Chief Engineer Troy Mallon

**K W K C**
ABILENE—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address 2500 Butternut
Phone Number 3-2545
News Service AP
Transcription Service World
Representative Venard
President W. P. Wright
Gen. Prom. Mgr. A. C. Eter
Commercial Manager Tyler Stewart
Program Director Leonard Johnson
Chief Engineer Forrest Tipton

**K B K I**
ALICE—1947—MBS
Frequency: 1070 Kc. Power: 1000 Watts
Owned-Operated By Alice Bcastg. Co.
Business Address Box 731
Phone Number 4-4324
Air Time Full Time
News Service AP
Transcription Service World
Representative Pearson
Membership NARTB
President E. G. Lloyd, Jr.
Commercial Manager Bob Grimes
Salsa Prom. Mgr. Irma Salas
Program Dir. J. Allen Frye
Publicity Director Gloria Sanchez
Chief Engineer Charles M. Boyd

**K V L F**
ALPINE—1947—MBS-KBS—CACTUS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Big Bend Bcastg.
Business Address P. O. Box 779
Phone Number 2144
News Service UP
Representative Hil F. Best
Transcription Service Thesaurus
President Jack Hawkins

**K A M Q**
AMARILLO—1947—MBS
Frequency: 1010 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Top of Texas Bcastg. Co.
Address 1301 Polk St.
Phone Number 2-8543
Representative Forje
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

**K F D A**
AMARILLO—1939—ABC
Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address Box 1400
Phone Number 4-5343
News Service UP
Representative Braman Co.
Membership BAB
President Wendall Mayes
General Manager Stan Wilson
Commercial Mgr. Ed Moore
Program Director Warren Anderson
Publicity Director Ruth Holt
Chief Engineer W. B. Spiller

**K G N C**
AMARILLO—1922—ABC—TQN
Frequency: 710 Kc. Power: 10,000 Watts
Address P. O. Box 751
Phone Number 3-4242
Air Time Full Time
News Service UP
Transcription Service World
Representative Kaz
Membership NARTB, BAB
President B. E. Walker
General Manager Tom Kritzer
Business Manager Calvin Handy
Sta. Mgr., Prog. Dir. Bob Watson
Chief Engineer W. H. Torrey

**K L Y N**
AMARILLO—1949—CBS
Frequency: 940 Kc. Power: 1000 Watts
Address 1014 West Seventh
TEXAS

KBUD
ATHENS—1948
Business Address: Box 309
Phone Number: 2777
Transmitter Location: Highway 19
Transcription Service: Langworth
News Service: UP
Sta., Gen. Mgr.: J. B. McNutt, Jr.
Consulting Engr.: Meri Saxon

KALT
ATLANTA—1950
Frequency: 900 Kc. Power: 1000 Watts d.
Phone Number: 900
Transcription Service: World
News Service: AP
Representative: Hill F. Best
President: Herman H. Wommack, Jr.
Gen., Sta. Mgr.: David A. Wommack
Commercial Manager: A. N. Dowd
Chief Engr.: James L. Watts

KNOW
AUSTIN—1927—ABC-TSN
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address: Capitol Natl. Bank Bldg.
Phone Number: 2-8213
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Clayton, Nat'l
Membership: NARTB, BAB
President: Wendell W. Mayes
Station Manager: Louis R. Cook
Commercial Mgr.: Mitt Coleman
Program Director: Frank Bissett
Chief Engineer: James E. Lewis

KTB
AUSTIN—1939—CBS
Frequency: 590 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Texas Bcstg. Corp.
Bus.-Studio Address: P. O. Box 717
Phone Number: 2-2424
News Service: UP
Transcription Service: World
Representative: Taylor Co.

KTXN
AUSTIN—1949
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Station KTXN
Address: P. O. Box 1102
Phone Number: 74476
Representative: Oakes, Clayton, Nat'l Time
Sales
President: Ed C. James, Sr.
Gen., Sta., Comm., Manager: Frank Stewart
Sales Promotion Manager: Larry Jones
Chief Engineer: Paul Lindhorn

KVET
AUSTIN—1946—MBS
Frequency: 1300 Kc. Power: 1000 Watts
Business-Studio Address: 113 West 8th
Phone Number: 8-8521
Air Time: Full Time
News Service: UP
Representative: Forjo
Membership: NARTB, BAB
President: John B. Connally
Gen., Sta. Mgr.: Willard Deason
Commercial Manager: Charles Howell
Program Director: Dave Smith
Chief Engineer: Willis Morter

KRUN
BALLINGER—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Runnels County Bcstg. Co.
Address: Box 351
Phone Number: 3151
News Service: AP
Representative: Best
President: Walter G. Russell
Gen., Comm. Mgr.: R. F. McGarvey
Chief Engineer: W. C. Kelley

KIOX
BAY CITY—1947—MBS-KBS
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By: Bay City Bcstg. Co.
Business Address: Box 1391
Phone Number: 4642-3
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Hil F. Best
President: J. G. Long
General Manager: Bryan Powell
Station Manager: Vernon Townsend
Commercial Manager: Boyd Porter
Chief Engineer: Sam Sitterlee
**Texas**

**K R C T**

**BAYTOWN—1947—KBS**


Owned-Operated By:  Bay Bestg. Co.

Address:  Box 629

Phone Number:  8251

News Service:  AP

President:  W. D. Christmas

Gen. Mgr., Chief Engr.:  M. J. Tavary

**K R E L**

**BAYTOWN—1947**

Frequency: 1360 Kc.  Power: 1000 Watts


Business Address:  Decker Drive

Phone Number:  2295

News Service:  UP

Transcription Service:  World

Representative:  Richard O'Connell

President:  Robert Matherne

General Manager:  Patt McDonald

Commercial Mgr.:  Don Lilly

Program Director:  Jay Shepherd

Chief Engineer:  Mack S. Malpee

**K F D M**

**BEAUMONT—1924—ABC**

Frequency: 560 Kc.  Power: 5000 Watts


Address:  P. O. Box 2950

Phone Number:  27758

Air Time:  Full Time

News Service:  UP

Transcription Service:  Lang-Worth

Representative:  Free & Peters, Inc.

Membership:  NARTB

President:  D. A. Cannon

Gen., Sta., Comm. Mgr.:  C. B. Locke

Program Director:  Dave Russell

Pub. Dir., Sales Prom. Mgr.:  H. F. Caldwell

Chief Engineer:  Harold W. Bartlett

**K J I M**

**BEAUMONT—1947**

Frequency: 1360 Kc.  Power: 1000 Watts d.

Owned-Oper. By:  KBPX Bdcstg. Inc.

Address:  2295 Calder Ave.

Phone Number:  2-0201

Representative:  Forjoe

News Service:  AP

Transcription Service:  Capitol

Chairman of Board:  Joe B. Crippen

Pres., Gen. Mgr.:  James King Smith

V.P., Comm. Mgr.:  Les Ryder

Chief Engineer:  Fred Reiner

**K R I C**

**BEAUMONT—1938**

Frequency: 1450 Kc.  Power: 250 Watts

Owned-Operated By:  The Enterprise Co.

Bus.-Studio-Trans. Address:  380 Walnut

Phone Number:  4-3311

News Service:  AP

Transcription Service:  World

Newspaper Affiliation: "Enterprise & Journal"

Representative:  Branham

Membership:  BAB

President:  O. Eugene Davis

General Mgr.:  E. C. Davis

Commercial Mgr.:  Jim Saxton

Chief Engineer:  Marvin J. Easterwood

**K T R M**

**BEAUMONT—1947**

Frequency: 990 Kc.  Power: 1000 Watts

Owned-Oper. By:  KTRM, Inc.

Business-Studio Address:  230 Orleans St.

Phone Number:  2-8478

News Service:  AP

Transcription Service:  World

President (Partnership):  John D. Rossi, V. L. Rossi

General Manager:  John D. Rossi

Station Manager:  James V. Rossi

Commercial Mgr.:  Fred Strong

Chief Engineer:  James Egbert

**K B S T**

**BEEVILLE—1949**


Address:  P. O. Box 650

Phone Number:  1490

News Service:  AP

Transcription Service:  World

President (Partnership):  John D. Rossi, V. L. Rossi

General Manager:  John D. Rossi

Station Manager:  James V. Rossi

Commercial Mgr.:  Fred Strong

Chief Engineer:  James Egbert

**K T X C**

**BIG SPRING—1949—KBS**

Frequency: 1400 Kc.  Power: 100 Watts


Address:  Big Spring City Park

Phone Number:  3300

Transcription Service:  World

News Service:  AP

Representative:  Hil F. Best

Pres., Gen. Mgr.:  V. T. Anderson
TEXAS

KFYN
BONHAM—1948
Owned-Operated By: Bonham Publ. Co.
Address: 314 N. Center St.
Phone Number: 915
News Service: BAB
Transcription Service: World
Membership: Bab
President: Clark Bass
Commercial Mgr.: Leon Patrick
Chief Engineer: Tommy Tomlinson

KHUZ
BORGER—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: KHUZ, Inc.
Address: Box 110
Phone Number: 1600
News Service: AP
Trans. Serv.: World, SESAC
Manager: R. G. Hughes
Commercial Manager: Louis Roberts
Chief Engineer: Herman Krelger

KNEL
BRADY—1935—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: G. L. Burns
Business-Studio Address: Brady
Phone Number: 7777
News Service: AP
Representative: Hil F. Best
Pres., Gen. Manager: G. L. Burns
Commercial Manager: J. S. Sloane
Chief Engineer: Cecil Nelin

KSTB
BRECKENRIDGE—1947—KBS
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: Stephens County Bcstg. Co.
Business-Studio Address: Miller Bldg.
Phone Number: 1430
News Service: AP
Transcription Service: Lang-Worth
Representative: Melville
Chief Engineer: R. E. Smith

KWHI
BRENHAM—1947
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Tom S. Whitehead, Sr.
Address: 1083½ Main St.
Phone Number: 3655
News Service: UP
Transcription Service: World
Commercial Manager: J. C. Price
Chief Engineer: Don Dickson, Jr.

KTFY
BROWNFIELD—1949—KBS
Frequency: 1300 Kc. Power: 1000 Watts d.
Address: Drawer 1032
Phone Number: 2111
News Service: UP
Transcription Service: Standard, World, Cap.
Pres., Sta., Gen., Comm. Mgr.: Mike A. Barrett
Program Director: Dick Aker
Chief Engineer: Ivan Anderson

KBOR
BROWNSVILLE—1949—ABC
Frequency: 1600 Kc. Power: 1000 Watts d.
Address: Box 472
Phone Number: 2-5677
Air Time: 6 a.m.-12
News Service: UP
Trans. Service: World, Thesaurus
Representative: Best
Membership: NARTB
Pres., Gen., Sta. Mgr.: M. J. Wilson
Commercial Manager: Vance C. Wilson
Chief Engineer: Willis A. Wilson

KBDW
BROWNWOOD—1941—MBS
TEXAS STATE
Frequency: 1380 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Brown County Bcstg. Co.
Business-Studio Address: 800 Hawkins St.
Phone Number: 2401
Air Time: Full Time
News Service: AP
Representative: Pearson
Pres., Gen., Sta. Mgr.: W. Mayes
Commercial Manager: Joe B. Foster
Sales Prom. Mgr.: Bill Jamar
Publicity Director: Barbara Taylor
Program Director: Wendell Mayes, Jr.
Chief Engineer: A. W. Stewart

KEAN
BROWNWOOD—1953
Frequency: 1240 Kc. Power: 100 Watts
Owned Oper. By: Lyman Brown Enterprises

KORA
BRYAN—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 604 Varisco Blvd.
Phone Number: 3-1240
Comm., Prom. Mgr.: Mike Mistovich
Chief Engineer: James W. Robertson
K DET
CENTER—1949—KBS
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Center Bcstg. Co., Inc.
Address: 205 Austin St.
Phone Number: 1199
News Service: UP
Transcription Service: Associated Representative
Program Director: Tolbert E. Foster
Gen., Sta. Mgr.: Tom E. Foster
Chief Engineer: Harlan Riley

K C T X
CHILDRESS—1947—MBS
Frequency: 1510 Kc. Power: 250 Watts d.
Bus.-Studio Address: 217½ N. Main
Phone Number: 1085-6
Air Time: Local sunrise-sunset
News Service: AP
Transcription Service: World Representative
President: R. Malone Hagan
General Manager: George D. Cowan
Program Director: LeRoy Carter
Publicity Director: Nelle Carter
Chief Engineer: William V. Queen

K C L E
CLEBURNE—1947
Owned-Oper. By: Marti, Inc.
Address: 919 N. Main
Phone Number: 5-6643
News Service: AP
Representative: Hil F. Best
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: George W. Marti
Commercial Mgr.: John Marti
Sales Prom. Mgr.: Frank H. Hardgrove
Program Director: D’Voe Lee
Chief Engineer: Walter C. Lucy

K S T A
COLEMAN—1947—KBS
Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By: Coleman County Bcstg. Co.
Business Address: Box 432
Phone Number: 8406
News Service: UP
Transcription Service: World
Membership: BAB
President: H. H. Jackson
Gen. Sta. Mgr.: Floyd Shelton
Comm. Prom. Mgr.: Paul Johnson
Chief Engineer: J. D. Larsson

W T A W
COLLEGE STATION—1922—KBS
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: A. & M. College of Tex.
Bus.-Studio Address: College Station
Phone Number: 66724
Sta. Mgr.: Richard L. Webb
Commercial Manager: Elsie Patranella
Chief Engineer: Jerry Merryman

K V M C
COLORADO CITY—1951
Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Oper. By: John & Eldon Mahon
Address: P. O. Box 990
Phone Number: 1320
News Service: AP
Transcription Service: Thesaurus, Capitol Representative
Co-Owners: Eldon & John Mahon
General Manager: Charles Diegel
Chief Engineer: Porter Richardson

K M C O
CONROE—1951
Address: P. O. Box 1484
Phone Number: 1190
News Service: UP
Transcription Service: World
President: James C. Dorrell
Commercial Manager: David L. Oglesby
Program Director: Hal H. Coley
Chief Engineer: John W. Neathery, Jr.

K E Y S
CORPUS CHRISTI—1941
Frequency: 1440 Ks. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Nueces Bcstg. Co.
Address: Centre Theatre Bldg.
Phone Number: 2-7411
Transcription Service: World
Representative: O. L. Taylor
General Manager: Aubrey Jackson
Program Director: Allan Dale
Chief Engineer: Harold Griffith

K R I S
CORPUS CHRISTI—1937—NBC-TQN
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By: Gulf Coast Bcstg. Co.
Address: P. O. Box 840
Phone Number: 4-6354
Air Time: Full Time
News Service: AP
Transcription Service: Standard Representative
Pres., Gen., Sta. Mgr.: T. Frank Smith
Commercial Manager: William Elkner
Program Director: Charles Nethery
Chief Engineer: Don Morris
KRLD
DALLAS—1926—CBS
Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By: KRLD Radio Corp.
Address: Herold Square
Phone Number: RAndolph 6811
Air Time: Full Time
News Service: UP, INS, AP
Transcription Service: Standard, SESAC
Newspaper Affiliation: "Times Herald"
Representative: Brannam
Membership: NARTB, BAB
President: Clyde W. Rembert
Commercial Mgr.: William A. Roberts
Sales Prom. Mgr.: A. J. Putnam
Program Director: Ted Parrino
Chief Engineer: Bill B. Honeycutt

KSKY
DALLAS—1941
Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By: SKY Bcstg. Service
Business-Studio Address: 2927 Maple
Phone Number: RAndolph 6193
News Service: UP
President: A. L. Chilton
Gen., Prom. Manager: R. G. Terrill
Commercial Manager: R. L. Kanatzar
Chief Engineer: Morris M. Ming

WFAA
DALLAS—1922—NBC-ABC
TEXAS QUALITY
Frequency: 820 Kc. Power: 50,000 Watts
Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By: A. H. Belo Corp.
Business-Studio Address: 1122 Jackson St.
Phone Number: Riverside 9631
Air Time: Unlimited
News Service: AP, UP
Representative: Edward M. Petry
Membership: NARTB, BAB
President: E. M. Dealey
Supervisor: Martin B. Campbell
Station Manager: Alex Keese
Commercial Manager: George K. Uley
Sales Prom. Mgr.: Mrs. Winona Portwood
Program Director: Karl Lambertz
Chief Engineer: William C. Ellis

WRR
DALLAS—1920—MBS-Texas State
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By: City of Dallas
Business Address: Municipal Radio Bldg.
Phone Number: Tenison 6101
News Service: AP
Transcription Service: Associated
Representative: John Blair
Membership: NARTB, BAB
Gen., Comm. Mgr., Ch. Engr.: Durward Tucker
Sales Prom. Mgr.: Pete Tedelle
Program Director: Richard Workman

KDLK
DEL RIO—1945—KBS
Frequency: 1230 Kc. Power: 250 Watts
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

KDSX
DENISON—1948
Frequency: 950 Kc. Power: 500 Watts
Owned-Oper. By: L. L. Hendrick & B. V. Hammond
Address: Box 263
Phone Number: 3400
News Service: AP
Transcription Service: Lang-Worth
Co-Owners: B. V. Hammond, Jr., L. L. Hendrick
Program Director: Allen Hundley
Chief Engineer: J. D. Knight

KDNT
DENTON—1938
Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Harwell V. Shepard
Address: Radio Center Bldg.
Phone Number: Central 4144
News Service: UP
Transcription Service: Thesaurus
Owner & Manager: Harwell V. Shepard

KDDD
DUMAS—1948
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By: North Plains Bcstg. Corp
Address: Box 337
Phone Number: 2-5000
News Service: AP
Transcription Service: Standard
Representative: Hil F. Best
Promotion Mgr.: Al Tremble
Program Director: Bill Lask

KERC
EASTLAND—1953

KURV
EDINBURG—1947—KBS
Owned-Oper. By: KURV, Inc.
Address: P. O. Box 480
Phone Number: 710

604
News Service .................................. UP
Transcription Service ...................... McGregor
Representative .............................. Joe Forr;
President .................................... Rogers Kelley
General Manager .......................... J. M. McDonald
Program Director ......................... Don Mallory
Chief Engineer ............................. I. D. Williams

KULP
EL CAMPO—1948
Owned-Oper. By ............................ Wharton County Bcstg. Co.
Business Address .......................... Box 1380
Phone Number ................................ 1390
News Service ............................... UP
Transcription Service ...................... Lang-Worth
President ................................. Culp Krueger
General Manager ......................... Bob Hathway
Program Director ......................... Jerry H. Werlla
Chief Engineer ............................ Joe Miller

KELO
EL PASO—1947
Frequency: 920 Kc.  Power: 1000 Watts
Owned-Oper. By ............................ Trinity Bcstg. Corp.
Address ..................................... 4530 Delta St.
Phone Number ............................. 3-3850
Representative ............................ Everett-McKinney
President .................................. B. R. McLendon
General Manager ........................ Joe Roddy, Jr.
Commercial Mgr. ............................ Elmer Allen
Program Director ......................... Al Cobb

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. ............................. Willard L. Kline
Sta., Comm. Mgr. ......................... Arthur B. Davis
Prom. Mgr., Prog., Pub. Dir. ............. E. L. Gemoets

KROD
EL PASO—1940—CBS
Frequency: 600 Kc.  Power: 5000 Watts
Owned-Oper. By ............................ El Paso Times Inc.
Business/Studio Address .................. 2201 Wyoming St.
Phone Number ............................. 2-8551
News Service .............................. AP
Transcription Service ...................... Capitol
Representative ............................. Branham
Chairman ................................... Dorance D. Roderick
Promotion Manager ...................... T. Wiseheart
Program Director ......................... Ted Hunt
Chief Engineer ............................ Edward P. Talbott

KSET
EL PASO—1949—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Address ..................................... 904 Magoffin
Phone Number ............................. 326-23
Representative ............................. McGilvra
Transcription Service ...................... Capitol
News Service ............................... AP
President .................................... Fred Hervey
General Manager ........................ George R. Thady
Commercial Manager ..................... Don Brooks
Program Director ........................ Juanita Wells
Promotion Manager ...................... Sheldon Turner
Chief Engineer ............................ John Sheehan

KTSN
EL PASO—1929—NBC
Bus. Studio Address ....................... 801 N. Oregon St.
Phone Number ............................. 2-5423
Air Time .................................... 6 a.m.-11:30 p.m.
News Service ............................... UP
Transcription Service ...................... Thesaurus, World
Representative ............................. George P. Hollenberg
Membership ............................... NARTB
Pres., Gen. Mgr. ............................ Karl O. Wyler
Commercial Manager ..................... Roy T. Capman
Program Director ........................ Jack Chapman
Chief Engineer ............................ Kenneth J. Walton

KFLD
FLOYDADA—1950—KBS
Owned-Operated By ........................ West Texas Bcstrs. Inc.
Address ..................................... Ralls Hwy.
Phone Number ............................. 900
News Service ............................... UP
Transcription Service ...................... Standard
Representative ............................. Continental
President ................................. Ed Holmes
Gen., Sta., Comm. Mgr. ................... W. Robison
Program Director ......................... Carl Minor
Chief Engineer ............................ Joe Cols

KCNC
FORT WORTH—1947
 Owned-Oper. By ............................ Blue Bonnet Bcstg. Corp.
Bus. Studio Address ....................... 2100 East 4th St.
Phone Number ............................. Fortune 7175
News Service ............................... UP
Membership ............................... NARTB
Commercial Manager ..................... Herman Clark
Asst. Mgr., Chf. Engr. .................... Chester Grubbs

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Chairman | President | Director | Manager | Commercial Manager

FREE & PETERS, INC. — National Representatives
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Oper.</th>
<th>Address</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>Gen. Sta. Mgr.</th>
<th>Chief Engineer</th>
<th>Program Director</th>
<th>General Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLUF</td>
<td>1400 Kc.</td>
<td>250 Wt</td>
<td>The KLUF Bcstg. Co.</td>
<td>300 Haden Bldg.</td>
<td>5-6876</td>
<td>UP</td>
<td>William G. Rambeau</td>
<td>NARTB</td>
<td>Tom Watts</td>
<td>A. J. James</td>
<td>Ray Tom</td>
<td>James Hackney</td>
<td>Stafford E. Davis</td>
</tr>
<tr>
<td>KSIJ</td>
<td>1430 Kc.</td>
<td>1000 Wt</td>
<td>T. W. Lee</td>
<td>Gladewater</td>
<td>2181</td>
<td>AP</td>
<td>Hil F. Best</td>
<td>NARTB</td>
<td>T. W. Lee</td>
<td>L. B. Clough</td>
<td>Geo. Roy Clough</td>
<td>Lloyd Bushnell</td>
<td>Carl Knelly</td>
</tr>
<tr>
<td>KCTI</td>
<td>1450 Kc.</td>
<td>250 Wt</td>
<td>Gonzales Bcstg. Co.</td>
<td>P. O. Box 158</td>
<td>770</td>
<td>AP</td>
<td>Tom Perryman</td>
<td>NARTB</td>
<td>T. W. Lee</td>
<td>L. B. Clough</td>
<td>Lloyd Johnson</td>
<td>Lloyd Wilson</td>
<td>John M. Bolin</td>
</tr>
<tr>
<td>KSWA</td>
<td>1330 Kc.</td>
<td>500 Wt</td>
<td>Southwest Bcstg. Inc.</td>
<td>Box 1050</td>
<td>1200</td>
<td>UP</td>
<td>Lawrence M. Walshak</td>
<td>NARTB</td>
<td>Clay E. Thompson</td>
<td>H. V. Newsom</td>
<td>Eugene Turner</td>
<td>John M. Bolin</td>
<td></td>
</tr>
<tr>
<td>KGVL</td>
<td>1400 Kc.</td>
<td>250 Wt</td>
<td>Trueitt Kimzey</td>
<td>Box 1015</td>
<td>18 hrs.</td>
<td>AP</td>
<td>Patricia Johnson</td>
<td>NARTB</td>
<td>Ray J. Williams</td>
<td>H. V. Newsom</td>
<td>Dennis Surber</td>
<td>Ray J. Williams</td>
<td></td>
</tr>
</tbody>
</table>

**T E X A S**

Membership: NARTB, BAB
Asst. Manager: Roger Beane
Prog. Dir., Chief Engr.: Ken Gilmore

**General Manager**: Leo Hackney
Program Director: James D. Jones
Chief Engineer: Stafford E. Davis
KATL
HOUSTON—1947
Frequency: 1580 Kc. Power: 5000 Watts
Owned-Oper. By Texas Bidders., Inc.
Address 412 Main St.
Phone Number Preston 3108
News Service UP
Transcription Service Long-Worth
Representative McGilvra
President William H. Talbot
Gen., Sta. Mgr. King H. Robinson
Program Director Webb Hunt
Chief Engineer Edward Martin

KCOH
HOUSTON—1948
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By Call of Houston Inc.
Business-Studio Address 1 Main St.
Phone Number Charter 1888
Representative Clarke
President William A. Smith
General Manager Robert C. Meeker
Program Director Vernon Chambers
Chief Engineer Harold Weinzel

KLBS
HOUSTON—1948
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By Trinity Bcstg. Corp.
Bus.-Studio Address 2104 Jackson St.
Phone Number Preston 1161
News Service UP
Transcription Service World
Representative Everett-McKinney, Inc.
President B. R. McLendon
Executive Director Gordon B. McLendon
Station Manager Glenn Douglas
Program Director Art Magee
Chief Engineer Glenn Cook, Jr.

KNUZ
HOUSTON—1948
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address 4701 Caroline St.
Phone Number Keystone 2581
News Service UP
Transcription Service SESAC
Representative Foroe
Membership WARTB
President Max H. Jacobs
Gen., Sta. Mgr. David Morris
Commercial Mgr. Bill Lightfoot
Program Director Ken Grant
Chief Engineer O. C. Crossland

KPRC
HOUSTON—1926
NBC—T. Q. N.
Frequency: 850 Kc. Power: 5000 Watts
Owned-Oper. By The Houston Post Co.

KHTT
HOUSTON—1944—MBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Texas Radio Corp.
Bus.-Studio Address 6005 Travis St.
Phone Number Keystone 5535
Air Time Full Time
News Service UP
Representative H-R Reps.
President Robert Straus
Gen., Comm. Sta. Mgr. Bill Bennett
Prom., Pub. Dir. Lauri Schutt
Program Director Tim Osborne
Chief Engineer O. B. Johnson

KTRH
HOUSTON—1930—CBS-TXAS
Frequency: 740 Kc. Power: 50,000 Watts
Owned-Operated By KTRH Bcastg. Co.
Address Rice Hotel
Phone Number Preston 4361
News Service AP, INS
Transcription Service The Chronicle
Representative John Blair
President B. F. Orr
Station Manager Ray Herndon
Sales Manager Ray Bright
Promotion Mgr. Helen Bender
Program Director Tom Jacobs
Engineers Tom Hiner, Lester Mullan

KXYZ
HOUSTON—1930—ABC
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By Shamrock Bcastg.
Address Gulf Bldg.
Phone Number Capitol 6151
Air Time Full Time
News Service AP, UP
Newspaper Affiliation Citizen Newspapers
Transcription Service World
Representative Free & Peters, Inc.
Membership WARTB, BAB
President Glenn H. McCarthy
V.P., Gen. Mgr. Fred Nahas
Sta., Comm. Manager Ted Hills
Program Director Ken Bagwell
Prom., Pub. Dir. Wayne E. Thompson
Chief Engineer Gerald R. Chinski
KSAM
Huntsville—1938—KBS-MBS
Frequency: 1490 Kc. Power: 250 Watts
Address: P. O. Box 312
Phone Number: 205
News Service: AP
Transcription Service: Capitol, SESAC
President: M. B. Cauthen
Gen., Sta. Mgr.: Ted Lott
Comm., Sales Prom. Mgr.: Roy Greer
Chief Engineer: Jack Nichols

KEBE
Jacksonville—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bill A. Laurie
Phone Number: 2211
News Service: AP
Transcription Service: Lang-Worth
Gen. Mgr.: Bill A. Laurie
Station Manager: Mrs. B. A. Laurie
Chief Engineer: J. W. Kriegel

KTXJ
Jasper—1948
Frequency: 1240 Kc. Power: 250 Watts
Address: Texas Theatre Bldg.
Phone Number: 590
President: Joe Fisher

KMVL
Junction—1951
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Kimble County Bcstg. Co.
Phone Number: 70

KERB
Kermit—1950
Frequency: 600 Kc. Power: 1000 Watts d.
Owned-Oper. By: Kerb, Inc.
Address: Hwy. 302
Phone Number: 3481
News Service: UP
President: George H. Cook
General Manager: H. J. Porter
Program Director: Ray Boyd Kilman
Chief Engineer: Bob Shackelford

KERV
Kerrville—1948
Frequency: 1230 Kc. Power: 250 Watts
Address: P. O. Box 791
Phone Number: 900 and 999
News Service: AP
Transcription Service: Thesaurus, Capitol
Membership: BAB
President: Hal Peterson
Gen., Sta. Mgr.: William G. Feild
Program Director: Carol Woodard
Chief Engineer: Clyde Jones

KOCA
Kilgore—1936—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Sta. KOCA, Inc.
Address: Box 989
Phone Number: 2001
News Service: AP
Transcription Service: World
President: Roy G. Terry
Gen., Sta. Mgr.: H. A. Degner
Comm., Sales Prom. Mgr.: Wayne Douglas
Chief Engineer: George Chase

KINE
Kingsville—1948
Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: KINE, Inc.
Address: 205 E. King St.
Phone Number: 2-2822
News Service: UP
Transcription Service: Capitol
Representative: Hil F. Best
Membership: NARB
President: James H. Clement
General Manager: Ben A. Glusling
Comm., Sta. Mgr.: Eston R. Pace
Chief Engineer: R. T. Whittaker

KPET
Lamesa—1947—KBS
Frequency: 690 Kc. Power: 250 Watts
Operated By: Lamesa Bcstg. Co.
Business-Address: Box 30
Phone Number: 2404
News Service: AP
Transcription Service: World
Gen.-Sta. Mgr.: Bob Bradbury
Commercial Mgr.: Clayton Barkhurst
Program Director: Geneva Crutcher
Chief Engineer: Roland Ouelette

KCYL
Lampasas—1952
Frequency: 1450 Kc. Power: 250 Watts
Phone Number: 1000
Representative: Best
President: V. Dean Turner
Program Director: Albert Mason Jr.

KVOZ
Laredo—1952—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Border Bcstg. Inc.
Address: P. O. Box 1499
Phone Number: 3-4398
News Service: UP
Representative: Continental
President: W. J. Harpole
General Manager ............................................. Bill Douthitt
Commercial Manager ....................................... Evelyn Jones
Program Director ............................................ Frank Manuel

KLV T
LEVELLAND—1949

Frequency: 1230 Kc. ........................................... Power: 250 Watts
Address .............................................................. P. O. Box 866
Phone Number .................................................... 1030
News Service ...................................................... AP
Transcription Service ......................................... SESAC
Station Representative ......................................... Melville
President ............................................................ Forrest Weimhold
General Manager ............................................... Jerry Saunders
Program Director ............................................... Eddie Langill
Commercial Mgr. .................................................. Bobby Garrison
Chief Engineer .................................................... Gilbert Patschke

KV O W
LITTLEFIELD—1947—KBS

Frequency: 1490 Kc. ............................................ Power: 250 Watts
Owned-Oper. By ................................................ Southwestern Bcstrs.
Business Address .............................................. Box 192
Phone Number .................................................... 400
News Service ...................................................... AP
Transcription Service ......................................... SESAC
Membership ........................................................... NARTB
President ............................................................. J. C. Rothwell
General Manager ............................................... J. B. McShan
Program Director ............................................... Othell W. Whitson
Chief Engineer .................................................... Wilton Highfield

KF R O
LONGVIEW—1934

Frequency: 1370 Kc. ............................................ Power: 1000 Watts
Owned-Oper. By ................................................ Voice of Longview
Bus.-Studio Address ........................................ Curtis Bldg.,
P. O. Box 792
Phone Number .................................................... 914
Air Time .............................................................. Full Time
News Service ...................................................... AP
Transcription Service ......................................... Lang-Worth
Representative ..................................................... Donald Cooke
Membership ........................................................... NARTB
President ............................................................. James R. Curtis
Commercial Mgr. ................................................... John Allen
Program Director ............................................... Howard Kuhn
Chief Engineer .................................................... Leslie Hellums

KL T I
LONGVIEW—1948

Frequency: 1280 Kc. ............................................ Power: 1000 Watts d.
Owned-Operated By ........................................... LeTourneau Radio Corp.
Address .............................................................. P. O. Box 1866
Phone Number .................................................... 8-4496
News Service ...................................................... UP
Transcription Service ........................................ Associated, Standard
Representative ..................................................... Pearson
Membership ........................................................... NARTB
President ............................................................. R. G. LeTourneau

KC B D
LUBBOCK—1947—NBC

Frequency: 1590 Kc. ............................................ Power: 1000 Watts
Owned-Operated By ........................................... Caprock Bcstg. Co.
Bus.-Studio Address ........................................... 56 and Ave. A
Phone Number .................................................... 4-1414
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
Business-Manager ............................................... Robert L. Snyder
Commercial Manager .......................................... George L. Tarter
Promotion Director .............................................. Leroy L. Land
Program Director ............................................... John Devine
Publicity Director ............................................... Jack Tippit
Chief Engineer .................................................... Frank Lee

K D A V
LUBBOCK—1953

Frequency: 580 Kc. ............................................. Power: 500 Watts d.
Owned-Oper. By ................................................ Western Bcstg. Co.
Address .............................................................. Box 1319
Phone Number .................................................... 4-4567
President ............................................................. D. P. Pinkston
Program Director ............................................... W. J. Duncan
Chief Engineer .................................................... Walter Lawson

K F Y O
LUBBOCK—1927—ABC

Frequency: 790 Kc. ............................................. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address .................................... 914 Ave. J
Phone Number .................................................... 5-5587
Air Time .............................................................. Full Time
News Service ...................................................... AP, UP
Trans. Service ..................................................... Standard, Thesaurus
Representative ..................................................... Katz
Membership ........................................................... NARTB
Vice Pres. ........................................................... Parker F. Prouty
Gen., Sta. Mgr. .................................................... Gordon Thompson
Sales Prom. Mgr. ................................................. Jerry Henderson
Program Director ............................................... Robert A. Nash
Comm. Mgr., Pub. Dir. ......................................... Leon Harris
Chief Engineer .................................................... W. S. Bledsoe

K S E L
LUBBOCK—1946—MBS

Frequency: 950 Kc. ............................................. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By ........................................... Lubbock Bcstg. Co.
Business Address .............................................. Box 1524
Phone Number .................................................... 3-0484
Air Time .............................................................. Full Time
News Service ...................................................... AP
Transcription Service ......................................... Lang-Worth
Representative ..................................................... Wm. G. Rambeau & Co.
Membership .................................. NARTB, BAB
President .................................. Walter G. Russell
Program Director ........................... Wesley Youngblood
Chief Engineer .............................. Roger Hively

KVSP
LUBBOCK—1953
Frequency: 1460 Kc.  Power: 500 Watts d.
Address .................................... 52nd & Magnolia
Phone Number .............................. 4-1460
Representative ................................ Indie, Grant
General Manager ............................ Wayne D. Tibbs, Jr.
Commercial Mgr. ............................ Hal Ragan
Promotion Mgr. .............................. Randall Abernathy
Chief Engineer .............................. Don Edwards

KRBA
LUFKIN—1938—KBS-ABC
Frequency: 1340 Kc.  Power: 250 Watts
 Owned-Operated By ..................... Darrell E. Yates
Address .................................... 110 S. First St.
Phone Number .............................. 3-6661
Representative .............................. Continental Radio Sales
Owner, Gen. Mgr. ......................... Darrel E. Yates
Chief Engineer ............................. Ambrose Maxim

KTRE
LUFKIN—1947—MBS
Frequency: 1420 Kc.  Power: 1000 Watts
Address .................................... P. O. Box 701
Phone Number .............................. 3-7771
Air Time .................................. Full Time
News Service ................................ AP
Transcription Service .................. World
Representative ............................ Taylor Co.
Membership ................................ NARTB
President .................................. R. W. Wortham, Jr.
Gen., Sta. Mgr. ............................. Richman G. Lewin
Comm., Prom. Mgr. ....................... Murphy Martin
Program Director ........................ Royce Christenson
Publicity Director ......................... Ernesne Trahan
Chief Engineer ............................. Fred C. Hill

KMLW
MARLIN—1953
 Owned-Oper. By ......................... Falls County Public Service
Address ................................... Box 335
Phone Number .............................. 6-2551
News Service ................................ AP
General Manager .......................... Hugh McBeath
Commercial Mgr. ......................... Duane W. Ramsey
Program Director ......................... Jerry S. Hughes

KMHT
MARSHALL—1947
MBS—TEX. STATE—KBS
Frequency: 1450 Kc.  Power 250 Watts
Business-Studio Address .................. 109 W. Rusk St.
Phone Number .............................. 5-7826
Air Time .................................. Full Time
News Service ................................ AP
Pres., Gen. Mgr. ............................ Earle Fletcher
Station Manager ........................... Myrl Stein
Program Dir. .............................. George Warlick
Chief Engineer ............................. R. L. Clay

KRCN
KRIE
McALLEN—1947—ABC-MBS-TSN
Frequency: 910 Kc.  Power: 1000 Watts
 Owned-Oper. By ......................... Frontier Bcstg. Co., Inc.
Business Address ....................... 1201 W. Lancaster Ave.
Phone Number .............................. 6-5454
Air Time .................................. 6 a.m.-11:30 p.m.
News Service ................................ AP
Representative .............................. Weed, Air Waves
President .................................. Gene L. Cagle
Gen., Sta. Mgr. ............................. George George, Jr.
Program Director ........................ Norman 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 .............................. 2-6251
News Service ................................ AP
Transcription Service .................. World
Comm., Sales Prom. Mgr. ............. Melvin Belew

KCRS
MIDLAND—1935—ABC
TEXAS STATE
Frequency: 550 Kc.  Power: 5000 Watts d.;
1000 Watts n.
 Owned-Oper. By ......................... Clarence Scharbauer, Jr.,
Ruth Scharbauer
Business-Studio Address .............. Box 1072
Phone Number .............................. 2-4933
Air Time .................................. Full Time
News Service ................................ AP
Transcription Service .................. Thesaurus
Representative ............................ John E. Pearson
Membership ................................ NARTB
President ................................. Clarence Scharbauer, Jr.
Gen., Sta. Mgr. ............................. Wallace R. Jackson
Comm. Mgr. ............................... Eleanor McDonald
Program Director ......................... Dean Baker
Publicity Director ........................ Bob Byron
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 ................................ AP
<table>
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<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Address</th>
<th>Phone Number</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Chief Engineer</th>
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<tr>
<td>1140 Kc.</td>
<td>250 Watts</td>
<td>TEXAS UP &amp; ARB</td>
<td>1615 S.E., 14th Ave.</td>
<td>319</td>
<td>AP</td>
<td>Thesaurus</td>
<td>W. M. McCreary, Jr.</td>
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<td>1420 Kc.</td>
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<td>TEXAS UP &amp; ARB</td>
<td>184 Castell</td>
<td>1612</td>
<td>AP</td>
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<td>F. T. Wilson</td>
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<tr>
<td>920 Kc.</td>
<td>1000 Watts</td>
<td>TEXAS UP &amp; ARB</td>
<td>500 Watts n.</td>
<td>6-5791-2</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Bob Stewart</td>
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<tr>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>TEXAS UP &amp; ARB</td>
<td>120 W. 3d</td>
<td>6-5781-2</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Howard Edwards</td>
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<td>1340 Kc.</td>
<td>1000 Watts</td>
<td>TEXAS UP &amp; ARB</td>
<td>6-4301</td>
<td>Full Time</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Tom Rollins</td>
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<tr>
<td>1420 Kc.</td>
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<td>TEXAS UP &amp; ARB</td>
<td>115 W. 6th</td>
<td>6-4301</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Dave Williams</td>
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<tr>
<td>1230 Kc.</td>
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<td>TEXAS UP &amp; ARB</td>
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<td>6-5781-2</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Howard Edwards</td>
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<tr>
<td>920 Kc.</td>
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<td>AP</td>
<td>Thesaurus</td>
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<td>6-5781-2</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Howard Edwards</td>
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<tr>
<td>920 Kc.</td>
<td>1000 Watts</td>
<td>TEXAS UP &amp; ARB</td>
<td>500 Watts n.</td>
<td>6-5791-2</td>
<td>AP</td>
<td>Thesaurus</td>
<td>Bob Stewart</td>
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KFTV
PARIS—1950
Frequency: 1250 Kc. Power: 500 Watts d.
Owned-Operated By Lamar Bestg. Co., Inc.
Address.....First Nat’l Bank Bldg.
Phone Number...4-6676
News Service.........UP
Transcription Service....SESAC
President.........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 3-3311
Address........Hway. 124
Air Time.............Full Time
News Service......AP
Representative......John E. Pearson
Pres., Gen. Sta. Mgr......Fred Kincaid
Commercial Manager.....Bob Prichard
Sales Prom. Mgr........Richard Eben
Program Dir..........Bill Davis
Publicity Director....Ruby Riley
Chief Engineer........Paul H. Daniels

KLVL
PASADENA—1950
Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By Felix H. Morales
Address.....2903 Canal St., Houston
Phone Number.....30282-09
President, Gen. Mgr.....Felix H. Morales
Station Mgr........C. B. Rice
Comm. Mgr........Alberto Rodriguez
Program Director.......Joe L. Morales
Chief Engineer..........Don Addillah

KIUN
PECOS—1935—MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Jack Hawkins, Barney Hubbs
Business-Studio Address.....Box 469
Phone Number........999-8
Air Time........6:30 a.m.-10:30 p.m.
News Service......UP
Representative......Hil F. Best
General Manager........Jack Hawkins
Station Manager.......David Martin
Program Director.......Jack James
Publicity Dir..........Barney Hubbs
Consulting Chief Engr......Harry W. Boehnemann

KEYE
PERRYTOWN—1948—MBS
Frequency: 1400 Kc. Power: 250 Watts
Phone Number.....5771
Sales Prom. Mgr.........G. K. Rupperecht
KVOP
PLAINVIEW—1944—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: KVOP, Inc.
Business-Studio Address: 24th & Kokomo St.
Phone Number: 4-2772
News Service: AP
Membership: NARTB
President: W. J. Harpole
Gen. Manager: Kermit Ashby
Commercial Mgr.: Harold Henegar
Program Dir.: Doug Sewell
Chief Engineer: Hugh Smith

KBOP
PLEASANTON—1951
Frequency: 1390 Kc. Power: 1000 Watts d.
Owned-Oper. By: Ben L. Parker
Phone Number: 4871
Transcription Service: World SESAC
Representative: Best
News Service: INS
General Manager: Ben L. Parker
Commercial Mgr.: A. Terrell
Chief Engineer: Mona Parker

KOLE
PORT ARTHUR—1947
Frequency: 1340 Kc. Power: 250 Watts
Business Address: P. O. Box 1126
Phone Number: 2-9436
Pmtr., Gen. Mgr., Chi. Engr.: Socs Vratsis

KPAC
PORT ARTHUR—1934—MBS
Owned-Oper. By: Port Arthur College
Bus.-Studio Address: 1500 Procter St.
Phone Number: 5-7458
Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Pearson
Membership: NARTB
Sta., Gen. Manager: Marjorie R. Vickers
Commercial Mgr.: Gordon Baxter, Jr.
Prom. Mgr., Pub. Dir.: Mack Newberry
Program Director: Corinne Enos
Chief Engineer: Glenn Boatright

KOLJ
QUANAH—1951—KBS
Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Operated By: Orville L. Jenkins
Address: Box 566
Phone Number: 654
News Service: AP
Transcription Service: World

KFRD
ROSENBERG—1948
Frequency: 980 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 832
Phone Number: Northfield 2-3776
News Service: UP
Transcription Service: Lang-Worth
Vice Pres., Gen. Mgr.: Jim Hairgrove
Chief Engineer: Frank Wood

KGKL
SAN ANGELO—1928—ABC
Owned-Oper. By: Lewis O. Seibert
Business-Studio Address: P. O. Box 850
Phone Number: 6715
Air Time: Full Time
News Service: AP
Representative: John E. Pearson
Membership: NARTB
General Manager: Lewis O. Seibert
Commercial Mgr.: Mark Cooper
Program Director: Franklin Rainey
Chief Engineer: William Poteet

KTXL
SAN ANGELO—1947
Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address: 1901 W. Beauregard
Phone Number: 7183
News Service: UP
Representative: Venard
President: Armistead D. Rust
General Manager: Robert McClellan
News Dir., Comm. Mgr.: Walton Foster
Chief Engineer: Robert Benson

KCOR
SAN ANTONIO—1946
Owned-Operated By: KCOR, Inc.
Business-Studio Address: KCOR Bldg.
Phone Number: C-21301
News Service: UP
Representative: O'Connell
General Manager: Kenneth R. Hyman
Program Director: Fred Romero
Chief Engineer: Marvin L. Fiedler

KGBS
SAN ANTONIO—1926—CBS
Frequency: 680 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By: San Antonio Television Co.
Business-Studio Address: Milam Bldg.
Phone Number: Fannin 3126
THOSE WHO KNOW FAMOUS BRANDS . . . .

Quote from a letter: “Our station has consistently found that its new programs are more attractive to listeners and sponsors than any other one category in its program format. Complete AP news coverage throughout the broadcast day guarantees our sponsors a loyal and responsive audience.”

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
Texas

Owned-Operated By: Mission Bdcstg. Co.
Address: 317 Arden Grove
Phone Number: Fannin 5171
News Service: AP
Representative: Forjoe
Membership: NARTB, BAB
Pres., Owner: Eugene J. Roth
General Manager: James M. Brown
Program Director: Robert F. Jenkins
Chief Engineer: George Ing

K T S A
SAN ANTONIO—1928—CBS
Frequency: 550 Kc.; Power: 5000 Watts
Owned-Oper. By: Express Publishing Co.
Business-Studio Address: Ave. E. & 3rd St.
Phone Number: Garfield 1251
News Service: AP
Transcription Service: MacGregor
Representative: Free & Peters
President: Frank G. Huntress, Jr.
Sta., Prom., 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
Representative: Edward Petry & Co., Inc.
President: Hugh A. L. Hall
General Manager: James M. Gaines
Commercial Manager: Rex Pres.
Sales Promotion Mgr.: Morton Grossman
Publicity Director: Imogene Stanley
Chief Engineer: Charles L. Jeffers

K C N Y
SAN MARCOS—1948
Frequency: 1470 Kc.; Power: 250 Watts d.
Address: P. O. Box 32
Phone Number: 888
Transcription Service: Lang-Worth
Station Representative: Hil F. Best
President: Edw. C. James
General Mgr.: Tom C. Fleet
Comm. Mgr.: Princess J. Fleet
Chief Engineer: Ernie Wood

K W E D
SEGUIN—1948
Frequency: 1580 Kc.; Power: 1000 Watts d.
Business-Studio Address: 200 S. Camp St.
Phone Number: 1580
News Service: UP

K E V A
SHAMROCK—1949—KBS
Frequency: 1580 Kc.; Power: 250 Watts d.
Address: Box 21
Phone Number: 620
Representative: Best
General Manager: James D. Abbott
Comm. Mgr., Chief Eng.: Robert J. Beller
Program Director: Joyce Abbott

The most powerful advertising influence in the Southwest

The most powerful advertising influence in the Southwest

Clear Channel-50,000 Watts

W O A I
SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • St. Louis
Los Angeles • Dallas • Detroit
San Francisco

N BC Affiliated
T Q N
KRRV  
SHERMAN-DENISON—1936    MBS-TEXAS STATE  
Frequency: 910 Kc.    Power: 1000 Watts  
Owned-Oper. By: Red River Valley Bestg. Corp.  
Address: Box 94 (Denison); Box 655 (Sherman)  
Phone Number: 423 (Denison); 201 (Sherman)  
Representative: Pearson  
Transcription Service: Associated  
News Service: UP  
General Manager: Tom E. Spellman (Sherman)  
Program Director: Earl Ellington  
Chief Engineer: Tom John  

KTAN  
SHERMAN—1947—KBS  
Frequency: 1500 Kc.    Power: 250 Watts d.  
Owned-Oper. By: Howard L. Burris  
Phone Number: Otis 47090  
News Service: AP  
Membership: BAB  
Representative: Hil F. Best  
Owner: Howard L. Burris  
General Manager: William A. Jaco  
Asst. Mgr., Chief Eng.: James Shelton  

KSNY  
SNYDER—1949  
Frequency: 1450 Kc.    Power: 250 Watts  
Address: Box 1468  
Phone Number: 3-5451  
News Service: UP  
Pres., Gen. Mgr.: J. T. Hughes  
Commercial Mgr.: Mel Z. Gilbert  

KDWT  
STAMFORD—1946—MBS  
Frequency: 1400 Kc.    Power: 250 Watts  
Owned-Oper. By: David W. Ratliff  
Phone Number: 1400  
Air Time: Full Time  
News Service: AP  
Pres., Gen., Sta. Mgr.: David W. Ratliff  
Comm., Prom. Mgr.: George Morey  
Program Director: Glennia Giles  
Chief Engineer: Erick Henske  

KSTV  
STEPHENVILLE—1947  
Frequency: 1510 Kc.    Power: 250 Watts d.  
Owned-Oper. By: Galen O. Gilbert & J. R. Kincaid  
Address: P. O. Box 102  
Phone Number: Lindsey 3141  
News Service: UP  
General Manager: Galen O. Gilbert  
Commercial Mgr.: Jack Reeves  
Chief Engineer: Floyd Jeter  

KSST  
SULPHUR SPRINGS—1947    MBS-KBS  
Frequency: 1230 Kc.    Power: 250 Watts  
Business-Studio Address: P. O. Box 284  
Phone Number: 1230  
Air Time: Full Time  
Comm., Prom. Mgr.: Clovis Pinion  
Program Director: Lena Ruth Long  
Chief Engineer: Bill Bradford  

KXOX  
SWEETWATER—1939—MBS-KBS  
Frequency: 1240 Kc.    Power: 250 Watts  
Bus.-Studio-Transmitter Address: Box 570  
Phone Number: 4655-6  
Air Time: Full Time  
News Service: UP  
Representative: Hil F. Best  
President: J. S. McBeath  
Gen., Sta. Manager: J. Harley Hubbard  
Commercial Mgr.: Elwood Fritch  
Chief Engineer: J. T. Allen  

KTAE  
TAYLOR—1948  
Frequency: 1260 Kc.    Power: 1000 Watts d.  
Owned-Oper. By: KTAE, Inc.  
Business Address: Box 191  
Phone Number: 1260  
News Service: UP  
Transcription Service: World  
Pres., Gen. Mgr.: Graham Gillis Conoley  
Commercial Manager: John M. Wehby  
Chief Engineer: Gordon W. Rainey  

KTEN  
TEMPLE—1936—MBS  
Frequency: 1400 Kc.    Power: 250 Watts  
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  
Station Manager: Ralph Weedon  
Program Director: John O'Brien  
Chief Engineer: Curtis M. Casey  

KTER  
TERRELL—1950  
Address: Walnut & State Sts.
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<th><strong>KTBB</strong></th>
<th><strong>TYLER—1947—TSN-ABC</strong></th>
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<td>Owned-Operated By: Blackstone Bcstg, Co.</td>
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<tr>
<td>Business-Studio Address: Blackstone Hotel</td>
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<td>Phone Number: 4-7278</td>
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<td>News, Affil: &quot;Courier Times Telegraph&quot;</td>
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<td>Air Time: Full Time</td>
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<td>News Service</td>
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<td>Transcription Service: Lang-Worth</td>
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<td>Representative: Taylor Co. Membership: NARTB, BAB</td>
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<tr>
<td>President: Mrs. C. N. Clyde Gen., Sta. Mgr.: M. E. Danbom</td>
<td></td>
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<tr>
<td>Commercial Mgr.: Osei Inman Comm. Prom. Mgr.: Herbert Golombeck</td>
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<tr>
<td>Program Dir.: Don Jackson Tausch Prom. Mgr., Pub. Dir.: David H. Bothwell</td>
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<td>Chief Engineer: R. A. Wileman</td>
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<tr>
<td>Owned-Oper. By: E. J. &amp; W. J. Harpole</td>
<td></td>
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<tr>
<td>Address: 1450 Batesville Rd.</td>
<td></td>
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<tr>
<td>Phone Number: 717</td>
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<tr>
<td>News Service</td>
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<tr>
<td>Membership: BAB Pres., Gen. Mgr.: Edward J. Harpole Station Mgr.: Bob Hicks</td>
<td></td>
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<tr>
<td>Commercial Mgr.: Joe Watson, Jr. Program Dir.: Sally Adams</td>
<td></td>
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<tr>
<td>Chef Engineer: Walter Herbert, Jr.</td>
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<th><strong>VERNON—1939—MBS</strong></th>
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<td>Frequency: 1490 Kc. Power: 250 Watts</td>
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<td>Owned-Oper. By: Northwestern Bcstg, Co.</td>
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<td>Business-Studio Address: 1813 Wilbarger General Manager: James Doyle</td>
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<th><strong>KNAL</strong></th>
<th><strong>VICTORIA—1949</strong></th>
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<td>Frequency: 1410 Kc. Power: 500 Watts</td>
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<tr>
<td>Owned-Operated By: Victoria Bcstg, Co. Address: Box 642</td>
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<td>Phone Number: 1410</td>
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<tr>
<td>News Service UP, AP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Thesaurus Representative: Hill F. Best</td>
<td></td>
</tr>
<tr>
<td>President: A. B. Alkek</td>
<td></td>
</tr>
<tr>
<td>General Manager: James A. Traber</td>
<td></td>
</tr>
<tr>
<td>Commercial Mgr.: Warren Dentler</td>
<td></td>
</tr>
<tr>
<td>Program Director: Jean Wilson Chief Engineer: Douglas Smith</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>KGKB</strong></th>
<th><strong>TYLER—1930—MBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1480 Kc. Power: 250 Watts</td>
<td></td>
</tr>
<tr>
<td>Owned-Oper. By: Lucille Lansing Bus.-Studio Address: 115 South College</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 23074</td>
<td></td>
</tr>
<tr>
<td>Air Time: 5:30 a.m.-M.</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: World Representative: Pearson</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB, BAB President: Lucille Bulford</td>
<td></td>
</tr>
<tr>
<td>General Manager: Gerry Lansing Commercial Mgr.: William Peart</td>
<td></td>
</tr>
<tr>
<td>Sales Prom. Mgr.: Sam Matthews Program Director: Edwin Smith</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: Hudson C. Collins</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>KVIC</strong></th>
<th><strong>VICTORIA—1939—MBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc. Power: 250 Watts</td>
<td></td>
</tr>
<tr>
<td>Owned-Oper. By: KVIC Bcstg, Co. Business Address: Box 725</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 1108-7</td>
<td></td>
</tr>
</tbody>
</table>
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  
Representative: Everett McKinney  
Membership: NARTB  
Gen., Sta. Manager: M. N. Bostick  
Commercial Manager: J. M. Brinegar  
Sales Prom. Mgr.: Harry L. Gilliam  
Program Director: Curtis B. Matties  
Chief Engineer: William Moore

WACO  
WACO—1922—ABC  
Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By: Frontier Bcstg. Co.  
Business Address: 3620 Franklin Ave.  
Phone Number: 2-6571  
Air Time: 6 a.m.-M.  
News Service: AP  
Representative: Weed  
Membership: BAB  
President: Gene L. Cagle  
General Manager: R. Lee Glasgow  
Chief Engineer: Jesse H. Dove

KRGV  
WESLACO—1927—NBC-TQN  
Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By: Taylor Radio & TV Corp.  
Bus.-Studio-Transmitter Address: 201 Border St.  
Phone Number: 375  
News Service: AP, UP  
Transcription Service: World SESAC  
Representative: Taylor Co.  
President: O. L. Ted Taylor  
General Manager: Byron W. Ogle  
Program Director: James D. Cook  
Chief Engineer: O. Lewis Hartwig

KFDX  
WICHITA FALLS—1947—ABC  
Frequency: 980 Kc. Power: 10,000 Watts d.  
1,000 Watts n.  
Address: City Natl. Bldg.  
Phone Number: 2-8668  
Air Time: Full Time  
News Service: UP  
Transcription Service: World  
Station Representative: Taylor Co.  
Membership: NARTB, BAB

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 Mgr.: Bob Cain  
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: 3-4181  
News Service: UP  
Transcription Service: Lang-Worth  
President: Kenyon Brown  
General Manager: Charles E. Clough  
Sales Prom. Mgr.: A. L. Pierce  
Program Director: Blaine Cornwall  
Chief Engineer: Herbert T. Wiley

THOSE WHO KNOW FAMOUS BRANDS...

WBVP at Beaver Falls, Pa., writes: "Our sponsors are satisfied, our listeners are well-informed—thanks to AP news."

.... KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
UTAH

Pop. Feb. 1, 1954 (Est.) 724,000 — Families 247,000
Radio Homes 242,000 — TV Homes 121,000 — Stations in State 18

KBUSH
BRIGHAM CITY—KBS
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By: Wade Ebeling
Address: 948 W. Forrest St.
Phone Number 948
Membership: BAB, NARTB
Program Director: Melvin Richardson
Chief Engineer: Samuel Stevans

KSUB
CEDAR CITY—1937—CBS
Frequency: 580 Kc. Power: 1000 Watts
Address: 189 N. Main St.
Phone Number: 580
Air Time: Full Time
News Service: UP
Reps.: Bonneville, CBS Spot Sales
Membership: NARTB, BAB
President: Ivar Sharp
General Manager: Arthur Higbee
Commercial Mgr.: W. V. Lowe
Asst. Manager: Robert Heyborne
Program Director: Mauray Payne
Chief Engineer: Richard Gunn

KGNU
LOGAN—1938
MBS-INTERMOUNTAIN—KBS
Frequency: 610 Kc. Power: 1000 Watts
Address: 1393 N. Main S.
Phone Number: 1400
Air Time: 8:00 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: 4846 So. State St.
Phone Number: 9-9622
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTB
President: Orval J. Wilkinson
Gen., Sta. Manager: Howard Pingree
Chief Engineer: Ervin N. Greene

KLO
OGDEN—1925
MBS-INTERMOUNTAIN
Frequency: 1430 Kc. Power: 5000 Watts
Address: Hotel Ben Lomond
Phone Number: 4-5721
Air Time: Full Time
News Service: UP
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Edris Glasman
General Manager: A. L. Glasman
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
Business Address: 1438 Gibson Ave.
Phone Number: 2-7535
Representative: Biddick
Transcription Service: Capitol
News Service: A.P.
Pres., Gen. Mgr.: Arch G. Webb
Chief Engineer: James Conrey
Commercial Mgr.: David B. Aflleck

KOAL
PRICE—1936
MBS-INTERMOUNTAIN—KBS
Frequency: 1230 Kc. Power: 250 Watts
Address: Box 591
Phone Number: Price 200
Representative: Avery-Knodel
Pres., Gen. Mgr.: Jack Richards
Sls. Prom. Mgr.: Pgm. Dir.: Carl P. Wolltom

KCSU
PROVO—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Central Utah Bcstg. Co., Inc.
Address: P. O. Box 550
Phone Number: 2002

621
Representative: Hollingbery
News Service: UP
Co-owner, Pres., Comm., Prom. Mgr.: Frank A. Van Wagenen
Co-owner, V.P., Gen. Sta. Mgr.: Harold E. Van Wagenen
Chief Engineer: Dallin H. Oaks

KEYY
PROVO—1949—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Mid Utah Bcstg. Co.
Address: 307 So. 17th W.
Phone Number: 4060
Transcription Service: Thesaurus
President: Spencer D. Grow
Commercial Mgr.: G. A. Sanderson
Program Director: Hal Parkes
Chief Engineer: Ralph Ross

KOVO
PROVO—1939
MBS-INTERMOUNTAIN
Frequency: 960 Kc. Power: 5000 Watts
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, Inc.
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

KDYL
SALT LAKE CITY—1922
NBC
Frequency: 1320 Kc. Power: 5000 Watts
Business-Studio Address: 128 Social Hall Ave.
Phone Number: 5-2991
Air Time: Unlimited
News Service: UP
Representative: John Blair
Pres., Gen. Mgr.: G. Bennett Larson
Program Director: Alvin G. Pack
Publicity Dir.: Del Leeson
Chief Engineer: Allan Gunderson

KNAC
SALT LAKE CITY—1945
Owned-Operated By: Granite District Radio Bcstg. Co.
Business-Studio Address: 1042 So. 6th W.
Phone Number: 4-3685
News Service: UP
Representative: Forjoe
President: Howard D. Johnson
General Manager: Lee Walker
Program Director: Wayne Logan
Chief Engineer: Jack Jeppson
No trick at all!

For KSL Radio to produce results. We've been doing it for years — because ¼ million listeners in the Mountain West are tuned to KSL Radio regularly.

Salt Lake City, Utah
CBS Radio Network - 50,000 watts
Represented by CBS Radio Spot Sales

Source: A. C. Nielsen - 1952
VERMONT

Pop. Feb. 1, 1954 (Est.) 386,000 — Families 110,000
Radio Homes 106,000 — TV Homes 26,500 — Stations in State 11

WBTN
BENNINGTON—1953
Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By Catamount Bests. Inc.
Address Harwood Hill
Phone Number 6321
News Service UP
Representative McGilvra
Co-Owner & Treas. J. Gordon Keyworth
Station Manager Ben A. Hubley

WTKI
MONTPELIER-BARRE—1947
Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bestg. Co.
Business Address Union Mutual Bldg.
Phone Number 1740
Air Time Full Time
News Service AP
Representatives Borgatti, W. S. Grant
Pres., Gen., Comm. Mgr. C. W. Grinnell
Program Director Robert Bannon
Chief Engineer Gerald Marek

WTKI
BRATTLEBORO—1950—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Tri-State Area
Address Box 819
Phone Number 1700
Representative Rambeau
President Theodore Feinstein
Vice-Pres., Gen. Mgr. Phillips Terhune
Program Director Loren C. Smith
Chief Engineer Edward D. Somes

WTSG
NEWPORT—1952
Frequency: 1490 Kc. Power: 250 Watts
Phone 832-3
Transcription Service World
News Service UP
Reps. McGilvra, Kettel-Carter
Pres., Gen. Mgr. E. D. Finney
Prog. Dir., Ch. Eng. D. A. Thirston

WCAX
BURLINGTON—1927—CBS
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bestg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 3-3437
Air Time Unlimited
News Service UP
Transcription Service SESAC
Representative J. Weed
Membership NARTB, BAB
President Gen. Mgr. C. P. Hasbrouk
Sta., Comm. Mgr. J. D. Swan
Program Director Louis J. Rocke
Chief Engineer James W. Tierney

WJBY
BURLINGTON—1946—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bestg. Corp.
Bus.-Studio-Transmitter Location 833 Main St.
Phone Number 4-5774
Transcription Service Thesaurus
Air Time Full Time
News Service AP
Representative Brannon, Rambeau
Membership BAB, NARTB
President David W. Howe
Prog. Pub. Dir. Richard Burt
Sta., Comm. Mgr. Alfred E. Spokes
Chief Engineer Donald M. Wheatley

WSYB
RUTLAND—1930
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Phillip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Representative Joseph Hershey McGilvra
Station Manager J. H. Weiss

WSR
ST ALBANS—1941—YANKEE
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1380
News Service UP
Transcription Service World
Representative ............................................. Walker, Bannon
President-Gen. Mgr. ..................................... Lloyd Squier
Sta., Comm., Sales Prom. Mgr., Richard W. Hill
Program Director ........................................ Robert Leavitt
Chief Engineer ........................................ Theodore Boisvert

W T W N
ST. JOHNSBURY—1949
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ...................................... Twin State Bcast. Inc.
Address .................................................... Box 662
Phone Number ............................................ Pioneer 8-2344
News Service ............................................... UP
Transcription Service ................................... Thersaurus, World
Representative ............................................ McGillivra, Ketel-Carter
Pres., Gen. Mgr. .......................................... E. Dean Finney
Program Director ....................................... Guy O. Austin

W P I K
ALEXANDRIA—1945
Frequency: 730 Kc.  Power: 1000 Watts d.
Owned-Oper. By ........................................... Potomac Bcast. Corp.
Address ...................................................... Virginia Theatre Bldg.
Phone Number ............................................ Overlook 3-3000
Representative ............................................. Grant Webb
Membership ................................................ NARTB, BAB
News Service ............................................... AP
Pres., Gen. Mgr. .......................................... Carl L. Lindberg
Commercial Mgr. ......................................... Art Kellar
Chief Engineer ............................................ Peter Dunckle

W A R L
ARLINGTON—1947
Frequency: 780 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................................... No. Virginia Bcast. Inc.
Bus-Studio Address ...................................... 5223 Lee Hwy.
Phone Number ............................................ Jackson 7-7800
News Service ............................................... UP
President .................................................... Lou Poller
General Manager ......................................... Cy Blumenhal
Program Director ........................................ Ray Armand
Chief Engineer .......................................... Stephen Hart

W E A M
ARLINGTON—1947
Frequency: 1390 Kc.  Power: 5000 Watts
Address ...................................................... 2030 N. 16th St.
Phone Number ............................................ Jackson 7-7100
News Service ............................................... AP
President .................................................... Harold H. Thoms
General Manager .......................................... George Oleson

W D E V
WATERBURY—1931—MBS
Frequency: 550 Kc.  Power: 1000 Watts
Owned-Oper. By .......................................... Lloyd E. Squier
Address ...................................................... 8 Stowe St.
Phone Number ............................................ 4-7321
Air Time .................................................... 6:00 a.m.-12 M.
News Service ............................................... UP
Transcription Service ................................... World
Representative ............................................. Walker
Membership ................................................ NARTB, BAB
General Manager ......................................... Lloyd E. Squier
Comm. Mgr., Pgm. Dir. ................................... Craig S. Parker
Chief Engineer ............................................ Warren Chase

VIRGINIA

Pop. Feb. 1, 1954 (Est.) 3,452,000 — Families 830,000
Radio Homes 738,000 — TV Homes 512,000 — Stations in State 63

W P I K
ALEXANDRIA—1945
Program Director ........................................ John Cooley
Chief Engineer ............................................ William Beresford

W B L T
BEDFORD—1950—MBS
Frequency: 1480 Kc.  Power: 250 Watts
Address ...................................................... P. O. Box 406
Phone Number ............................................ 8245
News Service ............................................... AP
Transcription Service ................................... Thersaurus
Commercial Manager ................................... A. R. Owen
Program Director ....................................... R. A. Scott, Jr.

W L S D
BIG STONE GAP—1953
Frequency: 1220 Kc.  Power: 1000 Watts d.
Phone Number ............................................ 960
General Manager ......................................... W. H. Wren Jr.
Program Director ........................................ W. R. Holland Jr.
Promotion Mgr. ............................................ James E. True Jr.
Chief Engineer ............................................ Andrew R. McMaster

W K L V
BLACKSTONE—1947—MBS-KBS
Frequency: 1490 Kc.  Power: 250 watts
Owned-Oper. By .......................................... Blackstone Bdcstg. Corp.
Phone Number ............................................ 478
Address ...................................................... Community Bldg.
Air Time ..................................................... 6 a.m.-11 p.m.
Transcription Service ................................... Longworth
Representative ............................................. Colton
News Service ............................................... AP
President .................................................... H. L. Umstead
Sta. Mgr., Chief Eng. ................................... Cosby A. Draper, Jr.
WCYB
BRISTOL—1946
(See Also Bristol, Tenn.)
Frequency: 690 Kc. Power: 10,000 Watts d.
Address: Front & Cumberland Sts.
Phone Number: North 3560
Air Time: Daytime
News Service: AP
Transcription Service: World, Cole, Associated
Membership: NARTB, BAB
President: Robert H. Smith
V.P., Sales Mgr.: J. Fey Rogers
Chief Engineer: R. V. Robinson

WFH G
BRISTOL—1946—MBS
Frequency: 980 Kc. Power: 1000 Watts
Address: Valley Drive
Phone Number: N-3560
News Service: UP
Transcription Service: Thesaurus
Pres., Gen. Mgr.: W. C. Nininger
Commercial Manager: Jack Martin
Program Director: David Purcell
Chief Engineer: John Hughlett

WCYB
10,000 WATTS 690 KILOCYCLES
Gets Results for the Tri-Cities Market
Bristol, Va.-Tenn., Johnson City, Tenn., Kingsport, Tenn.

Top RESULTS
Top POWER  Top FREQUENCY
Top PROGRAMS  Top FEATURES
Top PERSONALITIES
GIL PERNA, INC., National Representatives
ask them for the Top story in the Virginia-Tennessee Market

WCH V
CHARLOTTESVILLE—1933—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Barham & Barham
Bus.-Studio-Transmitter Address: Rose Hill Dr.
Phone Number: 2-5121
Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: Charles Barham, Jr.
Gen., Comm. Manager: Robert C. Walker
Promotion Manager: Charles Smith
Chief Engineer: Walter W. Gray

WINA
CHARLOTTESVILLE—1949—MBS
Frequency: 1280 Kc. Power: 1000 Watts, d.
Owned-Oper. By: Charlottesville Bcstg. Corp.
Address: P. O. Box 1230
Phone Number: 2-8177
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Membership: NARTB, BAB
Pres., Gen. Mgr.: Donald G. Heyne
Station Manager: Charles W. Freeman
Chief Engineer: Lawrence Kennedy

WCFV
CLIFTON FORGE—1950—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Clifton Forge Bcstg. Corp.
Address: Fairview Hts
Phone Number: 2147
Transcription Service: Standard
News Service: AP
President: Cletus H. Lawler
General Manager: Grover K. Fulk
Program Director: Larry Cooper

WKEY
COVINGTON—1941—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Earl M. Key
Business Address: Box 710
Phone Number: 8351
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Representative: Devney
Transcription Service: Thesaurus
Membership: NARTB, BAB
General Manager: Earl M. Key
Commercial Mgr.: Kenneth L. Bryant
Program Director: John Lee Davis
Chief Engineer: E. G. Hemingway

WSVS
CREWE—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Business Address: 800 Melody Lane
WCVA
CULPEPER—1949—KBS-MBS

Frequency: 1430 Kc. Power: 250 Watts
Address.............. Harrison Ave.
Phone Number........ 8338
Air Time............. 6:30 a.m. to 9:35 p.m.
News Service........ UP
Transcription Service . Standard
President............Ira C. Hopkins
Program Director... Woody Powell
Chief Engineer........ Walter Wilkerson

WBTM
DANVILLE—1930—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By. . . . Piedmont Bcstg. Corp.
Phone Number........ 2350
Air Time............. Full Time
News Service........ AP
Transcription Service . World
Representative. . . . George P. Hollingsbery
Membership........... NARTB, BAB
President............ L. N. Dibrell
General Manager ...... Edward G. Gardner
Comm. Mgr............ John Holland
Program Director.... Milton Adams
Chief Engineer........ Lyle C. Motley

WDVA
DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 2500 Watts d.
1000 Watts n.
Address.............. American Natl. Bank Bldg.
Phone Number........ 5300
Air Time............. Full Time
News Service........ UP
Transcription Service . Lang-Worth
Representative. . . . Burn-Smith, Dora-Clayton
Membership........... NARTB, BAB
President............J. D. Pruitt
General Manager ...... Emerson J. Pryor
Commercial Mgr. . . . Stover Morris, Jr.
Program Director.... Richard Campbell
Chief Engineer........ Howard Clendenon

WEVA
EMPORIA—1952

Frequency: 1400 Kc. Power: 250 Watts
Address.............. Washington St. & Florida St.
Phone Number........ 2133

WFAX
FALLS CHURCH—1948—KBS

Frequency: 1220 Kc. Power: 500 Watts d.
Owned-Operated By. . . . Lamar A. Newcomb
Address.............. Box L
Phone Number........ Jefferson 2-0500
News Service........ UP
Pres., Gen. Mgr. . . . . . . . . Lamar A. Newcomb
Program Director... Genevieve Main
Chief Engineer......... Richard Fanning

WFLO
FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Business Address ...... Johnson City
Phone Number........ Farmville 870
News Service........ UP
Transcription Service . Thesaurus
Representative........ Clark
Membership........... NARTB, BAB
Pres., Gen. Mgr. . . . . . . . . . Carla B. Keys
Station Manager ...... John D. Wilson
Commercial Mgr. . . . . . . . . . Reginald Speir
Program Director.... John Calhoun
Chief Engineer......... Charles K. Chrismon

WFVA
FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Business Address..... 707 Princess Anne St.
Phone Number........ 1281
Exec. Vice-Pres. ...... Richard Lewis
Manager.............. Walter F. Harris, Jr.

WFTR
FRONT ROYAL—1948—MBS

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

WBOB
GALAX—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Address.............. Poplar Knob Rd.
Phone Number........ 2521
News Service........ AP
President............. Robert V. Morris
Gen. Sta. Manager...... Joseph P. Crockett
VIRGINIA

Program Director.........................Muriel Bell
Commercial Manager.......................Brice J. Parks
Chief Engineer............................Edward Boyer

WVEC
HAMPTON—1948—NBC
Frequency: 1490 Kc. ......Power: 250 Watts d.
Studio-Trans. Address.............1490 Pembroke
Phone Number..............Hampton 6332
Air Time..............................Full Time
News Service..................AP
Transcription Service........World, Standard
Representative........Wm. G. Rambeau
Membership...............NARTB, BAB
President................Thomas P. Chisman
General Manager........Harrol A. Brauer, Jr.
Comm. Manager........Charles L. Coker, Jr.
Program Director........Bob Drill
Chief Engineer...............Wm. C. King, Jr.

WSVA
HARRISONBURG—1935—NBC
Frequency: 550 Kc. ......Power: 1000 Watts
Owner-Operated Shenandoah Valley Bstg. Corp.
Business-Studio Address........Rawley Pike
Phone Number.............4-4431
Air Time..............................Full Time
News Service..................UP
Transcription Service..........World
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........City Point Rd.
Phone Number.............HO 801
News Service..................UP
Transcription Service.........Thesaurus
Pres., Gen. Mgr.............Mort. Hendrickson
Chief Engineer...............Steve Wolchin

WREL
LEXINGTON—1948—NBC
Frequency: 1450 Kc. ......Power: 250 Watts
Phone Number.............6000
News Service..................AP
Representative...............Cooke
Transcription Service..........Thesaurus
President................Marshall L. Wilmer
Gen., Sta., Comm. Mgr. ......Milton B. Henson
Program Director........Andrew Patterson
Chief Engineer...............James I. Bray, Jr.

WLVA
LYNCHBURG—1930—ABC
Frequency: 590 Kc. ......Power: 1000 Watts
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. Hollingsby
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 Uuttal
Chief Engineer...............John T. Orth

WWOD
LYNCHBURG—1947—MBS
Frequency: 1390 Kc. ......Power: 1000 Watts
Address...............P. O. Box 918
Phone Number...............2-3441
Air Time..............................Unlimited
News Service..................AP
Transcription Service.........Thesaurus
Representative...............Walker
Membership...............NARTB
President................Dr. Powell G. Dillard
Gen., Sta. Mgr.............Charles R. Maillet
Commercial Manager..........Richard E. Gooch
Chief Engineer...............Forest J. Pinkerton

WMEV
MARION—1948—ABC-KBS
Frequency: 1010 Kc. ......Power: 1000 Watts
Address...............Park Boulevard
Phone Number...............3-8001
Air Time..............................Daytime
News Service..................AP
Transcription Service.........World
Representative...............Cooke
Membership...............NARTB, BAB
V.P., Gen. Sta. Mgr. ......Robert C. Wollenden
Pgm. Dir................Mrs. R. C. Wollenden
Chief Engineer...............F. M. White, Jr.

WMVA
MARTINSVILLE—1941—NBC-KBS
Frequency: 1450 Kc. ......Power: 250 Watts
Address...............Chatham Heights
Phone Number...............Virginia 2152
News Service..................AP
President................E. S. Walker
General Manager........Maynard E. Dillaber
Commercial Mgr. ...........Charles F. Adams
Program Director........Barbara Zimmerman
Chief Engineer...............B. E. Boyer

628
VIRGINIA

W N R V
NARROWS—1953
Frequency: 990 Kc. Power: 1000 Watts d.
Address: No address given
Phone Number: 2211
President: H. J. Romanus
General Manager: H. Tom Hicks
Commercial Mgr.: R. J. Torquato
Program Director: Albert A. Rich
Chief Engineer: Washington Eitelkko

W G H
NEWPORT NEWS—1928—ABC
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By: Hampton Roads Bstg. Corp
Bus.-Studio Address: 739 Boush St., Norfolk
Phone Number: Norfolk 2-7031
News Service: AP
News Affil.: Daily Press, Times-Herald
Transcription Service: Associated
Representative: Free & Peters
Membership: NARTB, BAB
President: William R. Van Buren, Sr.
Gen.-Sta. Manager: Edward E. Bishop
Commercial Mgr.: Clyde F. Meades
Program Director: Ambert Dail
Chief Engineer: Alois Braun

W H Y U
NEWPORT NEWS—1947
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Eastern Bstg. Corp.
Business-Studio Address: 114 W. 24th St.
Phone Number: Newport News 3-1631
News Service: UP
Transcription Service: Capitol
President: John Doley
General Manager: Frederic F. Clair
Program Dir.: Tom Bradshaw, Jr.

W C A V
NORFOLK—1947—MBS
Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Cavalier Bstg. Corp.
Bus.-Studio Address: Helena Bldg.
Phone Number: 2-3266
News Service: UP
Transcription Service: Capitol
Representative: Indie Sales, Inc.
Membership: NARTB
President: Mrs. Pauline Light
General Manager: William M. Manro
Program Director: Jack Lynn
Chief Engineer: Sanford Willis

W L O W
NORFOLK—1946
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Commonwealth Bstg. Corp.
Bus.-Studio Address: 21st & Manteo St.
Phone Number: 4-5677
News Service: AP
Representative: For Joe

W N O R
NORFOLK—1949
Frequency: 1230 Kc. Power: 250 Watts
Address: 1019 Boissevain Ave.
Phone Number: 27071
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
President: Louis H. Peterson
Program Manager: Bill Rollins
Chief Engineer: Wayne Rollins

W R A P
NORFOLK—1952
Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By: Rollins Bstg. Inc.
Address: 300 Portlock Bldg.
Phone Number: 4-6307
Chairman of Board: John W. Rollins;
President: O. Wayne Rollins
General Manager: Robert Lyons
Chief Engineer: Glen Frazier

W T A R
NORFOLK—1923—CBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By: WTAR Radio Corp.
Bus.-Studio Address: 720 Boush St.
Phone Number: 56711
News Service: AP
News Affil.: Norfolk Newspapers, Inc.
Transcription Service: Standard
Representative: Edward Petry
Pres., Gen. Mgr.: Campbell Arnoux
Commercial Mgr.: Robert M. Lambe
Promotion Manager: Robert A. Davis
Program Director: William Johnson
Publicity Director: Joel Carlson
Chief Engineer: Dick Lindell

W N V A
NORTON—1946—MBS—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Blamfox Radio Co., Inc.
Bus.-Studio Address: Harlan, Ky.
News Service: AP
Transcription Service: World
President: Richard B. Helms
Gen., Sta. Mgr.: Jack T. Helms
Comm. Mgr., Pgm. Dir.: Wally Douglass
Chief Engineer: Gene Tommerdahl

W J M A
ORANGE—1949—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...James Madison Bcastg. Corp.
Address...P. O. Box 271
Phone Number...7263
Air Time...Full Time
News Service...UP
Transcription Service...SESAC
Membership...NARTB
President...W. A. Sherman, Jr.
Gen., Comm. Mgr...Alfred W. Walthall
Program Director...Jim Simmons
Publicity Director...Ann G. Butler
Chief Engineer...Charles F. Brown

W S S V
PETERSBURG—1945—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...Southside Virginia Bcastg. Corp.
Business-Studio Address...112 W. Tabb St.
Phone Number...RE 3-4567
Air Time...6:30 a.m.-M.
News Service...AP
Membership...NARTB
President...Louis H. Reiter
Station Manager...Ray L. Moss
Commercial Mgr...E. L. Von Nordeck
Program Director...N. W. Andrews
Chief Engineer...Donald W. Hall

W A V Y
PORTSMOUTH—1943
Frequency: 1350 Kc. Power: 5000 Watts
DOMINATING in NEWS MUSIC and SPORTS
Exclusive Station for INTERNATIONAL LEAGUE BROADCASTS

W L E E
Richmond, Va.

Owned-Oper. By...Portsmouth Radio Corp.
Bus-Studio Address...205 Professional Bldg.
Phone Number...7-3488
News Service...UP
Transcription Service...Thesaurus
Representative...Burn-Smith
President...Hunter C. Phelan
Gen., Sta. Mgr...Carl J. Burkland
Chief Engineer...Luther Norris

W P U V
PULASKI—1946—NBC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By...Southwest Bcastg. Corp.
Address...Box 351
Phone Number...3-3931
News Service...AP
Transcription Service...World
Representative...Sears & Ayer
Pres., Gen. Mgr...Mason C. Deaver
Commercial Manager...Larry Schoefeld
Chief Engineer...John A. Columbus

W R A D
RADFORD—1950
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Rollins Bcastg. Inc.
Phone Number...2461
Transcription Service...Associated
Representative...Pearson
News Service...AP
President...O. Wayne Rollins
Gen., Comm. Mgr...Wendell H. Siler
Sales Prom. Mgr...Ben Johnston
Prog. Dir., Chief Engr...Alfred L. Mills

W R I C
RICHLANDS—1951
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcastg. Corp.
Address...Box 218
Phone Number...450
Transcription Service...Thesaurus, SESAC
News Service...AP
Gen., Sta. Mgr., Chief Eng., Max M. Blakemore
Program Director...Lindy Seamon
Comm., Prom. Mgr...Ben Johnston

W A N T
RICHMOND—1951
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By...United Bcastg. Co. of Virginia
Address...513 E. Main St.
Phone Number...38368
President...Richard Eaton
General Manager...Richard Scheele
Program Manager...Michael Novello
Chief Engineer...Silas Bell

W L E E
RICHMOND—1945—MBS
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By...Lee Bcastg. Corp.
Proof of SELLING POWER in the RICH VIRGINIA MARKETS

The only yardstick of sales power is results. The proof of direct, immediate, profitable results, is consistent use of WRNL by highly successful advertisers, week after week, for OVER A DECADE. We'd like to tell you about it.

5000 Watts
ABC Affiliate
Richmond, Virginia
VIRGINIA

Bus. Studio Address 100 W. Franklin St.
Representative Indie Sales
News Service AP
President Douglas H. Robertson
Chief Engineer Paul Kness

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 AP, UP
Transcription Service Free and Peters, Inc.
Representative J. P. Fishburn
President J. P. Fishburn
General Manager Ray P. Jordan
Commercial Manager John W. Harkrader
Program Director Paul E. Reynolds
Production Director Charles A. Ballou
Promotion Director Joe B. Grant
Chief Engineer J. Edward Newman

WRIS
ROANOKE—1953
Address Pythian Bldg.
Phone Number 2-3131
President Cy Bahakel
Manager Frank Tirico
Program Director Herman Reavis
Promotion Manager Coleman Austin
Chief Engineer John Strong

WROV
ROANOKE—1946—ABC-MBS
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 UP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NARTB, BAB
President Leo F. Henebry
Program Director Lee Garrett
Chief Engineer J. W. Robertson

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

WHLF
SOUTH BOSTON—1947—KBS—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Halifax Bcstg. Co.
Address Webster St.
Phone Number 2-9888
News Service AP
Transcription Service World
Program Director Ella L. Poindexter
Chief Engineer Arthur A. Moran

WJWS
SOUTH HILL—1953
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Mecklenburg Bcstg. Corp.
Address Box 669
Phone Number 230
President John Shultz
Vice-Pres., Chief Engr. Phil Hedrick
Commercial Mgr. W. Brown Hoffer

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
News Service AP
Transcription Service Thesaurus
Membership NARTB
General Station Mgr. Charles P. Blackley
Comm.-Sales Prom. Mgr. Charles F. Seebeck
Program Director Fulton A. King
Chief Engineer Rex C. Houser

WLPM
SUFFOLK—1940—ABC-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Suffolk Bcstg. Corp.
Business Studio Address Radio Bldg.
Phone Number 2-394
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Sears & Ayer
Pres., Gen. Manager Fred L. Hart
Commercial Dir. Earl Hundley
Publicity Director Lee Williams
Chief Engineer Veryl W. Rupp

WNNT
WARSAW—1949—KBS
WAYB
WAYNESBORO—1947—MBS-KBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Address: . . . 526 Main St.
Phone Number: . . . 6066
Air Time: . . . Full Time
News Service: . . . AP
Transcription Service: . . . World
Membership: . . . NARTB
President: . . . Judson T. Phillips
Gen., Sta., Comm. Mgr.: . . . N. Wilbur Kidd
Program Director: . . . Al Charles
Chief Engineer: . . . Donald D. Curtis

WINC
WINCHESTER—1941—NBC-KBS
Frequency: 1400 Kc. . . . Power: 250 Watts

WASHINGTON
Pop. Feb. 1, 1954 (Est.) 2,814,000 — Families 987,000
Radio Homes 965,000 — TV Homes 411,500 — Stations in State 54

KBKW
ABERDEEN—1948—ABC
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Oper. By: . . . KBKW, Inc.
Address: . . . 701 E. Heron St., Aberdeen, Wash.
Phone Number: . . . 1015, 1016
Air Time: . . . 6 a.m.-11 p.m.
News Service: . . . AP
Transcription Service: . . . World, Associated
Representative: . . . Forjoe
Membership: . . . BAB
President: . . . Archie Taft, Jr.
Gen., Sta. Mgr.: . . . L. H. Daviscourt
Program Director: . . . Francis White
Chief Engineer: . . . Jack Fleming

KXRO
ABERDEEN—1927—MBS—DON LEE KB
Frequency: 1320 Kc. . . . Power: 1000 Watts
Owned-Oper. By: . . . KXRO, Inc.
Address: . . . 207½ E. Market St.
Phone Number: . . . Aberdeen 4098
Air Time: . . . 7 a.m.-11:15 p.m.
News Service: . . . UP
Representative: . . . Clark, Moore-Lund
Membership: . . . NARTB, BAB
President: . . . Harry R. Spence
Sta. Gen. Mgr.: . . . Fred G. Goddard

KPUG
BELLINGHAM—1948—MBS-KBS
DON LEE
Frequency: 1170 Kc. . . . Power: 1000 Watts
Owned-Operated By: . . . KPUG, Inc.
Business Address: . . . P. O. Box: 655
Telephone: . . . 6200
News Service: . . . UP
Representative: . . . Clark
President: . . . Jessica L. Longston
Station Mgr.: . . . James Hamstreet
Comm. Mgr.: . . . Alex DeSchweinitz
Prom. Mgr.: . . . Dick Rapp
Program Dir.: . . . Jeanne Smith
Chief Engineer: . . . Donald R. Pinney

KVOS
BELLINGHAM—1927—ABC
Frequency: 790 Kc. . . . Power: 1000 Watts
Owned-Operated By: . . . KVOS, Inc.
Bus.-Studio Address: . . . 1321 Commercial St.
Phone Number: . . . 790
News Service: . . . UP
Representative: . . . Forjoe, Feltis
Membership: . . . NARTB, BAB
President: . . . Rogan Jones
KWIE
KENNEWICK—1949
Frequency: 610. Power: 1030 Watts
Owned-Oper. By: KWIE, Inc.
Address: 11 S. Cascade St.
Phone Number: KE 6861
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Associated
Representative: Moore-Lund, Robert Meeker
Membership: NARTB
Pres., Sta. Mgr.: Harold A. Clark
Comm. Mgr., Chief Eng.: C. J. McCredie
Program Director: Marvin E. Johnston

KBRC
MOUNT VERNON—1946
Frequency: 1430 Kc. Power: 500 Watts
Owned-Operated By: Beckley Radio Co.
Bus.-Studio Add.:Trans. Loca. 240 F. O. Box
Phone Number: 6955
Air Time: 6 a.m.-10 P.M.
News Service: UP
Representative: Moore-Lund, McGilvra
Membership: NARTB, BAB
Gen. Sta. Mgr.: Leo H. Beckley
Commercial Mgr.: Don Usher
Program Director: Tom Haveman
Chief Engineer: John Price

KRKL
KIRKLAND—1948
Frequency: 1050 Kc. Power: 250 Watts d.
Address Trans. Loca.: Civic Center
Phone Number: 22-1201
Transcription Service: Capitol
Presidents: L. N. Ostrander, W. A. Channess
General Manager: G. A. Wilson
Program Director: Rosanne Coyle Lomen
Chief Engineer: R. H. Waldron

KGY
OLYMPIA—1922—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Tom Olsen
Address Trans. Loca.: Rockway Leland Bldg.
Phone Number: 6836
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: World, SESAC
Representative: George Clark, Art Moore
Membership: BAB
General Manager: Tom Olsen
Commercial Mgr.: Elmer J. Holmberg
Program Director: Don Jones
Chief Engineer: Charles A. Roark

KWKL
LONGVIEW—1938—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bdstg. Corp.
Phone Number: 1500
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: W. S. Grant, Moore-Lund
Membership: BAB
President, Gen. Mgr.: C. O. Chatterton
Sta. Mgr.: Bob L. Moran
Program Director: Ellen Sharp
Chief Engineer: Ralph Brown

KOMW
OMAK—1947
Owned-Oper. By: KOMW, Inc.
Bus.-Studio Address: Box 151
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB
President: R. L. McNett
General Manager: Dean Nichols
Commercial Manager: Grover D. Allen
Program Director: Mary Jane Robbins
Chief Engineer: Leonard Fleisher

KPKW
PASCO—1945—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
Sta. Comm. Mgr.: W. J. Hunt
Program Director: Walter Mott
Chief Engineer: Robert Rockne
KONP
PORT ANGELES—1945—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Radio Pacific, Inc.
Bus-Studio-Transmitter Address... 313 W. First
Phone Number... 4200
Air Time... 6:45 a.m.-10:30 p.m.
News Service... UP
Transmission Service... World
Representative... John Keating
Pres., General Mgr... C. N. Webster
Station Manager... Keith Patterson
Chief Engineer... Frederick Fields

KOFE
PULLMAN—1950
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By... Bayton & Hicks
Address... P. O. Box 356
Phone Number... 1-5251
News Service... UP
Membership... BAB
Transmission Service... Lang-Worth
Gen., Sta. Mgr... J. Ronald Bayton
Commercial Mgr... John R. Puckett
Prom. Mgr., Chief Eng... B. J. Bayton

KPUY
PUYALLUP—1951—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Puyallup Valley Bstg. Co.
Address... 1510 Linden Drive
Phone Number... 5-7711
News Service... UP
Transmission Service... Associated
Gen., Comm. Mgr... Merrill E. Mael
Program Director... Pete Hansen
Chief Engineer... George Yeager

KAPA
RAYMOND—1950
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Pacific Bstg. Corp.
Address... P. O. Box 626
Phone Number... 1010
Air Time... 6 a.m.-12 M.
News Service... AP
Station Representative... Clark, Moore-Lund
Membership... NARTB, BAB
President... Joe Chytil
Gen., Sta. Mgr... Hugh MacPherson
Program Director... Stan Witter
Chief Engineer... Robert McNamara

KLAN
RENTON—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Interlake Bstg. Corp.
Address Trans. Loca... N. 7th & Park Ave.
Phone Number... Renton 5-3424
Air Time... Full Time (Ex. Sunday)
News Service... UP
Transmission Service... Cole, World
Representative... Forjeo
President, Manager... Ralph Sander
Station Manager... Clifford H. Hansen
Program Director... George Edgar
Chief Engr... F. C. Cook

KALE
RICHLAND—1950
Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By... KALE, Inc.
Address... P. O. Box 387
Phone Number... RI 4-3180
Representative... George Clark
Transmission Service... Lang-Worth
Membership... NARTB, BAB
News Service... UP
President... R. S. McCaw
Gen., Sta. Mgr... L. G. Dix
Prog. Dir., Chief Eng... Joseph Muench

KAYO
SEATTLE—1926
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By... Wash. Telecasters, Inc.
Addr., Trans. Loca... 2839 Fourth Ave. So.
Phone Number... Elliot 2480
Air Time... Full Time
News Service... UP
Membership... NARTB
President... Jessica L. Longston
Gen., Sta. Mgr... E. R. Pollock
Sales Prom. Mgr... Pgm. Dir... Ben H. Harkins
Chief Engineer... Verle Jones

KING
SEATTLE—1946—ABC
Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Oper. By... KING Bstg. Co.
Address... 320 Aurora Ave.
Phone Number... Mutual 3555
Representative... Blair
News Service... UP
Membership... NARTB, BAB
President... Mrs. A. Scott Bullitt
V.P., Gen. Mgr... Otto P. Brandt
Commercial Mgr... Roger D. Rice
Program Director... Earl F. Reilly, Jr.
Publicity Director... Mel Anderson
Chief Engineer... Arthur A. Shultz

KIRO
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
Transmission Service... Thesaurus
Membership... BAB
President... Saul Haas
Comm. Manager... William F. Tucker
Program Director... Carroll Foster
Chief Engineer... James Hatfield
KJR
SEATTLE—1923
Frequency: 950 Kc. . . . . Power: 5000 Watts
Owned-Oper. By. Mt. Rainier Radio &
Television Bstg. Corp.
Business-Studio Address. Skinner Bldg.
Phone Number. Elliot 5890
Air Time. Unlimited
News Service. UP
Transcription Service. Standard
Representative. Avery-Knodel
President. C. Howard Lane
Chairman of Board. Theodore R. Gamble
Gen., Prom. Mgr. . . . . Mait Jordan
Pgm. Director. Homer Pope
Chief Engineer. Don M. Anderson

KOL
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, INS
Transcription Service. World
Representative. Bolling
Membership. BAB, NARTB
President. Archie Taft
Comm., Prom. Mgr. . . . . Gil Bond
Pgm. Director. Robert Harris
Chief Engineer. Perry Lind

KOMO
SEATTLE—1926—NBC
Frequency: 1000 Kc. . . . Power: 50,000 Watts
Owned-Oper. By. Fisher's Blend Station, Inc.
Bus.-Studio Address. 1004 4th Ave, No.
Phone Number. SEneca 6000
Air Time. 18 hrs.
News Service. UP
Transcription Serv. Associated, Lang-Worth
Representative. Hollingbery
Membership. NARTB, BAB
President. O. W. Fisher
V.P., Gen. Mgr. . . . . W. W. Warren
V.P., Com. Manager. Ray Baker
Publicity Director. Margaret Frey
Program Manager. F. J. Patterson
Chief Engineer. F. J. Brott

KVI
SEATTLE—1928—MBS
Frequency: 570 Kc. . . . Power: 5000 Watts
Business Address. Camlin Hotel
Phone Number. SEneca 4848
Air Time. 6 a.m.-12 M.
News Service. AP
Transcription Service. Thesaurus
Representative. H-R Reps.
Membership. NARTB, BAB
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 8800
Air Time. 5 a.m.-Local Sunset
News Service. AP
Membership. NARTB, BAB
President. Wesley I. Dumm
General Manager. Hugh A. Smith
Commercial Mgr. . . . . John W. Mowbray
Chief Engineer. John Dubuque

KGA
SPOKANE—1926—ABC
Frequency: 1510 Kc. . . . Power: 50,000 Watts
Owned-Oper. By. Bankers Life and Casualty
Bus.-Stud. Add. 4444 Lawrence Ave., Chicago
Air Time. 6 a.m.-12 M.
News Service. UP
Transcription Service. World
Representative. Clark
President. John MacArthur
General Manager. Kenneth Yeend
Program Director. Rod Klise
Chief Engineer. B. B. Boardman

KHQ
SPOKANE—1922—NBC
Frequency: 590 Kc. . . . Power: 5000 Watts
Owned-Operated By. KHQ, Inc.
Phone Number. MAIsdon 5131
Air Time. 19 hrs.
News Service. AP
Transcription Service. Associated
Representative. Ksts
Membership. NARTB, BAB
Station Manager. Chas. E. Lohnes
Program Director. R. H. Godon
Chief Engineer. A. G. Sparling
KNEW
SPOKANE—1947—MBS—DON LEE
Frequency: 790 Kc.  Power: 5000 Watts
Owned-Oper. By ........................................... Inland Empire Bcstg. Co.
Bus.-Studio Address ...................................... Sprague at Wall
Phone Number .............................................. 8035
Representative .............................................. Weed
Transcription Service ........................................ Capital
Membership .................................................. NARTB
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 Wasmers
Address ........................................................ South 4103 Regal
Phone Number .............................................. 4101 S. Regal St.
Transmitter Location ........................................ Keystone 0466
News Service ................................................ A. P.
Transcription Service ........................................ Associated
Representative ............................................... Bolling
Pres., Gen., Sta. Mgr. ....................................... Louis Wasmers
Manager ......................................................... Robert H. Temple
Program Director ............................................ E. A. Moseley
Chief Engineer .............................................. William Patterson

KSPO
SPOKANE—1922
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By .............................................. Williams and Berthof
Address, Trans. Loca. ....................................... Realty Bldg.
Phone Number .............................................. Riverside 8033
News Service ................................................ UP
Co-Owner ......................................................... Delbert Berthof
Co-Owner ......................................................... Gene Williams
Chief Engineer .............................................. E. P. Antosyn

KXLY
SPOKANE—1922—CBS-PNB
Frequency: 920 Kc.  Power: 5000 Watts
Owned-Operated By ........................................... Symons Bcstg. Co.
Address ........................................................ West 315 Sprague
Phone Number .............................................. Main 1218
Air Time ........................................................ Unlimited
News Service ................................................ A. P., UP
Transcription Service ........................................ MacGregor, SESAC
Representative ............................................... Walker, PNB, Moore-Lund
Pres., Gen. Mgr. .............................................. E. B. Craney
Sta., Comm. Mgr. ............................................. George Morgan
Program Director ............................................ Gene Roth
Chief Engineer .............................................. George Langford

KREW
SUNNYSIDE—1950
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By .............................................. Cole E. Wylie
Address ........................................................ Outlook Road
Phone Number .............................................. 72277
News Service ................................................. AP

KMO
TACOMA—1926
Frequency: 1360 Kc.  Power: 5000 Watts
Owned-Oper. By .............................................. KMO, Inc.
Bus.-Studio Address ......................................... P. O. Box 1651
Phone Number .............................................. FU 1581
Air Time ........................................................ 6 a.m.-12 p.m.
News Service ................................................ UP
Transcription Service ........................................ Thesaurus, Standard
Representative ............................................... Bramham
Membership ................................................... NARTB, BAB
President ....................................................... Carl E. Raymond
V.P., Gen., Sta. Mgr. ......................................... Jerry Geehan
Comm. Mgr. .................................................... Raymond T. McKenzie
Prom., Pub. Dir. ............................................... Eugene W. Dryden
Program Dir. ................................................... Richard D. Weeks
Chief Engineer .............................................. John Boor

KTAC
TACOMA—1942
Frequency: 810 Kc.  Power: 1000 Watts
Owned-Operated By ........................................... Tacoma Bcstg., Inc.
Address ........................................................ 2715 Center St.
Phone Number .............................................. Broadway 2241
Air Time ........................................................ 18 hrs.
News Service ................................................ UP
Transcription Service ........................................ World
Representative ............................................... McGilvra, Moore
Membership ................................................... NARTB
President ....................................................... Harold J. Quilliam
Station Manager ............................................. T. R. Knightlinger
Commercial Manager ................................. Don Hopkins
Chief Engineer .............................................. R. C. Velo

KTNT
TACOMA—1952
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ........................................... Tribune Publ. Co.
Address ........................................................ So. 11th & Grant Sts.
Phone .......................................................... FU 2561
Transcription Service ........................................ Associated
News Service ................................................ A. P., UP
Representative ............................................... Weed
General Manager .............................................. Leon Higgins
Commercial Mgr. ............................................. John Upsham
Program Director ............................................ Gless Connay
Chief Engineer .............................................. Max H. Bice

KVAN
VANCOUVER—1939
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Oper. By .............................................. KVAN, Inc.
Studio Address .............................................. 707½ Main St.
Phone .......................................................... TW 7323
Air Time ........................................................ 6 a.m.-M.
News Service ................................................. UP
KTEL
WALLA WALLA—1946—ABC
Frequency: 1490 Kc ..... Power: 250 Watts
Address ..... Book Nook Bldg.
Phone Number ..... 4103
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World
Representative ..... Grant. Keating
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, National, Moore-Lund
Membership ..... NARTE, BAB
Pres., Gen. Mgr ..... H. E. Studebaker
Sta. Comm. Mgr ..... Don Wike
Program Director ..... John Sherman
Chief Engineer ..... M. L. MacLafferty

KPQ
WENATCHEE—1929—ABC
Frequency: 560 Kc ..... Power: 5000 Watts
Owned-Oper. By ..... Wescoast Bdcstg. Co., Inc.
Bcs-Studio Address ..... 2nd & Columbia Sts.
Phone Number ..... 2757
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Forjoe
Membership ..... BAB
President ..... Al Bauer
Sta., Gen. Mgr ..... Walter P. Rossman
Prom., Comm. Mgr ..... George W. Conner
Program Director ..... George Frese
Chief Engineer ..... Leo Erickson

KWNW
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.
Representative ..... McGilivra, Moore & Lund
General Mgr ..... Stuart S. Maus
Sta., Comm. Mgr ..... Mark A. Sorley
Chief Engineer ..... Warren Brown

KIMA
YAKIMA—1944—CBS
Frequency: 1460 Kc ..... Power: 5000 Watts
Address ..... P. O. Box 702
Phone Number ..... 6104
News Service ..... AP
Transcription Service ..... Langworth, SESAC
Representative ..... Weed & Co.
Membership ..... NARTE, BAB
President ..... A. W. Talbot
General Manager ..... R. Lee Black
Station Manager ..... Frank G. Mitchell
Commercial Mgr ..... W. B. Hansen
Chief Engineer ..... J. Barry Watkinson

KIT
YAKIMA—1929—ABC—NBC
Frequency: 1280 Kc ..... Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By ..... KIT, Inc.
Phone Number ..... 8115
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Representative ..... Branham
Membership ..... BAB
President ..... Carl E. Haymond
Gen., Sta. Mgr ..... James A. Murphy
Com., Prom. Mgr ..... Jack H. Goetz
Chief Engineer ..... H. B. Murphy

KYAK
YAKIMA—1947—MBS
Frequency: 1400 Kc ..... Power: 250 Watts
Address ..... P. O. Box 172
Phone Number ..... 2-7143
Transcription ..... World
News Service ..... UP
Membership ..... NARTE, BAB
President ..... Robert S. McCaw
Station Manager ..... W. W. Boone
Commercial Manager ..... Leroy T. Desilet
Program Director ..... Gerald Boone
Chief Engineer ..... Donald E. Gardner
WEST VIRGINIA

Pop. Feb. 1, 1954 (Est.) 2,086,000 — Families 502,000
Radio Homes 461,000 — TV Homes 233,500 — Stations in State 41

W J L S
BECKLEY—1939—CBS
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 NARTB
Station Manager Virginia N. Cooper
Program Director R. R. Brown
Chief Engineer Al J. Ginkel

W W N R
BECKLEY—1946—MBS
Owned-Operated By Rahall Bestq. Co.
Business-Studio Address 1565 Harper Rd
Phone Number 9302
Air Time Full Time
News Service AP
Representative Everett-McKinney
President N. Joe Rahall
General Manager R. H. Booth
Chief Engineer Robert Ramsey

W H I S
BLUEFIELD—1928—NBC-KBS
Frequency: 1440 Kc. Power: 5000 Watts
Business-Studio Address 620 Commerce St
Phone Number 7114
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Representative Kats
Vice President Hugh I. Shott, Jr.
Gen. Mgr., Chief Eng. P. T. Flanagan
Program Director William Hostetter

W K O Y
BLUEFIELD—1948—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKBOY, Inc.
Address West Virginian Hotel
Phone Number 7405
Air Time 6 a.m.-12 M.
News Service UP
Representative Devney & Co.
Pres., Gen., Sta. Mgr. J. Lindsley Alley
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 Bestq. Corp.
Business Address 16th St. at McCarkle Ave.
Phone Number 2-7503
Transcription Service Lang-Worth
Representative McGivney
Commercial Manager James H. Tomblin
Program Director Al Walker
Chief Engineer William Stone

W C H S
CHARLESTON—1927—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By The Tierney Co.
Address 1111 Virginia St. E.
Phone Number 20-191
Air Time Full Time
News Service AP, UP
Representative Bramham
Membership NARTB, BAB
President Lewis C. Tierney
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 Box 953
Phone Number 3-7541
Air Time Full Time
News Service AP
Transcription Service SESAC
Representative Robert Meeker Assocs., Inc.
Pres., Gen. Mgr. R. M. Venable
Program Director Joe Farris
Publicity Director Bill Richards
Chief Engineer Harry R. Bowen

W K N A
CHARLESTON—1946
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address 804½ Kanawha Blvd.
Phone Number 39-971
Air Time 5:30 a.m.-12 M.
News Service UP
Representative Weed
President Joe L. Smith, Jr.
Station Manager C. P. Vogel, Jr.
Chief Engineer A. J. Ginkel
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner</th>
<th>Address</th>
<th>Phone</th>
<th>Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Station Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMMN</td>
<td>Fairmont</td>
<td>920 Kc.</td>
<td>5000 Watts</td>
<td>Storer Bestg. Co.</td>
<td>208 Adams Street</td>
<td>3100</td>
<td>5 a.m.-12:05 a.m.</td>
<td>UP</td>
<td>Standard</td>
<td>H-R Reps</td>
<td>NARTB, BAB</td>
<td>Herbert Evans</td>
<td>Francis Lauza</td>
<td>Harry W. Jackson</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHTN</td>
<td>Huntington</td>
<td>800 Kc.</td>
<td>1000 Watts</td>
<td>Greater Huntington Radio Corp.</td>
<td>1112 1/2 Fourth Ave.</td>
<td>3-3453</td>
<td>Daytime</td>
<td>UP</td>
<td>Thesaurus</td>
<td>A. B. Hyman</td>
<td>John S. Phillips</td>
<td>George Hutchinson</td>
<td>Richard Frazier</td>
<td>Richard McBride</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPLH</td>
<td>Huntington</td>
<td>1450 Kc.</td>
<td>250 Watts</td>
<td>Huntington Bestg. Corp.</td>
<td></td>
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</tr>
</tbody>
</table>
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
President: E. A. Marshall
Gen., Sta. Mgr.: F. J. Evans
Program Director: Naseeb Tweel
Sales Prom. Mgr.: Charles Oppenheim
Chief Engineer: Alvin V. Jayne

**WSAZ**

**HUNTINGTON—1923—ABC-KBS**

Frequency: 930 Kc. Power: 5000 Watts d.
1000 Watts n.
Own-Oper. 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, BAB
President: Col. J. H. Long
General Manager: Lawrence H. Rogers
Station Manager: C. T. Garden
Prom., Pub. Dir.: Charles Dinkins
Program Director: C. Bosworth Johnson
Chief Engineer: Leroy Kilpatrick

**WKYR**

**KEYSER—1952**

Frequency: 1270 Kc. Power: 1000 Watts d.
Address: Radio Plaza
Representative: McGilvra
President: Glacius G. Merrill

**WLOG**

**LOGAN—1940—MBS**

Frequency: 1230 Kc. Power: 250 Watts
Own-Oper. By: C. H. Frey, R. O. Greer
Address: 445 Stratton St.
Phone Number: 540
Transcription Service: World
News Service: UP
Partner: Clarence H. Frey
Partner: Robert O. Greer

**WVOW**

**LOGAN—1951—KBS**

Frequency: 1290 Kc. Power: 5000 Watts d.
1000 Watts n.
Own-Oper. By: Logan Bscrg. Corp.
Address: Consolidated Bus Terminal Bldg.
Phone: 2356
Transcription Service: Lang-Worth
News Service: UP
Representative: McGilvra
President: C. M. Browning
Gen., Comm. Mgr.: H. V. Diefenbach
Program Director: Audie Albright
Promotion Manager: Lila Abrahams
Chief Engineer: Lew J. Frye

**WEPM**

**MARTINSBURG—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts
Own-Oper. By: Martinsburg Bscrg. Co.
Business Address: Peoples Trust Co. Bldg.
Phone Number: 5232
Air Time: 17 hrs.
News Service: AP
Transcription Service: World
Representative: McGilvra
Membership: NARTB
Gen., Sta. Mgr.: C. Leslie Goliday
Program Director: Eunice J. Schneider
Sales Prom. Mgr.: C. Rodig
Chief Engineer: Clinton Lewis

**WHJC**

**MATEWAN—1951—KBS**

Frequency: 1360 Kc. Power: 1000 Watts d.
Phone Number: MC 4771
Air Time: Daytime
News Service: UP
Transcription Service: SESAC, Standard
Membership: NARTB
President: Fred Morningstar
General Manager: Fred Staples
Chief Engineer: Leonard Dykema

**WMON**

**MONTGOMERY—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts
Own-Oper. By: Fayette Associates, Inc.
Address: 1028 1st Ave.
Phone Number: HE 2-2191
Air Time: 8 a.m.-M.
News Service: AP
Transcription Service: World
President: Arnold M. Vickers
Station Manager: Andrew W. Vickers
Chief Engineer: J. C. Craver

**WAJR**

**MORCANTOWN—1941—MBS**

Frequency: 1230 Kc. Power: 250 Watts
Own-Oper. By: West Virginia Radio Corp.
Business-Studio Address: 446 Spruce St.
Phone Number: 9488
News Service: UP
Transcription Service: World
Membership: NARTB
President: Agnes J. Reeves Greer
General Manager: John W. Johns
Comm., Prom. Mgr.: George J. Shean
Publicity Director: Jack Fleming
Chief Engineer: Al Novak

**WMOD**

**MOUNDSVILLE—1950—KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.
West Virginia

Wetz

New Marietta—1933—ABC

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Magnolia Broadcasting Co.
Address: 3rd St. Ext.
Phone Number: 1000
Representative: Robert W. Mann
President: J. Patrick Beccom
General Manager: Owen Deitz, Jr.
Comm. Prom. Mgr.: Nelson Parks
Chief Engineer: J. W. Jones

Woy

Oak Hill—1947

Business Address: Oak Hill
Phone Number: 651
News Service: AP
Transcription Service: Capital, Thesaurus
Membership: NARTB
Chief Engineer: Curtis Horton

Wcom

Parkersburg—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Address: 317 Ninth St.
Phone Number: 74491
News Service: AP
Transcription Service: World
Representative: H. M. Handlan
Gen. Sta. Mgr.: A. N. Archer
Chief Engineer: William Collins

Wpar

Parkersburg—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 211 1/2 5th St.
Phone Number: 7-5475
News Service: AP
Transcription Service: Thesaurus
Representative: Branham
Membership: NARTB, BAB
President: Austin V. Wood
Sales Prom. Mgr.: Lawrence V. Murphy
Program Dir.: Sherman Grimm
Publicity Director: Hazel N. Mercer
Chief Engineer: V. G. Brooks

Wwyo

Pineville—1943

Frequency: 970 Kc. Power: 1000 Watts d.
Address: Box 184
Phone Number: 2711
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Langworth
President: R. D. Bailey
Sta., Com. Mgr.: Edward Hawley
Program Director: Al Dougherty
Chief Engineer: William D. Stone

Wloh

Princeton—1947—ABC

W. Va. Net

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Mountain Bdstg. Service
Phone Number: 2151
Studio-Trans. Loca.: Lilly Grove
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB
President: E. E. Bailey
Gen. Sta. Mgr.: Melvin F. Barnett
Commercial Manager: James M. Angel
Chief Engineer: Earl H. Graham

Wron

Ronceverte—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts
Address: Franklin Bldg.
Phone Number: 300
News Service: AP
Transcription Service: Langworth
Representative: Joseph Hershey McGillvra
Membership: NARTB
Pres., Gen. Mgr.: William E. Blake
Chief Engineer: Hugh I. Shott II

Weir

Weirton—1950

Frequency: 1430 Kc. Power: 1000 Watts
Address: Professional Bldg.
Phone Number: WE 2815
Transcription Service: Thesaurus
News Service: AP
Representative: Rambeau
President: Thomas E. Millsap
General Manager: Edward J. Hirschberg
Station Manager: Robert E. Badger
Program Director: Marshall Fatkin
Chief Engineer: James Mark

Wbrw

Welch—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: McDowell Service Co.
THOSE WHO KNOW FAMOUS BRANDS....

Says WQAN General Manager Cecil Woodland at Scranton, Pa.: 
"By presenting news programs over WQAN that bear a famous label — AP — our sponsor is able to attract an effective audience."

.... KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
WISCONSIN

Pop. Feb. 1, 1954 (Est.) 3,607,000 — Families 1,063,000
Radio Homes 1,037,000 — TV Homes 568,500 — Stations in State 65

WATK
ANTIGO—1948—WISCONSIN
Business-Studio Address: 936 Superior St.
Phone Number: 3-4124
Transcription Service: Thesaurus
News Service: UP
President: Artemas F. Burner
Chief Engineer: Robert Fowler

WAPL
APPLETON—1952
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Bartell Broadcast
Address: Balliet Hotel
Phone Number: 4-2609
President: Gerald A. Bartell
Program Director: Rex Munger
Chief Engineer: L. A. Bauernfeind

WHBY
APPLETON—1924—MBS—WISCONSIN
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: WHBY, Inc.
Business-Studio Address: 600 So. Lawe St.
Phone Number: 3-6639
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: World Representative: Meeker
Comm.: Gen. Sta. Mgr.: Earl H. Huth
Sales Prom. Mgr.: Earl McRoberts
Program Director: Greg McElrone
Publicity Director: Lewis Process
Chief Engineer: George Merkl

WATW
ASHLAND—1940—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Address: No. State Bank Bldg.
Phone Number: 1680
Air Time: 5:55 a.m.-11:55 p.m.
Transcription Service: Thesaurus
Representative: Walker
Membership: NARTB
President: William L. Johnson
Station Manager: Todd Hogan
Publicity Director: Arnold Peterson
Program Director: Mary Jean Anne
Chief Engineer: Otto Link

WBEV
BEAVER DAM—1951
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Beaver Dam Bcstg. Co.
Address: Radio Park
Phone Number: 4444
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: William E. Walker
General Mgr.: Charles R. Dickoff
Comm. Mgr.: W. B. Walker
Chief Engineer: Alister Alexander

WBEL
BELOIT—1948
Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By: Beloit Bcstrs., Inc.
Business-Studio Address: 335 E. Grand Ave.
Phone Number: College 1380
Air Time: 5:30 a.m.-Local Sunet
News Service: AP
Transcription Service: Thesaurus
President: Lloyd Burlingham
General Mgr.: L. O. Fitzgibbons
Assistant Manager: Warren A. Anderson
Commercial Manager: Joe Moen
Publicity Director: Mrs. Christy Thomsen
Chief Engineer: Leo Wilson

WGEZ
BELOIT—1948—MBS—WISCONSIN
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Beloit Bcstrs., Inc.
Business-Studio Address: Hotel Hilton
Phone Number: College 6024
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World Representative: George W. Clark
President: Sidney H. Bliss
General Manager: Robert J. Bodden
Commercial Manager: Gene Steinhorst
Chief Engineer: Stanley Holmes

WBIZ
EAU CLAIRE—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: WBIZ, Inc.
Business-Studio-Transmitter Address: 609 Cameron St.
Phone Number: 5111-2
Air Time: 6:30 a.m.-12 M.
News Service: UP
Representative: McMillin
President, General Mgr.: James J. Conroy
Station Manager: Stan Torgrson
Program Dir.: Dean Osmundson
Chief Engineer: Don Roering

WEAU
EAU CLAIRE—1937—NBC
Frequency: 790 Kc. Power: 5000 Watts
WISCONSIN

 Owned-Operated By: Central Bcast. Co.
 Business-Studio Address: 2415 So. Hastings
 Phone Number: 6149
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Hollingbery
 Membership: NARTB, BAB
 President: W. C. Bridges
 General Manager: Harry S. Hyett
 Sta., Comm. Mgr.: Robert E. Nelson
 Chief Engineer: T. O. Jorgenson

WRFW
EAU CLAIRE—1948
Frequency: 1050 Kc. Power: 1000 Watts d.
Bus.-Studio-Transmitter Address: Rudolph Rd.
Phone Number: 2-1829
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: Capitol, Standard
President: Thomas K. Werner
General Manager: Jack Kelly
Commercial Manager: Richard Werner
Chief Engineer: Wm. Hill

KFIZ
FOND DU LAC—1922
MBS-WISCONSIN
Frequency: 1450 Kc. Power: 250 Watts
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-Oper. By: Norbertine Fathers
Phone Number: 2-3331
News Service: AP
Representative: Weed
Managing Director: Rev. M. J. Beemster
General Manager: Haydn R. Evans
Sales Prom. Manager: Lee Stinson
Program Director: Rodger Mueller
Chief Engineer: Wallace Stangel

WDUZ
GREEN BAY—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 225 N. Adams St.
Phone Number: HE 5-5331
Air Time: 6 a.m.-M.

News Service: UP
Transcription Service: World
Representative: John E. Pearson
Membership: NARTB, BAB
Pres., Gen. Mgr.: Ben A. Laird
Sta. Mgr., Prog. Dir.: Don Arthur
Commercial Manager: Robert A. Vandersteen
Chief Engineer: Leo Westerman

WJPG
GREEN BAY—1947—WISCONSIN
Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watt n.
Owned-Oper. By: Green Bay Newspaper Co.
Business Address: P. O. Box 620
Phone Number: Hemlock 5-7575
Air Time: 6 a.m.-12 M.
Transcription Service: Standard, Thesaurus
Representative: McGillivra
Membership: NARTB
President: V. I. Minahan
General Manager: Joseph Horner, Jr.
Station Manager: John M. Walter
Commercial Manager: Glen R. Holznecht
Program Dir.: Jack Stellwig
Publicity Director: John B. Torinus
Chief Engineer: Elmo Reed

WTKM
HARTFORD—1951
Frequency: 1540 Kc. Power: 500 Watts d.
Address: R R No. 1
Phone Number: 81
Transmission Service: SESAC
News Service: UP
Membership: NARTB
Pres., Gen. Mgr.: Walter Zastrow
Sta. Prom., Pub. Dir.: Don Zastrow
Program Director: 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-Oper. By: William L. Lipman  
Bus.-Studio-Transmitter Address: 625 57th St.  
Phone Number: 6162  
Air Time: Sunrise-Sunset  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Everett-McKinney  
Membership: NARTB, BAB  
General Manager: William L. Lipman  
Station Manager: Hugh Gately  
Program Director: Jerome Golden  
Chief Engineer: Casimir Lubinski

WLDY  
LADYSMITH—1948—KBS  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Ralph Flambeau  
Business-Studio Address: 584  
Phone Number: 3584  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: World  
Representative: Thomas Clark  
Membership: NARTB, BAB  
President: O. J. Falge  
Pub. Dir.: Corinne Kopp  
Program Dir.: Joseph Dahlgvig  
Chief Engineer: Jeff Evans

WKBH  
LA CROSSE—1923—NBC  
Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By: WKBH, Inc.  
Business-Studio Address: 409 Malu St.  
Phone Number: 2-4678  
Air Time: 6 a.m-M.  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Paul H. Raymer Co.  
Membership: NARTB, BAB  
President, Station Mgr.: Howard Dahl  
Program Director: Berneice Callaway  
Chief Engineer: Al Leeman

WKTY  
LA CROSSE—1948—ABC  
Frequency: 580 Kc. Power: 1000 Watts  
Business-Studio Address: 112 N. 4th St.  
Phone Number: 2-6042  
Air Time: 6 a.m-M.  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Everett-McKinney  
Membership: NARTB  
V. P., Gen. Mgr.: Verl Bratton  
Prom., Prog. Dir.: John Bondeson  
Chief Engineer: George W. Egli

WISC  
MADISON—1948—MBS-ABC  
Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Oper. By: Radio Wisconsin, Inc.  
Address: Comm. State Bank Bldg.  
Phone Number: 7-2588  
Air Time: 6 a.m-12 M.  
News Service: UP  
Transcription Service: World  
Representative: George P. Hollingbery  
President: Ralph M. Immell  
General Manager: Ralph O'Conner  
Promotion Mgr.: Richard S. Nickeson  
Program Director: Beverly White  
Publicity Director: Lee Wesner  
Chief Engineer: W. M. Greely

WLOCX  
LA CROSSE—1947—MBS  
Frequency: 1490 Kc. Power 250 Watts  
Owned-Operated By: Berman Radio, Inc.  
Business-Studio Address: State Bank Bldg.  
Phone Number: 4-4521  
Air Time: 6 a.m.-12 M.  
News Service: UP  
Representative: McGillvra  
President: James J. Conroy  
Station Manager: Milo G. Knutson  
Comm. Mgr.: Roy E. Nicholson  
Publicity Director: Catherine Guillaume  
Program Dir.: Rosemary Castor  
Chief Engineer: William Bruring

WKOW  
MADISON—1948—CBS  
Frequency: 1070 Kc. Power: 10,000 Watts d., 5,000 Watts n.  
Address: 215  W. Washington Ave.  
Phone Number: 7-2261  
Air Time: Full Time  
News Service: UP  
Transcription Service: Langworth  
Representative: Headley Reed  
President: Stewart Watson
General Manager: Michael Henry  
Program Director: Lu Baitinger  
Chief Engineer: Bob Wickhem

**WOMT**  
MANTOWOC—1926—MBS-WISC.  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: Francis M. Kadow  
Business-Studio Address: 302 Radio Bldg.  
Phone Number: 5015  
Air Time: Full Time  
News Service: UP  
Transcription Service: World  
Representative: Holman Membership: NARTB  
President, Gen. Mgr.: Francis M. Kadow  
Program Director: George H. Erdman  
Promotion Mgr.: L. J. Spitt  
Chief Engineer: Hubert Willis

**WWOC**  
MANTOWOC—1952  
Frequency: 980 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: Manitowoc Bcstg. Co., Inc.  
Address: Box 101  
Phone: 7763  
News Service: AP  
Transcription Service: Thesaurus Representative: McGilvra  
Ptnr., Gen. Mgr.: Edward Allen, Jr.  
Ptnr., Chief Engineer: Edward Jacker

**WMAM**  
MARINETTE—1939—NBC  
Frequency: 570 Kc.  
Power: 250 Watts d.  
100 Watts n.  
Bus.-Studio-Transmitter Address: Radio Park  
Phone Number: 2-6631  
Air Time: Unlimited  
News Service: UP  
Representative: George W. Clark  
Membership: BAB  
President: William E. Walker  
General Manager: Joseph D. Mackin  
Commercial Manager: Howard L. Emich  
Sales Prom. Mgr.: Ed Maxwell  
Program Director: Pat Kehoe  
Chief Engineer: Al Alexander

**WDLB**  
MARSHFIELD—1946—KBS  
Frequency: 1450 Kc.  
Power: 250 Watts  
Own.-Oper. By Dairyland's Bcstg. Serv., Inc.  
Add. Trans. Loca.: 1710 N. Central Ave.  
Phone Number: 1450  
Air Time: 6:30 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Thesaurus  
Membership: NARTB, BAB  
President: Lloyd L. Felker  
Comm. Mgr.: Roger Thomsen  
Sales Prom. Mgr.: Ron Smith

**WIGM**  
MEDFORD—1941—MBS-KBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Business-Studio Address: Box 59  
Phone Number: 5147  
News Service: UP  
Program Director: Richard Johnson  
Chief Engineer: Ray Bohnert

**WMNE**  
MENOMONIE—1951—KBS  
Frequency: 1360 Kc.  
Power: 500 Watts d.  
Address: .803 N. Third St.  
Phone Number: Broadway 6-2154  
Air Time: 18 hrs.  
News Service: UP  
Representative: Rosenman  
President: Lou Poller  
Gen., Sta. Mgr.: Burton L. Levine  
Chief Engineer: Everett Lindgren

**WCAN**  
MILWAUKEE—1948—ABC  
Frequency: 1250 Kc.  
Power: 5000 Watts  
Owned-Oper. By: Midwest Bcstg. Co.  
Business-Studio Address: 808 N. Third St.  
Phone Number: Broadway 6-2154  
Air Time: 18 hrs.  
News Service: UP  
Representative: Allen  
President: Burton L. Levine  
Gen., Sta. Mgr.: Burton L. Levine  
Chief Engineer: Everett Lindgren

**WEMP**  
MILWAUKEE—1935  
Frequency: 1340 Kc.  
Power: 250 Watts  
Bus.-Address: 710 N. Plankinton Ave.  
Phone Number: Broadway 1-7722  
News Service: UP  
Representative: Headley Reed  
Membership: NARTB, BAB  
President: A. M. Spreier  
General Manager: Hugh K. Boice, Jr.  
Commercial Manager: John C. Gagliano  
Publicity Director: Lou Riepenhoff  
Program Director: Tom Shanahan  
Chief Engineer: Rolland Paske

**WFOX**  
MILWAUKEE—1946  
Frequency: 860 Kc.  
Power: 250 Watts d.  
WISCONSIN

 Address ........................................ 208 E. Wisconsin Ave.
 Phone Number ................................ Broadway 2-1272
 News Service ................................ AP
 Representative ........................ George Clark, Inc.
 Pres., Gen. Mgr. .................. Charles J. Lanphier
 Publicity Director .................. Jim Wallace
 Program Director .............. Charles La Force
 Chief Engineer ................. George Dodge

WMIL
MILWAUKEE—1947
Frequency: 1290 Kc.  Power: 1000 Watts d.
Owned-Oper. By .............. Cream City Bcstg. Co., Inc.
Bus.-Studio Address: 2625 W. Wisconsin Ave.
Phone Number ...... West 3-1290
Air Time .................. 6 a.m.-12 M.
News Service .............. UP
Transcription Service ...... SESAC, Cole
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: 704 W. Wisconsin Ave.
Phone Number ................ Broadway 1-8400
President ..................... Gerald A. Bartell
Chief Engineer ........... Ralph Evans

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 1-6000
Air Time .................. 191/2 hrs.
News Service .............. AP
Representative .............. Christal V.P., Gen. Mgr.
Station Manager .......... George Comte
Research & Devel. Co-ordinator ...... L. W. Herzog
Sales Manager ............. Neale V. Bakke

WEKZ
MONROE—1951
Owned-Operated By ............. Green County Bcstg. Co.
Phone Number ................ 1260
News Service ................ AP
President ..................... Kenneth Stuart
Gen., Sta. Mgr. ............. Grant A. Ritter
Program Director ............ Stan Neuberger
Chief Engineer ............. William Hebal

WNAM
NEENAH-MENASHA—1947
Frequency: 1280 Kc.  Power: 1,000 Watts
Owner ..................... Neenah-Menasha Bcstg. Co.
Bus.-Studio Address ........ Radio-Television Park
Phone Number ............... 2-6471
Air Time .................. 6 a.m.-12 M.
News Service .............. UP
V. P., General Manager ...... Don C. Wirth
Station Manager ............ W. C. Porson
Chief Engineer ............ Harry Hill

WOSH
OSHKOSH—1941—ABC
Frequency: 1490 Kc.  Power: 250 Watts
Transmitter Location .......... 1235 Bowen St.
Phone Number ............... 4580
Transcription Service ...... Capitol
Representative .............. Dorothy Pearson
General Manager ............ Robert J. Flynn
Chief Engineer ............. Don Zuehlke

WPFP
PARK FALLS—1953—KBS
Frequency: 1450 Kc.  Power: 100 Watts
Phone Number ................ 262
Pres., Gen. Mgr. ............. Chas. H. Nelson
Station Manager ............. Albert J. Michela
Program Manager ............ Paul Olson
Chief Engineer ............. Raymond Bohnert

WPDR
PORTAGE—1952
Frequency: 1350 Kc.  Power: 1000 Watts d.
Owned-Operated By ............. Portage Bcstg. Co.
Address ..................... Box 142
Phone ................................ 1200
Transcription Service .......... Thesaurus
President ..................... W. T. Comstock
General Manager .......... John Haerle
Commercial Manager ........ Berwyn Ableman
Program Director ............ Keith Pettack
Chief Engineer ............. Garth Bowker
WIBU
POYNETTE—1925—KBS-WISC.
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., St. Mgr.: William C. Forrest
Program Dir.: Sarah A. Forrest
Chief Engineer: L. Stanley Sadler

WPRE
PRAIRIE DU CHIEN—1952
Frequency: 1280 Kc. Power: 500 Watts d.
Owned-Operated By: Prairie Bestg. Co.
Address: Box 36
Phone: 637
News Service: UP
General Manager: W. C. Schlaugat, Jr.
Program Director: J. W. Hassebrook
Chief Engineer: Willis Schultz

WRAC
RACINE—1950
Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By: WRAC, Inc.
Address: Arcade Bldg.
Phone Number: 2-1627
News Service: UP
Representative: Sears & Ayer
President: James S. Allen
Stu., Prog. Mgr.: Bob Marten
Commercial Mgr.: Al Gale
Publicity Dir.: Dick Fitzgerald
Chief Engineer: Ray Doane

WRJN
RACINE—1926—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Racine Bestg. Corp.
Business Address: American Bank Bldg.
Phone Number: 4-3311
News Service: AP
Representative: Walker
Newspaper Affiliation: "Journal-Times"
Membership: NARTB, BAB
President: J. D. McMurray
General Manager: Harry R. LePoledevin
Station Manager: Harold J. Newcomb
Commercial Manager: Gerald D. Nelson
Program Director: Lyman Merens
Publicity Director: Amelia French
Chief Engineer: F. Lee Dechant

WRDB
REEDSBURG—1952
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: William C. Forrest
Address: Poynette
News Service: UP
Transcription Service: Standard, SESAC
General Manager: Wallace Morton

WOBT
RHINELANDER—1947—MBS-WISC.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Onedia Bestg. Co.
Business Address: Highway 8—East
Phone Number: 1240
News Service: UP
Representative: McGillvra
Transcription Service: World
President: James Cleary
Gen. Mgr., Prog. Dir.: Bruce G. Beichi
Commercial 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: Route No. 2
Phone Number: 550
News Service: UP
Transcription Service: World, SESAC
Representative: Hollingsbery, Bulmer-Johnson
President: W. C. Bridges
Commercial Manager: Russell J. Brown
Program Director: Carl N. Klaus
Chief Engineer: Robert Kolsky

WRCO
RICHLAND CENTER—1949
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Richland Bestg. Co.
Address: P. O. Box 182
Phone Number: 20
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
President: Arthur Overgaard
General Manager: T. R. Kelly
Chief Engineer: Pete Athanas

WTCH
SHAWANO—1948
Frequency: 980 Kc. Power: 1,000 Watts d.
Owner: Shawano County Leader Pub. Co.
Business-Studio Address: 107 E. Green Bay St.
Telephone Number: 666
Representative: Lawson
News Service: UP
Transcription Service: Capitol
General Manager: Mrs. Jeanne Donald
Station Manager: Ray Gruetzmacher

WHBL
SHEBOYGAN—1924—ABC-WIS.
Owned-Operated By: WHBL Inc.
Bus-Studio Address: P. O. Box 27
Phone Number: 4944-5
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transcription Service .................................. Associated
President ............................................... C. E. Broughton
General Manager ..................................... Ben F. Hovel
Comm. Mgr. ........................................... John Harvey
Program Director .................................... Glen James
Chief Engineer ........................................ Herbert J. Mayer

WK LJ
SPARTA—1951—KBS-Mid.
Address .................................................. 124 S. Water St.
Phone Number .......................................... 3307
Transcription Service .................................. SESAC. Associated
News Service ........................................... UP
Membership ............................................. NARTB
Pres., Gen. Mgr. ........................................ Jon F. Lohmer
Program Director .................................... Orion Samuelson
Chief Engineer ......................................... Warner Stenslund

WS PT
STEVENS POINT—1948
Business-Studio Address .............................. 414½ 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 ...................................... Thomas Lund
Chief Engineer .......................................... R. Tellekson

WD OR
STURGEON BAY—1952
Owned-Oper. By ........................................ Door County Bestg. Co. Inc.
Address .................................................. 15th & Utah
Phone Number .......................................... ST 583
Transcription Service .................................. Thesaurus
News Service ........................................... AP
Commercial Manager .................................. William O. Warnkey
Program Director ..................................... Dolores Allen
Chief Engineer .......................................... Joseph Genovesi

WO KW
STURGEON BAY—1951
Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Operated By ................................... Door County Radio Co.
Address .................................................. Box 538
Phone Number .......................................... 1050
News Service ........................................... UP
President ............................................... Chandler F. Harris
Gen., Sta. Mgr. .......................................... Herbert H. Graefe
Chief Engineer ......................................... G. Robert Egeland

WD SM
SUPERIOR—1939—ABC-MBS
Frequency: 710 Kc.  Power: 5000 Watts
Owned-Oper. By ........................................ WDSM, Inc.
Business Address ...................................... 921 Tower Ave.
Phone Number .......................................... Superior: 4451
News Service ........................................... UP
News. Affil. ............................................. "Herald & News Tribune"
Representative .......................................... Free & Peters
Membership ............................................. NARTB
President ............................................... Robert Ridder
General Manager ...................................... Rodney A. Quick
Commercial Mgr. ....................................... Ralph Nelson
Program Director ...................................... Lew Martin
Chief Engineer ......................................... Melvin Laskey

WTR W
TWO RIVERS—1951—KBS
Owned-Operated By ................................... Two Rivers Bestg. Co.
Address .................................................. 1817 Washington
Phone Number .......................................... 324
Transcription Service .................................. Standard
News Service ........................................... UP
President ............................................... Wendell Hansen
General Manager ...................................... Howard Luebke
Commercial Mgr. ....................................... Stanley Greene
Chief Engineer ......................................... Elmer Johnson

WTT N
WATERTOWN—1950—KBS
Owned-Oper. By ........................................ Watertown Radio, Inc.
Address .................................................. 104 W. Main St.
Phone Number .......................................... 2215
Transcription Service .................................. Thesaurus
Membership ............................................. NARTB, BAB
Pres., Gen. Mgr. ....................................... Carl V. Kolata
Program Director ..................................... Arnold Kaine
Chief Engineer ......................................... Harold Winkenwerder

WA UX
WAUKESHA—1947
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
Transmission Service .................................. Langworth
Representative .......................................... Holman
Membership ............................................. NARTB, BAB
Gen., Sta. Mgr. .......................................... Mig Figi
Commercial Manager ................................. Charles E. Williams
Prog. Dir. ............................................. Donald Froehlich
Chief Engineer ......................................... Adin Randall

WH VF
WAUSAU—1953
Frequency: 1230 Kc.  Power: 250 Watts
Address .................................................. 1110 Wausau Ave.
Phone Number .......................................... 2-1188
Pres., Chief Engr. ..................................... Hilding V. Foreen
Gen., Prom. Mgr. ....................................... R. J. Topinka
THOSE WHO KNOW
FAMOUS BRANDS . . .

Says WBEL Manager Joseph E. Moen at Beloit, Wisc.: "As always, a sale's easier to consummate when it's an AP news program you offer the prospect. He knows AP and believes in its audience appeal."

. . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
WYOMING

Pop. Feb. 1, 1954 (Est.) 308,000 — Families 93,000
Radio Homes 90,000 — TV Homes 7,500 — Stations in State 16

K SPR
CASPER—1930
MBS-INTERMOUNTAIN
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Business Address: Box 930
Phone Number: 3-5777
Air Time: Full Time
News Service: UP
Transcription Service: World, Associated
Representative: Sears & Ayer
Membership: NARTB, BAB
Owner, Pres., Mgr.: Donald L. Hathaway
Asst. Station Manager: Marcus R. Nichols
Chief Engineer: John Cheatham, Jr.

K VOC
CASPER—1946—ABC
Frequency: 1470 Kc. Power: 250 Watts
Owned-Operated By: KVOC Bestg. Co.
Bus.-Studio-Transmitter Address: Box 2080
Phone Number: 2-24512
Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
Representative: McGillvra
Membership: NARTB, BAB
President: Duane Simons
Gen. Sta. Mgr.: William F. Shufts
Commercial Manager: I. E. Shahhan
Program Director: Jim Baker

K FBC
CHEYENNE—1940—ABC
Frequency: 1240 Kc. Power: 250 Watts
Bus.-Studio Address: 2023 East Lincolnway
Phone Number: 4-4461
Air Time: Full Time
News Service: UP
Representative: McGillvra
Membership: NARTB, BAB
News Affil.: Wyoming Eagle, Wyoming State Tribune
President: Robert S. McCracken
Gen. Sta. Mgr.: 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. Pfannanschmid

KODI
CODY—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bestg. Co.
Address: P. O. Box 762
Phone Number: 444

KV WO
CHEYENNE—1952—MBS INTERMOUNTAIN
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By: Great West Co.
Address: Box 926
Phone: 2-6433
Transcription Service: Lang-Worth
News Service: AP
Representative: Avery-Knodel
President: Wm. T. Kemp
V.P., Gen. Mgr.: Bill Harrell
Station Manager: Bert Godfrey
Commercial Mgr.: Ruth Dorr
Sales Prom. Mgr.: Peter Dunne
Program Director: Eugene Gelhaar
Chief Engineer: Bud Roberts

KL UK
EVANSTON—1953—MBS-KBS INTERMOUNTAIN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Advertising Enterprises Ltd.
Address: P. O. Box 198
Phone Number: 700
News Service: UP
Transcription Service: Thesaurus
Representative: Avery-Knodel
Owner, Gen. Mgr.: Edwin L. Bullis
Program Director: Bob Collins
Chief Engineer: C. W. Brokaw

KOVE
LANDER—1948—KBS—MBS INTERMOUNTAIN
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Edward J. Breece
Business Address: P. O. Box 436
Phone Number: 488
News Service: UP
News Affil.: Wyoming State Journal
Representative: Continental
Owner: Edward J. Breece
Sta. Gen. Mgr.: Jack L. Breece
Comm. Prom. Mgr.: Dorothy L. Reed
Publicity Director: Louise York
Chief Engineer: Gary Fohlauer
KOWB
LARAMIE—1948—ABC
WYO. COWBOY
Frequency: 1340 Kc. . Power: 250 Watts d.
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
Chief Engr., Pgm. Dir. ................. L. O. Smith
Comm., Sales Prom. Mgr. .............. J. C. Steele

KASL
NEWCASTLE—1953—ABC
WYO. COWBOY
Frequency: 1240 Kc. . Power: 250 Watts
Address .......................................... Newcastle
Phone Number .............................. 700
President ....................................... Joe Aimonetto
General Manager ......................... Floyd L. Sparks
Chief Engineer .............................. C. E. Warlo:d

KPOW
POWELL—1941
MBS-KBS-INTERMOUNTAIN
Frequency: 1260 Kc. . Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By .................. A. J. Meyer
Address ........................................ Elder Bdg.
Phone Number .............................. 222
Air Time ........................................ Full Time
News Service .................................. UP
Transcription Service .................. Associated, Cole
Representative ............................. Avery-Knodel
Gen., Sta. Mgr., Chief Engr. ......... Al Meyer
Program Director ......................... Agnes Fields

KRAL
RAWLINS—1947—ABC
WYO. COWBOY
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Operated By .................. Rawlins Bdcstg. 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 .............................. Robert S. Williams

KWRL
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
President, Ch. Eng. ....................... Joseph P. Ernst
General Manager ......................... Mrs. Mildred Ernst
Station Manager ......................... Mrs. Cleo Berry
Commercial Manager ..................... Bud Moore
Program Director ......................... Bob Lee

KVRS
ROCK SPRINGS—1938
MBS-INTERMOUNTAIN-KBS
Frequency: 1360 Kc. . Power: 1000 Watts d.;
500 Watts n.
Address ........................................ Box 1067
Phone Number .............................. 93
Representative ............................... Avery-Knodel
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

KWYO
SHERIDAN—1934—MBS
INTERMOUNTAIN
Frequency: 1410 Kc. . Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By .................. Bighorn Bdcstg. Co.
Business-Studio Address ............. 21 N. Main
Phone Number .............................. 601
News Service .................................. UP
Transcription Service .................. Lang-Worth
Representative ......................... Avery-Knodel
Pres., Gen. Mgr. ......................... Jim Carroll
Commercial Mgr. ......................... Don Tannahill
Program Director ......................... Bob Wilson
Chief Engineer ......................... Bob Crosthwaite

KGOS
TORRINGTON—1950—ABC
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Oper. By ......................... Joseph P. Ernst
Address ........................................ Box 271
Phone Number .............................. 567
News Service ................................. AP
Representative ......................... McGillvra
President ....................................... Joseph P. Ernst
Gen., Comm. Mgr. ......................... Alice Grange
Chief Engineer .............................. Lester R. Rash

KWOR
WORLAND—1946—ABC
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By .................. Joseph P. Ernst
Phone Number .............................. 733
Representative ............................... McGillvra
Pres., Prom. Mgr. ......................... Joseph P. Ernst
Gen., Comm. Manager ..................... Mildred V. Ernst
Program Director ......................... Karl Kerton
Chief Engineer .............................. Joe C. Henry
TERRITORIES AND POSSESSIONS

ALASKA

**KBYR**
ANCHORAGE—1948
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Aleutian Bcstrs.
Business-Studio Address: P. O. Box 1960
Phone Number: 3-4433

**KENI**
ANCHORAGE—1939-MBS-ABC-NBC
Frequency: 550 Kc. Power: 5000 Watts
Business Address: Box 879
Phone Number: 20301
Air Time: 6:15 a.m.-12 M.
News Service: AP
Transcription Service: Associated
Representative: Wellington Fletcher
Membership: NARTB
President: Miriam Kinsey
Gen. Mgr.: Claire O. Banks
Commercial Manager: William Stewart
Program Director: Harold Knutson
Publicity Director: Phyllis Bock
Chief Engineer: Ralph Walker

**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
News Service: AP
Transcription Service: Langworth
Representative: Alaska Radio Sales; Scott
Pres., Gen. Mgr.: Wm. J. Wagner
Station Manager: George Ernst
Commercial Mgr.: Don Kopf
Program Director: Gerald Mathis
Promotion Mgr.: John Funk
Chief Engineer: Murray Durham

**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
News Service: AP
Transcription Service: Langworth
Representative: Alaska Radio Sales; Scott
Pres., Gen. Mgr.: Wm. J. Wagner
Station Manager: Jack Hauser
Commercial Mgr.: Henry Whiston
Program Dir.: Dale Haviland
Promotion Mgr.: John Funk
Chief Engineer: Murray Durham

**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: Langworth, Thesaurus
Representative: Alaska Radio Sales; Scott
Pres., Gen. Mgr.: Wm. J. Wagner
Program Manager: Richard Peter
Sta., Comm. Mgr.: James B. Lawson
Chief Engineer: Gordon Burnett

**KJNO**
JUNEAU—1952—ABC-MBS-NBC
Owned-Oper. By: Aurora Bcstrs., Inc.
Address: 123 Third St.
Phone: 508
Transcription Service: Associated
News Service: Associated
Representative: Wellington, Fletcher

Representative: Fletcher, Wellington
President: Mrs. Robert Kinsey
General Manager: Alvin O. Bramstedt
Commercial Manager: Robert Wells
Program Director: Richard Greuel
Promotion Manager: Jay Greuel
Chief Engineer: Richard Shoup
President Austin Cooley  
Gen. Sta. Mgr Del Day  
Publicity Director Norma Weeks  
Chief Engineer Royal O'Reilly

**KABI**  
**KETCHIKAN—1952—ABC-MBS-NBC**  
Owned-Operated By Aurora Bcstrs., Inc.  
Address 211 Heckman Bldg.  
Phone 3124  
Transcription Service Associated News Service AP  
Representative Wellington Fletcher  
President Austin G. Cooley  
General Manager Jack D. Ellison  
Commercial Manager John C. Gunn  
Program Director Tom Sawyer  
Chief Engineer Dick Nicholas

**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 Full Time  
Transcription Service Langworth Thesaurus  
Representative Alaska Radio Sales; Scott Pres., Gen. Mgr. William J. Wagner  
Station Manager Joel Buffetton  
Program Dir. Allen Hendricks  
Promotion Mgr. John Funk  
Chief Engineer David Hassinger

**GUAM**

**KUAM**  
**AGANA—1953—NBC**  
Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By Radio Guam  
Address Post Office Box 68, Agana, Guam  
News Service AP, UP  
Air Time Full Time  
Representative Young  
President Harry M. Engel  
Program Director Richard Station  
Publicity Director Wallace George  
Chief Engineer Don Brown

**HAWAII**

**KHB C**  
**HILO—1936—CBS**  
Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By Hawaiian Bestg. System, Ltd.  
Business Address P. O. Box 1478  
Phone Number 4610  
Newspaper Affiliation Honolulu Star Bulletin  
Representative Free & Peters  
President J. Howard Worral  
As-Pre. Gen. Mgr. C. R. Evans

**KILA**  
**HILO—1951—MBS**  
Frequency: 850 Kc. Power: 1000 Watts  
Owned-Operated By Island Bestg. Co.  
Address Box 1595  
Phone Number 5-4913  
Station Manager Meg Thompson  
Program Director Roger H. Coryell  
Chief Engineer Harold L. Marques
EVERYBODY HAS TO
Listen to KUAM on GUAM!

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RADIO STATION KUAM BECAUSE
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ANDOVER 3-5448
ST. LOUIS — 6 NO. SEVENTH STREET
MAINE 5020

HOLLYWOOD—ROOM 422, GUARANTY BLDG.
6331 HOLLYWOOD BLVD.
HOLLYWOOD 9-0963

Program Director .......... Arthur Hansen
Promotion Mgr. ............. Faye Hansen
Chief Engineer ............ Daniel Hunter

KGU
HONOLULU—1922—NBC
Frequency: 780 Kc. . . . . Power: 2,500 Watts
Owned-Operated By ... Advertiser Pub. Co., Ltd.
Phone Number ............... 5-2977
Air Time ..................... 6 a.m.-11 p.m.
News Service ................ UP
Representative .............. NBC Spot Sales
Membership ................... NARTB
President ..................... Lorrin P. Thurston
General Mgr. ............... William O. Paine
Sales Prom. Mgr. ......... George C. Mansfield
Commercial Dir. .......... Lee D. Hirshland
Program Director .......... Gene Good
Chief Engineer ............. M. A. Mulroy

KHON
HONOLULU—1946
ALOHA NETWORK
Frequency: 1380 Kc. . . . . Power: 5,000 Watts
Owned-Operated By ... ALOHA Bcstg. Co., Ltd.
Business Address ......... P. O. Box 1380
Phone Number ............... 5-6295
News Service ................ UP
Trans. Serv. ............... Capitol, Lang-Worth
Representative .......... Grant
President ..................... R. M. Fitikin
Chief Engr., Sta. Mgr. .... Ira G. Mercer
Commercial Mgr. ......... Hal Lewis
Natl. Sales Director ...... John D. Allison
Program Dir. .......... . Wright Esser
Promotion Mgr. .......... Buck Buchwach

KIKI
HONOLULU—1951—MBS
Frequency: 860 Kc. . . . . Power: 250 Watts
Owned-Oper. By .......... KIKI, Ltd.
Address ................... 320 Ward Ave.
Phone Number ............... 63456
Representative .......... Rambeau
Transcription Service ... Lang-Worth
News Service ............... INS
President ..................... Royal V. Howard
General Manager .......... Robert W. Denison
Station Manager .......... Wil Silva
Chief Engineer .......... Kurt Shoemaker

KPOA
HONOLULU—1946—MBS
Frequency: 630 Kc. . . . . Power: 5000 Watts
Owned-Operated By .... Island Bcstg. Co.
Business-Studio Address . 575 Kamoku St.
Phone Number ............... 85236
News Service ............... UP
Representative .......... George P. Hollingbery
Owners ...................... J. Elroy McCaw, John D. Keating
General Manager .......... Fin Hollinger
Prog., Pub. Dir. .......... Carlos Rivas
Chief Engineer .......... John R. Sanders
Sales Prom. Mgr. .......... Barbara Bishop
in PUERTO RICO it's Cadena Azul

... to cover the entire island
... with a triple sales punch that gets results:

WIAC (10,000 watts) San Juan
WPRP (5,000 watts) Ponce
WORA (1,000 watts) Mayagüez

Don’t miss out on the P. R. boom!
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CIRCLE 7-0624
**KULA**

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Address 1290 Ala Moana Blvd.
Air Time 18 hrs.
News Service UP
Representative Headley-Reed
Transcription Service World. Associated. Standard
President H. L. Petney
General Manager Jack A. Burnett
Station Manager Ted R. Scott
Publicity Director Gordon Burke
Chief Engineer Ronald Miyahira

**KANI**

KANEHOE, OAHU—1953

Frequency: 1150 Kc. Power: 1000 Watts
Address P. O. Box 227
Phone Number 243882
President Judge Calvin C. McGregor
Chief Engineer Leonard E. Grothe

**KTOH**

LIHUE, KAUA'I—1940—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Garden Island Publl. Ltd.
Phone Number 361
Chief Engineer Kauai

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**PUERTO RICO**

**WABA**

AQUADILLA—1951

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By L. Hector Reichard
Address Box 188
Phone Number 242
President L. Hector Reichard
General Manager F. Bonnet Velez
Commercial Manager Wilfredo Almodovar
Program Director Ricardo Vega
Chief Engineer Antolin Jimenez

**WCMN**

ARECIBO—1947

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By Caribbean Bcastg Corp.
Address Box 755
Phone Number (Studios) 589
Membership NARTB
President Aristides Santoni Ledesma
General Manager Nabal Barreto
Commercial Mgr. Francisco Lopez Oroz
Program Dir. Degna Olivero Pabon
Chief Engineer Jose Soler

**WENA**

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Address Box 157
Phone Number
President Dr. A. Diaz Atiles
General Manager D. Diaz Alejandro

**WJFR**

CAGUAS—1953

Frequency: 1240 Kc. Power: 250 Watts
Owner Jorama Fer-Radio Corp.
Address 17 Gautier Benitez St.
Phone Number 3240

**WRIA**

CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts
Owner Inter-American Radio Corp.
Phone Number 678
TOPS to deliver your selling message in Puerto Rico

WAPA

on TV: Channel 4
Affiliated with N.B.C. and Dumont

on Radio: 680 Kcs.
(10,000 watts)

U.S.A. and Canadian Sales Office:
CARIBBEAN NETWORKS, Inc.
200 West 57 St., New York City 19, N.Y. Circle 5-7433
WVJP
CAGUAS—1947
Frequency: 1110 Kc. Power: 250 Watts
Address: P. O. Box 207
Phone Number: 789

WMDD
FAJARDO—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Madrazo & Diaz
Address: P. O. Box 187
Phone Number: 132

WXRF
GUAYAMA—1948
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Rafael Fuster
Business-Studio Address: Calle Hostos No. 42
Phone Number: 243
President: Rafael Fuster
Gen., Comm. Mgr.: Charles L. Cordero

WAEI
MAYAGUEZ—1948
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mario Acosta
Business Address: Iglesia No. 12
Phone Number: 799
Owner-Manager: Mario Acosta

WKJB
MAYAGUEZ—1946
Frequency: 710 Kc. Power: 500 Watts
Owned-Operated By: Jose A. Bechara, Jr.
Business Address: Minerva St. 54
Phone Number: 983
President: Jose A. Bechara

WORA
MAYAGUEZ—1946
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Americas Corp.
Phone Number: 1150
Studio Address: 1150 Guamajibo Ave.
Sta., Comm. Mgr.: Reinaldo Dupont

WPRA
MAYAGUEZ—1937
Frequency: 990 Kc. Power: 10,000 Watts
Address: Box 869
Phone Number: 869
President: Andres Camara

WTLI
MAYAGUEZ—1950
Frequency: 1300 Kc. Power: 1000 Watts

WISO
PONCE—1953
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By: South P. R. Bcstg. Corp.
Address: Box 2023
Phone Number: 137
Pres., Gen. Mgr.: Luis E. Freyre

WPAB
PONCE—1940
1000 Watts n.
Owned-Operated By: Portorican American Bcstg., Co., Inc.
Bus-Studio Add.: P. O. Box 786. 164 Villa St.
Phone Number: 783, 1177
Representative: Inter-American Publ., Inc.
Pres., Gen. Mgr.: Roberto Muniz
Commercial Manager: Radames Mayoral
Program Director: Eliseo Borrero
Chief Engineer: Pedro A. 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: Alfredo Ramirez de Areliano
General Manager: Roberto Muniz
Commercial Manager: Antonio Miro
Chief Engineer: Julio M. Conesa

WRIO
RIO PIEDRAS—1949
Frequency: 1320 Kc. Power: 1000 Watts
Address: P. O. Box 335—Hato Rey
Phone Number: 335—Hato Rey 1086
President: Isidro Quinones Udal

WWW
RIO PIEDRAS—1949
Frequency: 1520 Kc. Power: 250 Watts
Owned-Oper. By: Frank A. Gandia
Address: P. O. Box 935
Phone Number: 935
Owner: Frank A. Gandia

WAPA
SAN JUAN—1947—ABC-MBS
Frequency: 680 Kc. Power: 10,000 Watts
Owned-Oper. By: Jose Ramon Quiones
Bus-Studio Address: 357 Ponce de Leon Ave.
Phone Number ........................................ 3-3000
Membership ........................................... NARTB
President ............................................. José Ramón Quiñones
General Manager ................................. Ary R. Moll
Commercial Manager .......................... Segismundo Quiñones
Program Director .............................. José E. Franco
Chief Engineer ....................................... José Arzuaga

**WIAC**
SAN JUAN—1947
Frequency: 740 Kc. Power: 10,000 Watts
Owned-Oper. By ......................... Radio Station WIAC
Address ........................................... P. O. Box 4504
Phone Number ................................... 2-0014
Gn., Sta. Mgr. ....................................... Tomas Muniz
Commercial Manager ..................... Nestor Muniz
Program Director ......................... Roberto Perez Navarro

**WITA**
SAN JUAN—1948
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ............................... Electronic Enterprises, Inc.
Address ........................................... P. O. Box 2692
Phone Number ................................... 2-4756
President ................................. Antonio Valdivieso
Chief Engineer .................................... Luis Martorell

**WKVM**
SAN JUAN—1951
Frequency: 1070 Kc. Power: 25,000 Watts d.; 5000 n.
Address ......................................... 1000 Ponce de Leon Ave.
Phone ............................................. 3-0840
Pres., Gen. Mgr. ...................... Angel Del Valle

**WHY IS AP THE BEST?**

BECAUSE—AP is faster, more complete, more accurate than any other news service.
# STATE BROADCASTER ASSOCIATIONS

## Alabama Broadcasters Association
P. O. Box 477, University, Alabama
Meetings: Semi-annual (March and October)
Elections: March meeting
Members: 69
Pres. Malcolm Street, WHINIA, Anniston
Vice-Pres. J. Dige Bishop, WCTA, Andalusia
Sec'y-Treas. Dick Biddle, WOWL, Florence

## Arizona Broadcasters Association
P. O. Box 2671, Phoenix, Arizona
Meetings: Annual (January)
Elections: January meeting
Members: 21
President Albert Johnson, KOY, Phoenix
Vice-President Carl Morris, KSUN, Bisbee
Sec'y-Treas. Frank Redfield, KIFN, Phoenix
Legislative Chmn. Richard O. Lewis, KTA, Phoenix

## Arkansas Broadcasters Association
P. O. Box 550, Little Rock, Arkansas
Meetings: Semi-annual
Elections: March
Members: 37
President William V. Hutt, KLRA, Little Rock
Vice-President W. N. McKinney, KELD, El Dorado
Sec'y-Treas. Ted Woods, KOSE, Osceola
Legislative Chmn. Jay P. Beard, KBTM, Jonesboro

## California State Radio and Television Broadcasters Association
T. W. Patterson Bldg., Fresno 21, California
Meetings: Annual
Elections: November
Members: 97
President Arthur Westlund, KRE, Berkeley
Vice-Pres. Wm. J. Beaton, KKW, Pasadena
Sec'y-Treas. Paul R. Bartlett, KFRE, Fresno
Leg. Chmn. C. L. McCarthy, KROY, Sacramento

## Colorado Broadcasters Association
Care of Pres. or Secy.
Meetings: Semi-annual
Elections: March
Members: 34
President Russell Shaffer, KBOL, Boulder
Vice Pres. Vir N. James, KVRH, Salida
Sec'y-Treas. Joseph Rohrer, KRDO, Colorado Springs
Legis. Chmn. Robert Ellis, KGHF, Pueblo

## Florida Association of Broadcasters, Inc.
Meetings: Semi-Annual
Elections: June
Members: 76
President Hershel Graves, WTAL, Tallahassee
Vice-Pres. John Browning, WSPB, Sarasota
Vice-Pres. T. S. Gilchrist, WTMG, Ocala
Sec'y-Treas. A. B. Letson, WCNH, Quincy

## Georgia Association of Broadcasters
Meetings: Three times a year
Elections: Spring meeting (April or May)
President S. J. Carswell, WSFT, Thomaston
Vice-Pres. E. F. MacLeod, WBML, Macon
Sec'y-Treas. Ben Chatfield, WMAZ, Atlanta
Legis. Chmn. Ben Chatfield, WMAZ, Atlanta

## Hawaiian Association of Radio and TV Broadcasters
P. O. Box 1380, Honolulu, T. H.
Meetings: On Call
Elections: May
Members: 18
President Fin Hollinger, KPOA, Honolulu
Vice-Pres. Ez Crane, KMVI, Waluku
Sec'y-Treas. Ira Mercer, KHON, Honolulu

## Idaho Broadcasters Association
Box 31, Boise, Idaho
Meetings: Semi-annual (May and November)
Elections: November
Members: 21
President Edward H. Hurt, KFXD, Nampa
Vice-Pres. Donald A. Thomas, KRLC, Lewiston
Sec'y-Treas. Florence Gardner, KTFI, Twin Falls
Legislative Chmn. Walt Wagstaff, KIDO, Boise
Illinois Broadcasters Association

Meetings: Semi-annual
Elections: February
Members: 65
Pres.: Robert J. Burow, WDAN, Danville
Vice-Prez.: Harold L. Dewing, WCVS, Springfield
Secy.-Treas.: R. Karl Baker, WLOS, Jacksonville
Leg. Chmn.: Ray Livesay, WLBH, Mattoon

Indiana Broadcasters Association, Inc.
Box 89, Washington, Ind.
Meetings: Four times a year
Elections: March
Members: 49
President: Dee W. Coe, WWCA, Gary
Vice-Prez. (AM): Farrell Rippetoe, WBOW, Terre Haute
Vice-Prez. (FM): E. D. Ogborne, WCTW, New Castle
Vice-Prez. (TV): Harry Bitner, Jr., WFBM-TV
Secy.-Treas.: Robert E. Williams, WFML, Washington
Asst. Secy.: Robert D. Enoch, WXWL, Indianapolis
Asst. Treas.: Ronnie Householder, WJVA, South Bend
Leg. Chmn.: C. Bruce McConnell, WISH, Indianapolis

Iowa Broadcasters Association

c/o President
Meetings: Annual (July or August) or more
Elections: Annual meeting
Members: 35
President: Ben Sanders, KICD, Spencer
Vice-Prez.: Ken Gordon, KDTO, Dubuque
Secy.-Treas.: W. W. Woods, WHO, Des Moines
Director: Herbert Ohrt, KGLO, Mason City

Kansas Association of Radio Broadcasters

KSAL, Salina, Kansas
Meetings: Annual
Elections: Annual meetings
Members: 37
President: Ray V. Jensen, KSAL
Vice-Prez.: Fred Conger, WREN
Secy.-Treas.: Grover Cobb, KVGB
Legislative Chmn.: Wendell Elliot, KGNO

Kentucky Broadcasters Association
c/o Secy.-Treas.
Meetings: Semi-annual
Elections: Fall meeting
Members: 38
President: Mike Layman, WSFC, Somerset
Vice-Prez.: Sam Livingston, WKYB, Paducah
Vice-Prez.: Gilmore Nun, WLAP, Lexington
Secy.-Treas.: Hugh O. Potter, WOMI, Owensboro
Legislative Chmn.: J. W. Betts, WFTM, Maysville

Louisiana Association of Broadcasters
P. O. Box 4218, Shreveport, Louisiana
Meetings: Semi-annual
Elections: Fall
Members: 40
Pres.: Willard Cobb, KALB, Alexandria
Vice-Prez.: Frank Ford, Jr., KENT, Shreveport
Secy.-Treas.: Jerry Hamm, KANE, New Iberia

Maine Broadcasters Association
c/o WPOR, Portland
Meetings: October
Elections: October
Members: 15
President: Willard Cobb, KALB, Alexandria
Vice-Prez.: Frank Ford, Jr., KENT, Shreveport
Secy.-Treas.: Francis H. Farnham, WGAM, Presque Isle
Legislative Chmn.: Les Peard, WBAL, Baltimore

Maryland-D.C. Radio and Television Broadcasters Association
c/o President
Meetings: Semi-annual
Elections: Fall meeting
Members: 29
President: Charles E. Smith, WTBO, Cumberland
Vice-Prez.: Joseph L. Brechner, WAGY, Silver Springs
Secy.-Treas.: Les Peard, WBAL, Baltimore

Michigan Association of Broadcasters
c/o President
Meetings: Semi-annual
Elections: November meeting
Members: 68
Pres.: W. A. Pomeroy, WILS, Lansing
Vice-Prez.: W. J. Edwards, WKNX, Saginaw
Secy.-Treas.: Gayle Grubb, WJBK, Detroit
Legislative Chmn.: Walter Patterson, WKMH, Jackson
Minnesota Broadcasters Association
WDGY, Nicollet Hotel, Minneapolis
Meetings: September
Elections: September
Members: 30
President: C. T. Hagman, WDGY, Minneapolis
Vice-Press: Lee L. Whiting, KEYD, Minneapolis
Secy.-Treas.: M. M. Marget, KVOX, Moorhead
Legislative Chmn: C. T. Hagman, WDGY, Minneapolis

Mississippi Broadcasters Association
c/o President
Meetings: Annual
Elections: Annual meeting
Members: 46
President: Bob C. J. Wright, Jr., WFOR, Hattiesburg
Vice-Press: Bob Evans, WELO, Tupelo
Secy.-Treas.: Granville Walters, WAML, Laurel
Legislative Chmn: Fred Beard
WJDX, Jackson

Missouri Broadcasters Association
P. O. Box 1716, S.S.S., Springfield, Missouri
Meetings: Semi-annual
Elections: Fall meeting
Members: 40
President: G. Pearson Ward, KTTS, Springfield
Vice-Press: Robt. Neathery, KWPM, Alton
Secy.-Treas.: Catherine Roer, KWOS, Jefferson City
Legislative Chmn: Bruce Barrington, KXOK, St. Louis

Montana Radio Stations, Inc.
P. O. Box 2124, KBMY, Billings
Meetings: Annual
Elections: January
Members: 25
President: Ken Nybo, KBMY, Billings
Vice-Press: Ian Elliot, KRJF, Miles City
Secy.-Treas.: Norman Penwell, KBMN, Bozeman
Legislative Chmn: Paul MacAdam
KPRK, Livingston

Nebraska Broadcasters Association
WDJG, Norfolk, Nebraska
Meetings: Annual
Elections: Annual
Members: 28
President: R. E. Thomas, WJAG, Norfolk
Vice-Press: L. L. Hilliard, KOLT, Scottsbluff
Secy.-Treas.: Gene Ackerley, KCOW, Alliance

Nevada State Broadcasters Association
P. O. Box 321, Reno, Nevada
Meetings: Annual
Elections: Annual
Members: 12
President: H. G. Wells, KOLO, Reno
Vice-Press: Fred Stoye, KLAS, Las Vegas
Secy.-Treas.: Robert Stoddard, KATO, Reno
Legislative Chmn: H. G. Wells, KOLO, Reno

New Jersey Broadcasters Association
P. O. Box 166, Bridgeton, New Jersey
Meetings: Semi-annual (May and October)
Elections: October
Members: 17
President: Everett Rudloff, WJLK, Asbury Park
Vice-Press: Gordon Giffin, WKDN, Camden
Secy.-Treas.: Jerry McCarthy, WTOA, Trenton
Legislative Chmn: Fred Bernstein, WTTM, Trenton

New Mexico Broadcasters Association
759 Cerrillos Road, Santa Fe
Meetings: September and April
Elections: April
Members: 18
President: Ivan R. Head, KVSF, Santa Fe
Vice-Press: E. N. Thwaites, KRTN, Raton
Secy.-Treas.: Lydia S. Sleppy, KOBE, Las Cruces
Legislative Chmn: W. E. Whitmore, Jr., KEMN, Portales

North Carolina Association of Broadcasters, Inc.
c/o Secretary
Meetings: Semi-annual
Elections: Fall meeting
Members: 96
President: James McNeil, WTSB, Lumberton
Vice-Press: Wm. S. Page, WFTC, Kinston
Secy.-Treas: J. T. Snowden, WCPS, Tarboro

North Dakota Broadcasters Association
KNOX, Grand Forks, N. D.
Meetings: October
Elections: October
Members: 14
President..............F. E. Fitzsimmonds, KFYR, Bismarck
Vice-Press..................Elmer Hanson, KNOX, Grand Forks
Legislative Chmn...............John Cooley, KLPN, Minot

Ohio Association of Radio and Television Broadcasters
44 East Broad, Columbus 15, Ohio
Meetings: Semi-annual
Elections: Spring meeting
Members: 66
President........Adna Karns, WING, Dayton
Vice-Press: Robert Ferguson, WTRF, Bellaire
Secty.-Treas........L. A. Pixley, WLOK, Lima
Legislative Chmn...........Adna Karns, WING, Dayton

Oklahoma Radio Broadcasters Association
P. 0. Box 588, Ponce City, Oklahoma
Meetings: Semi-annual (or more)
Elections: January
Members: 36
President......Cy Casper, WBBZ, Ponce City
Vice-Press.............J. J. Bernard, KOMA, Oklahoma City
Secty. Treasurer..........Guy Farnsworth, KCRC, Enid
Legislative Chmn...........Bill Hoover, KADA, Ada

Oregon State Broadcasters Association
R. E. Summers, Journalism Bldg., U. of Oregon, Eugene
Meetings: Semi-annual
Elections: Annual
Members: 48
President....S. W. McCready, KUGN, Eugene
Vice-Press...Paul Walden, KODL, The Dalles
Secty.-Treas.....Joe Schertler, KEX, Portland
Legislative Chmn...........Dick Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters
WCPA, 215 Church St., Clearfield
Meetings: Annual
Elections: May
Members: 108
President....................W. J. Thomas, WCPA, Clearfield
Vice-Press...............Frank Altodoerfer
WLAN, Lancaster

Vice-Press. and Treasurer............James Murray, KQV, Pittsburgh
Treasurer.........James Murray, KQV, Pittsburgh
Secretary...........Joseph T. Connolly, WCAU, Philadelphia
Legislative Chmn...........Roy E. Morgan, WILK, Wilkes-Barre

Puerto Rican Association of Broadcasters
Box 4504, San Juan, Puerto Rico
Meetings: Monthly
Elections: July
Members: 19
President.........Alfonso Gimenez Aguayo, WPAB, Ponce
Vice-Press........Tomas Muniz Souffront, WIAE, Santurce
Secretary............Frederico E. Virella, WVJP, Caguas
Treasurer...........Gustavo Dias, WENA, Bayamon

Rhode Island Radio & Television Broadcasters Association
c/o President
Meetings: June
Elections: June
Members: 12
President...............Mowry Lowe, WEAN, Providence
Vice-Press.............Mitchell Stanley, WWON, Woonsocket
Secty.-Treas............Norm Gittelston, WJAR-TV, Providence

South Carolina Broadcasters Association
c/o Secretary
Meetings: January
Elections: January meeting
Members: 36
President...............Walter J. Brown, WORD, Spartanburg
Vice-Press...............James F. Coggins, WKKD, Newberry
Secty.-Treas...........T. Doug Youngblood, WFIG, Sumter
Legislative Chmn...........H. Moody McElveen, WNOK, Columbia

Southern California Broadcasters Association
6047 Hollywood Blvd., Hollywood 28
Meetings: Monthly
Elections: May
Members: 64
**BROADCASTER ASSOCIATIONS**

- **President**................. Frank Burke, Jr.,
  KFVD, Los Angeles

- **Vice-Pres.**.................. Norman Ostby,
  KKH, Los Angeles

- **Secty-Treas.**............. Thelma Kirchner,
  KGFJ, Hollywood

- **Managing Director**...... Norman Nelson

**South Dakota Broadcasters Association**

407 Chamber of Commerce Bldg.,
Nashville, Tennessee

Meetings: Semi-annual
Elections: April
Members: 14

- **President**............. Max Staley, KJIV, Huron
- **Vice-Pres.**............. Ross Case, KWAT, Watertown
- **Secty-Treas.**.......... Keith Nighbert,
  KUSD, Vermillion

**Tennessee Association of Broadcasters**

Meetings: Semi-annual
Elections: December meeting
Members: 46

- **President**.............. Earl W. Winger,
  WDOD, Chattanooga
- **Vice-Pres.**............. John Hart, WBIR, Knoxville
- **Secty-Treas.**......... Mrs. Drue Smith,
  WAPO, Chattanooga

**Texas Association of Broadcasters**

Meetings: Semi-Annual
Elections: October
Members: 112

- **President**............. Willard Deason, KVET, Austin
- **Vice-Pres.**............ Louis R. Cook, KNOW, Austin
- **Secty-Treas.**........ Richard Lewin, KTRF, Lufkin

**Utah Broadcasters Association**

Meetings: Semi-Annual
Elections: January
Members: 19

- **President**............. Arch Madsen,
  KOVO, Provo
- **Vice-President**....... George Hatch,
  KALL, Salt Lake City
- **Vice-President**...... Reed Bullen, KLO, Ogden

- **Secty-Treas.**......... Arch Webb, KVOC, Ogden
- **Legislative Chmn.**... Oral Wilkinson,
  KMUR, Murray

**Virginia Association of Broadcasters, Inc.**

Meetings: Annual
Elections: Annual meeting
Members: 42

- **President**............. Robert H. Smith, WCYB, Bristol
- **Vice-Pres.**............. Frank E. Koehler,
  WROV, Roanoke
- **Secty-Treas.**......... Chas. Mailleit,
  WWOD, Lynchburg
- **Legislative Chmn.**... C. T. Lucy,
  WRVA, Richmond

**Washington State Association of Broadcasters**

Meetings: Semi-annual
Elections: Spring
Members: 44

- **President**............. Leo H. Beckley,
  KBRC, Mount Vernon
- **Vice-Pres.**............. Loren Stone, KBRO, Bremerton
- **Secty-Treas.**......... Allen Miller, KWCS, Pullman

**West Virginia Broadcasters Association**

Meetings: Semi-annual
Elections: Spring
Members: 34

- **President**............. Alice Shein,
  WBTH, Williamson
- **Vice-Pres.**............. Paul A. Myers, WWVA, Wheeling
- **Secty-Treas.**......... John S. Phillips,
  WHTN, Huntington
- **Legislative Chmn.**... Harry Brawley,
  WCHS, Charleston

**Wisconsin Broadcasters Association**

Meetings: Annual
Elections: First Tuesday in October
Members: 46

- **President**............. Harry D. Peck, WISN, Milwaukee
- **Vice-Pres.**............. Wm. E. Walker,
  WMAM, Marinette
- **Secretary**............ Verl Bratton, WKTY, LaCrosse
- **Treasurer**............ Mig Figi, WAUX, Waukesha
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

- CARTB
- CBC
- ALPHABETICAL INDEX BY CALL LETTERS
- STATIONS
- NETWORKS
CANA
DA
is boom country
... want a share?

Just speak up!
The Canadian is listening for you at his radio. He’s listening in Alberta, where the oil’s coming up richer and thicker than ever. In Saskatchewan, where uranium, oil and bumper crops are swelling the coffers. In Labrador, on top a new wealth of iron ore. In Quebec and Ontario, where heavy industry keeps getting heavier and light industry expands by leaps and bounds.

The Canadian is listening in every city, town and village . . . to a voice he already knows and trusts, the voice of his local radio station. The wife is listening — the youngsters, too. Millions upon millions of Canadians, with more money than ever to spend . . . and wanting to know what to spend it on.

Speak up. You’ll be heard in 95% of all the homes in Canada . . . in the language familiar to each home, English or French. You’ll be heard in the best of company — the big network shows plus the friendly entertainment, news and services that only local radio can provide for its community.

Local radio in Canada is welcome, intimate, persuasive. It’s everywhere, in a country where only 38% of the population lives in cities of 30,000 or over. It combines penetration, effectiveness and economy as no other advertising medium in Canada can. That’s hard fact.

Purchasing power is booming. Canadians spent 10½ billion dollars in 1951, just in the retail stores . . . over 11½ billion dollars in 1952. And the Canadian buys more U. S. goods than any country other than your own. With cash — the stuff that’s straining every billfold in the nation.

Want a share? Canada is waiting by the radio. Just speak up.

"In Canada you sell ‘em when you tell ‘em!"

A message from the 120 member stations of the Canadian Association of Radio and Television Broadcasters whose voices are invited into over 3 million Canadian homes every day.

Canadian Association of
Radio and Television Broadcasters
108 SPARKS ST., OTTAWA 4, CANADA • 373 CHURCH ST., TORONTO, ONTARIO
CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Sales Offices—373 Church St., Toronto, Ont.
Phone: Empire 4-8244

☆

Officers

President ......................................................... F. H. Elphicke
Vice-President .................................................... E. Finlay MacDonald
Executive Vice-President ........................................ T. J. Allard
Secretary-Treasurer ............................................... Flora Love
Director of Sales and Research ............................... A. F. P. Freeman

☆

Directors


☆

Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting stations in Canada.
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

EXECUTIVES and STAFF

Board of Governors
A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, 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
Mr., Mary E. Farr, Victoria, B. C.
Jesse P. Tripp, Oxbow, Sask.
Gordon A. Winter, St. Johns, Nfld.
Roy J. Fry, Winnipeg, Man.

Montreal
RADIO CANADA BUILDING
R. P. Landry, Director for the Province of Quebec
Aurele Seguin, Director of Programs, Quebec
J. St.-Georges, Director of Radio, Montreal
Andre Ouimet, Director of Television, Montreal
J. E. Hayes, Chief Engineer
W. A. Nichols, Assistant Chief Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
R. E. Santo, Transmission and Development
J. Carlisle, Plant Engineer
N. R. Olding, Operations Engineer
D. G. McKinstry, Chief Architect
M. D. Peterkin, Purchasing Agent
G. G. Yull, Supervisor of Stores

Ottawa
HEAD OFFICE
J. A. Ouimet, General Manager
J. P. Gilmore, Assistant to Co-ordinator of TV
D. C. McArthur, Executive Assistant
G. W. Richardson, Executive Assistant
Harry Bramah, Treasurer
Charles Jennings, Director of Programs
Marcel Ouimet, Assistant Director of Programs
J. M. Beaudet, Director of Program Planning and Production
W. G. Richardson, Director of Engineering
Marcel Carter, Director of Personnel and Administrative Services
C. E. Stiles, Asst. Dir. of Personnel and Adm. Services
H. G. Walker, Director of Network Co-ordination
George Young, Dir. of Station Relations and Broadcast Regulations
R. C. Fraser, Director of Press and Information Services
F. W. Savignac, Executive Assistant—Legal
R. E. Keddy, Sec'y to Board of Governors

Toronto
NATIONAL PROGRAM OFFICE
Ira Dilworth, Director for the Province of Ontario
H. J. Boyle, Director of Programs, Ontario
R. W. McGall, Director of Radio, Toronto
Fergus Mutrie, Director of Television, Toronto
Frank Peers, Supervisor of Talks and Public Affairs
W. H. Hogg, Chief News Editor
R. S. Lambert, Supervisor of School Broadcasts
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. C. Anderson, Supervisor of Program Clearance
E. W. Jackson, Traffic Manager
W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
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>
<th>City</th>
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673
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**ALL-CANADA RADIO FACILITIES LIMITED**

Canada's Foremost Radio Organization

Representing 29 Key Canadian Radio Stations

Coast to Coast

★

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Vancouver • Calgary • Winnipeg
ALBERTA

**CFAC**
**CALGARY—1922—CBC.**
**TRANS-CANADA**
Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By: Calgary Bcstg. Co., Ltd.
Bus. Studio Address: 1000 Greyhound Bldg.
Phone Number: 6-1036
Air Time: 18 hrs.
News Service: PN, PUB, CP
Transcription Service: Thesaurus, World, Associated
Representative: All-Canada, Weed
Membership: CARTB
President: John D. Southam
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: CARTB
Commercial Mgr.: A. J. Hoppe
Program Director: George A. Duffield
Publicity Director: Isabel M. Duffield
Chief Engineer: Frank G. Makepeace

**CHFA**
**EDMONTON—1949—CBC.**
Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By: Radio Edmonton Ltd.
Business Address: 10012 109th St.
Phone Number: 42157
News Service: BUP
Representative: Omer Renaud Co., Hunt
President: P. Mousseau
Gen. Sta. Mgr.: Leo Remillard
Chief Engineer: Robert D. Guy

**CJCA**
**EDMONTON—1922—CBC.**
Frequency: 930 Kc. Power: 5000 Watts
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: CARTB, BMB
Station Manager: Gerry Gaetz
Asst. Sta. Mgr.: Dolly Barnes
Commercial Manager: Joe MacKenzie
Production Director: Dalt Elton
Promotion Manager: Miss Win Sutton
Chief Engineer: Frank Hollingsworth

**CKXL**
**CALGARY—1950.**
Frequency: 1140 Kc. Power: 1000 Watts
Address: 210 9th Ave. W.
Phone Number: 63026
Representative: H. C. Stovin
News Service: BUP, CP
Membership: CAB, BMB
President: C. E. Chesser
Station Manager: Frederick R. Shaw
Commercial Manager: Bruce D. Alloway
Prom. Mgr., Pub. Dir.: Pearl Borial
Program Director: Jack Stewart
Chief Engineer: Ross Craig

**CBX**
**EDMONTON—1948—CBC.**
Frequency: 1010 Kc. Power: 50000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus. Studio Address: 713 MacDonald Hotel
General Manager: J. A. Alphonse Ouimet
Commercial Manager: W. E. Powell
Chief Engineer: G. W. Oliver

**CFG P**
**GRANDE PRAIRIE—1937—CBC.**
Frequency: 1050 Kc. Power: 1000 Watts
Owned By: Northern Bcstg. Corp., Ltd.
Phone Number: 2311
Air Time: 6 a.m. - M.
News Service: CP
Transcription Service: World
Representative: All-Canada, Weed
Membership: CARTB
President: J. E. Thomson
Station Manager: Arthur J. Ballfour
Commercial Manager: Jack E. Soars
Program Director: John Wilson
Chief Engineer: Jim de Roaldes
**C J O C**
LETHBRIDGE—1926
Frequency: 1220 Kc. Power: 5000 Watts
Owne-oper. By: Lethbridge Bcstg., Ltd.
Address: 1015 Third Ave. S.
Phone Number: 3161
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. Betterill
Commercial Manager: J. Budd
Program Director: Bob Reagh
Chief Engineer: Doug Card

**C H A T**
MEDICINE HAT—1946—CBC
Frequency: 1270 Kc. Power: 1000 Watts

**C H W K**
CHILWIACK—1927—CBC
Frequency: 1270 Kc. Power: 1000 Watts
Owne-oper. By: Fraser Valley Bcstg., Ltd.
Business-Studio Address: 50 Yale Rd. E.
Phone Number: 4279
Air Time: 6:30 a.m.-M.
News Service: BUP
Representative: All-Canada, Weed
President: C. Casey Wells
Gen. Mgr., Chief Engr.: Jack Pilling
Commercial Manager: W. G. Teetzel
Production Mgr.: J. M. Maclachlan

**C J D C**
DAWSON CREEK—1947—CBC
Frequency: 1350 Kc. Power: 1000 Watts
Owne-operated By: Radio Station CJDC, Ltd.
Business Address: 102nd Ave. & 9th St.
Phone Number: 216
News Service: Broadcast News
Transcription Service: Associated
Representative: Radio Representatives, Cooke
Membership: CARTE
President: W. B. Michaud
General Manager: Lewis R. Roskin
Program Director: Michael Laverne
Publicity Director: Ethyl Ems
Chief Engineer: John Pringle

**C F J C**
KAMLOOPS—1927—CBC
Frequency: 910 Kc. Power: 1000 Watts
Owne-oper. By: Ian G. Clark Ltd.
Business-Studio Address: 310 St. Paul St.
Phone Number: 1021

**C K R D**
RED DEER—1949—CBC
Frequency: 1230 Kc. Power: 250 Watts
Business Address: Foster Block
Phone Number: 2083
Air Time: 11 1/2 hrs.
News Service: BUP
Representative: Radio Reps. Young
Membership: CARTE
Commercial Mgr.: Ned Corrigall
Program Director: John Barton
Chief Engineer: Ken L. Martin

**B R I T I S H C O L U M B I A**

**C H W K**
KELOWNA—1931—CBC
Frequency: 630 Kc. Power: 1000 Watts
Owne-oper. By: Okanagan Bcstg. Ltd.
Business-Studio Address: Box 1481
Phone Number: 3331
News Service: PN
Transcription Service: World
Representative: All-Canada, Weed
Membership: CARTE
General Manager: J. W. B. Browne
Station Manager: D. Reid
Promotion Mgr.: Freda Woodhouse
Chief Engineer: J. Fred Weber

**C H U B**
NANAIMO—1949
Frequency: 1570 Kc. Power: 1000 Watts
Owne-operated By: Standard Bcstg. Co.
Business Address: Malaspina Hotel
Air Time: Full Time
News Service: BUP
Transcription Service: World, Standard
Representative: Natl. Bcstg. Sales, Hunt, Cooke
Station Manager: C. J. Rudd
Commercial Mgr.: Sheila Hassan
Program Director: Tom Koch
Chief Engineer: E. Ross MacIntyre

**C K L N**
NELSON—1939—CBC
Frequency: 1240 Kc. Power: 250 Watts
Address: 266 Baker St.
Phone Number: 19
Air Time: Full Time
CKNW
NEW WESTMINSTER—1944
Frequency: 1320 Kc. Power: 1000 Watts
Owned By ..................................................Bill Rea
Business-Studio Address .... 227 Columbia St.
Phone Number .............................. New Westminster 3000
News Service ..................................... AP
Transcription . Associated, Standard, Cole
Representative . Forjoe, Nat. Bcstg, Sales
Membership ................................ BAB
Assistant Manager ................. Hal Davis
Chief Engineer ............................... Clare Purvis

CKOK
PENTICTON—1948
Frequency: 800 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By .........................CKOK, Ltd.
Business-Studio Address ........... 125 Nanaimo Ave.
Phone Number ................. 2800, 2850
News Service .................. CP
Transcription Service ............ Standard
Representative .......... Mulvihill, Cooke, Hunt
Membership ............................... BBM, CAB, BCAB, WAB
President ................................. Maurice P. Finnerty
Station Manager ................. Roy G. Chapman

CJAV
PORT ALBERNI—1946
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By .......................CJAV, Ltd.
Address ................................ 735 Third Ave., N.
Phone Number ......................... 604
Air Time ....................................... 6 a.m.-12 M.
News Service .......... AP, PN, Reuters
Transcription .... Lang-Worth, Cole, Capitol
Membership ................................ CAB
Managing Dir. ............... Kenneth Hutcheson
Comm. Mgr. ....................... J. Geoffrey Holmes
Program Dir. ................. Thomas A. Rannie
Publicity Dir. ................. Lyall Feltham
Chief Engineer ................. Ross McIntyre

CKPR
PRINCE RUPERT—1938—CBC
Frequency: 1240 Kc. Power: 250 Watts
Owned By ........................................ Canadian Broadcasting Corp.
Studio Address .................. 140 Wellington St., Ottawa
Representative .................... Stovin
General Manager (CBC) .......... J. A. Ouimet

CJAT
TRAIL—1932—CBC
Frequency: 610 Kc. Power: 1000 Watts
Business-Studio Address .... 815 Victoria St.
Phone Number ......................... 1840
News Service ................................ AP
Representative ...................... Weed
President ................................. A. S. Mawdsley
Station Manager ................. John W. Loader
Commercial Manager .......... Lorne V. McLeod
Program Director ................ J. P. Kobliuk
Publicity Director ................ W. Gilmour Clark
Chief Engineer ...................... W. G. Richardson

CBU
VANCOUVER—1938—CBC
Frequency: 890 Kc. Power: 10,000 Watts
Owned-Oper. By ................ Canadian Bcstg. 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 ...................... W. G. Richardson

CJOR
VANCOUVER—1926—CBC
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By ................ CJOR, Ltd.
Business-Studio Address .... 846 Howe St.
Phone Number ................. Marine 6464
News Service ...................... BUP, UP, CP
Transcription Service .............. Thesaurus
Representative ..................... Stovin, Young
Membership ............................... CAB
Pres., Gen. Mgr. .................. George C. Chandler
Exec. Assistant ...................... F. W. H. Wellwood
Chief Engineer ..................... Art Chandler
Commercial Mgr. .................. Don Laws

CKMO
VANCOUVER—1920
Frequency: 1410 Kc. Power: 1000 Watts
Address ......................... 812 Robson St.
Phone Number ................. Marine 1271
Transcription Service .......... Associated, SESAC
Representative .................... Cooke, Renaud
President ................................. Mrs. R. J. Sprott
Managing Director ............ Mrs. E. M. Willis
Chief Engineer ...................... D. Rogers
CKWX
VANCOUVER—1923—MBS
Frequency: 980 Kc. Power: 5000 Watts
Business-Studio Address: 543 Seymour St.
Phone Number: TAYLOR 5131
News Service: BUP, CP
Transcription Service: Lang-Worth, World
Representative: All-Canada, Weed
President: Arthur Holstead
Vice-President, General Manager: Frank H. Elphicke
Commercial Manager: John L. Sayers
Program Director: John Ansell
Sales Promotion Manager: Ken Kenilworth
Chief Engineer: Charles Smith

CJIB
VERNON—1947—CBC-DOMINION
Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By: Interior Bcast., Ltd.
Business Address: 3330 Barnard Ave. W.
Phone Number: 3900
Air Time: Full Time
News Service: PN
Representative: Radio Representatives
General Manager: A. G. Seabrook
Commercial Manager: Larry Scott
Program Director: Don McGibbon
Publicity Director: Dave Lilwall
Chief Engineer: Loren Merriman

CKX
BRANDON—1928—CBC DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Western Manitoba Bcast. Corp.
Address: 8th St. & Princess Ave.
Phone Number: 4532
Transcription Service: Thesaurus
Representative: Radio Representatives, Young
News Service: BUP, CP
Managing Director: J. B. Craig
Commercial Manager: E. D. Holland
Program Director: Eric Davies
Publicity Director: Archie Olson
Chief Engineer: Humphrey Davies

CKDM
DAUPHIN—1951
Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By: Dauphin Bcastg. Co., Ltd.
Phone: 22
Transcription Service: Thesaurus
News Service: PN
President: Dr. M. Potoski
General Manager: D. M. Hughes
Chief Engineer: G. Shave

CJVI
VICTORIA—1941—CBC
Frequency: 900 Kc. Power: 1000 Watts
Owned-Oper. By: Island Bcastg. Co., Ltd.
Business-Studio Address: 817 Fort Street
Phone Number: Beacon 8221
News Service: CP
Transcription Service: Thesaurus
Newspaper Affiliation: "Daily Colonist"
Representative: All-Canada, Weed, CAB
President: J. M. Taylor
General Manager: W. M. Guild
Commercial Manager: Lee F. Haiberg
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 Bcastg. System
Address: 1450 Douglas St.
Phone Number: Garden 8311
News Service: BUP
Transcription Service: Standard, SESAC
Representative: For joe Radio Reps.
Pres., Gen. Mgr.: David M. Armstrong
Commercial Mgr.: Gordon M. Reid
Production Mgr.: David G. Hill
Program Dir.: C. Edward Farey
Publicity Director: Donald MacDonald

MANITOBA

CFAR
FLIN FLON—1937—CBC
Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By: Arctic Radio Corp., Ltd.
Address: 75 Hill St.
Phone Number: 4422
News Service: PN
Transcription Service: SESAC
Representative: Sivolin, Young
Membership: CAB, WAB
Station Manager: C. H. Witney
Commercial Manager: M. Cambell
Program Director: E. Smallwood

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: McGillivra
President: Celestin Champagne
Gen., Comm., Sta., Prom. Mgr.: Roland Couture
Program Director: Denis Belair
Chief Engineer: Yves Savignac

678
CBK
WINNIPEG—1939—CBC
Frequency: 540 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bstg. Corp.
Business-Studio Address: 541 Portage Ave., Winnipeg, Man.
Phone Numbers: 74-2541
News Service: PN, BUP
Chairman: A. D. Dunton
General Manager (CBC): J. A. Ouimet
Station Manager: J. N. Mogridge
Commercial Manager (CBC): W. E. Powell
Program Director: Dan Cameron
Publicity Director: C. E. L'Ami
Chief Engineer: R. D. Cahoon

CBW
WINNIPEG—1948—CBC
Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By: Canadian Bstg. Corp.
Business Address: 541 Portage Ave.
Phone Number: 74-2541
Regional Representative: J. R. Finly
General Manager: J. Alphonse Ouimet
Station Manager (CBC) Winnipeg: J. N. Mogridge
Commercial Mgr.: R. Horley
Publicity Director: C. E. L'Ami
Chief Engineer: R. O. Cahoon

CJOB
WINNIPEG—1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: CBC
Business-Studio Address: Lindsay Bldg.
Phone Number: 926-374
News Service: CP, BUP
Transcription Service: World, Thesaurus
Membership: CAB

NEW BRUNSWICK

CKNB
CAMPBELLTON—1939—CBC
Frequency: 950 Kc. Power: 1000 Watts
Business Address: 110 Water St.
Phone Number: 8
Air Time: 7:50 a.m.-12:10 a.m.
Representative: Hardy, Weed
Membership: CARTB, WAB
President: J. Wesley MacDonald
General Manager: Dr. Charles H. Houde
Station Manager: Stan Chapman
Program Director: Bob Richards
Chief Engineer: Phil Paquet

CDEM
EDMUNDSTON—1944—CBC
Frequency: 1380 Kc. Power: 1000 Watts

CFNB
FREDERICTON—1923—CBC
Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By: James S. Neil & Sons, Ltd.
Business-Studio Address: York St.
Phone Number: 5501
NEW BRUNSWICK-NEWFOUNDLAND

CKCW
MONCTON—1934—CBC
Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By: Moncton Bctg., 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: Langworth Representative: Young, Stovin
Membership: CARTB
Pres., Gen. Mgr.: F. A. Lynda
Commercial Manager: T. Toner
Program Director: C. R. Tabor
Chief Engineer: Arnold Brewer

CKMR
NEW CASTLE—1949—CBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Miramichi Bctg. Co. Ltd.
Business Address: Castle St.
Phone Number: 690
President: L. W. Fleet

CBA
SACKVILLE—1939—CBC
Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bctg. Corp.
Bus. Studio Address: 100 Sackville St., Halifax, N. S.

NEWFOUNDLAND

CBY
CORNER BROOK—1949—CBC
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bctg. Corp.
Address: Corner Brook
News Service: CP, BUP, Reuters
Representative: CBC
Station Manager: C. V. Hierlthy
Phone Number: 3-6188
News Service: BUP, CP, R
Regional Representative: W. E. S. Briggs
General Manager (CBC): J. Alphonse Ouimet
Station Manager: S. R.
Program Director: H. J. Boyle
Publicity Director: R. C. Fraser
Chief Engineer: G. W. Fraser

CBG
GANDER—1949—CBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Canadian Bctg. Corp.
Address: P. O. Drawer 32
Phone Number: 349
News Service: CP, BUP, Reuters, PN
Station Manager: A. Barrett

CBT
GRAND FALLS—1949—CBC
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bctg. Corp.
Address: Munro Bldg.
Phone Number: 2102
Air Time: 16½ hrs.
Station Manager: John J. Grace
Publ. Director (CBC): Ron C. Fraser

CBN
ST. JOHN’S—1949—CBC
Frequency: 840 Kc. Power: 10,000 Watts
Owned-Operated By: Canadian Bctg. Corp.
Address: St. John’s
Air Time: 16½ hrs.
News Service.................CP, Reuters
Representative...............CBC
General Manager (CBC)........J. Alphonse Ouimet
Commercial Mgr. (CBC)........W. E. Powell
Publ. Director (CBC)..........Ron C. Fraser
Chief Engineer (CBC)..........C. W. Olive

CJON
ST. JOHN’S—1951

Frequency: 930 Kc.          Power: 5000 Watts
Address......................Prince of Wales St.
Phone.........................7106
Air Time.....................Full Time
News Service.................AP
Transcription Service........Long-Worth, SESAC
Reps.........................All-Canada Radio, Weed
Membership.................CARTB, BUP.
Pres., Gen. Mgr.............Geoffrey W. Stirling
Station Manager.............Don Jamieson
Commercial Manager..........F. Dawe
Sales Prom. Mgr...............Jack Baird
Program Director...........Art Farinett
Publicity Director..........M. Carter
Chief Engineer..............Oscar Hierlhy

VOAR
ST. JOHN’S—1931

Frequency: 1230 Kc.          Power: 100 Watts d.
C. Bcstg.-Oper. By..........Colony Bcstg. System
Business Address...........Water at McBride’s Hill
Phone........................3148
Pres., Gen. Mgr................Philip Moores

VOCM
ST. JOHN’S—1936

Frequency: 590 Kc.          Power: 1000 Watts
C. Bcstg.-Oper. By...........Colonial Bcstg. System
Business Address.........Water at McBride’s Hill
Phone.........................3148-9
News Service.................CP, PN, BUP
Transcription Service........Thesaurus, World
Membership.................CARTB, AAB
Representative..............Stovin, Young
Mng. Director..............J. L. Butler
Sta., Comm., Pro. Mgr.......M. Shulman
Program Director...........Denys Ferry
Chief Engineer...............W. B. Williams

NOVA SCOTIA

CJFX
ANTIGONISH—1943—CBC

Frequency: 580 Kc.          Power: 5000 Watts
Owned-Oper. By..............Atlantic Bcstg. Co., Ltd.
Address......................Box 250
Phone.........................580
Transcription Service......SESAC, Lang-Worth
Representative..............Mulvihill
News Service.................BUP
General Manager.............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.........................1030
Air Time.....................6:15 a.m.-12:15 a.m.
News Service.................BUP, BAP
Transcription Service......Associated
Representative..............Radio Representative Ltd.
President...................C. J. Morrow
General Manager.............John F. Hurtle
Station Manager.............James A. MacLeod
Sales Prom. Mgr............Lester L. Rogers
Program Director...........A. Maxwell Ramey
Publicity Director...........Donald E. Nicolle
Chief Engineer..............Douglas B. Hurtle

CBH
HALIFAX—1944—CBC

Frequency: 1330 Kc.          Power: 100 Watts
Address......................741 Robie St.
Phone.........................5-5443
Air Time.....................Full Time
News Service.................PN
Transcription Service......World, Associated
Representative..............Mulvihill
Managing Director...........B. P. McCurdy
Station Manager.............E. Finlay MacDonald
Commercial Mgr.............C. L. Chambers
Chief Engineer...............A. Reginald MacWilliams

Owned-Operated By...........Canadian Bcstg. Corp.
Business Studio Address.....100 Sackville St.
Phone Number.................3-8188

CHNS
HALIFAX—1926—CBC

Frequency: 960 Kc. Power: 5000 Watts
Bus. Studio Address.........10 Tobin St.
Phone Number.................3-8318

CJCH
HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Bus. Studio Address.........741 Robie St.
Phone Number.................5-5443
Air Time.....................Full Time
News Service.................PN
Transcription Service......World, Associated
Representative..............Mulvihill
Managing Director...........B. P. McCurdy
Station Manager.............E. Finlay MacDonald
Commercial Mgr.............C. L. Chambers
Chief Engineer...............A. Reginald MacWilliams

681
CKEN
KENTVILLE—1948
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: Radio Center
Phone Number: Kentville 2111
Air Time: 7 a.m.-10:20 p.m.
News Service: PN
Transcription Service: Lang-Worth
Representative: Alexander
Membership: CAB
President: George Wilson

CBI
SYDNFY—1948—CBC
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Business-Studio Address: 247 Charlotte St.
News Service: BUP, Reuters, CP
Station Manager: Barry MacDonald

CJCB
SYDNEY—1929—CBC
Frequency: 1270 Kc. Power: 5000 d.
1000 Watts n.
Owned-Oper. By: Cape Breton Bcstrs., Ltd.
Business-Studio Address: Radio Bldg.
Phone Number: 5586-7
Air Time: Full Time
News Service: PN
Transcription Service: Thesaurus, Lang-Worth
Representative: All-Canada, Weed
General Manager: J. Marven Nathanson
Commercial Manager: R. M. Burchell
Sales Prom. Mgr.: M. C. MacQuarrie
Program Director: T. C. Robertson
Chief Engineer: A. E. Vernon

CKCL
TRURO—1947
Frequency: 1400 Kc. Power: 250 Watts

ONTARIO

CKBB
BARRIE—1949
Frequency: 1230 Kc. Power: 250 Watts
Address: 26 Elizabeth St.
Phone Number: 5585
Representative: Young, Mulvihill
News Service: AP

CJBQ
BELLEVILLE—1946—CBC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Quinte Bcstg. Co., Ltd.
Business-Studio Address: 11 Victoria Ave.

CJLS
YARMOUTH—1934—CBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Gateway Bcstg. Co., Ltd.
Address: 222 Main St.
Phone Number: 500
Air Time: 7:45 a.m.-12:10 a.m.
News Service: CP
Transcription Service: All-Canada, MGM
Library
Representative: All-Canada, Weed
Program Director: Benny Comeau
Publicity Director: William Singer

CFAB
WINDSOR—1946
Frequency: 1450 Kc. Power: 250 Watts
 Address: Radio Centre
 Phone Number: 2111
 Air Time: Full Time
 News Service: PN
 Transcription Service: Lang-Worth
 Representative: Alexander
 Membership: CAB, BBM
 President: George Wilson
 General Manager: J. A. C. Lewis
 Promotion Mgr.: Bernard Butler-Gray
 Program Director: Willard A. Bishop

CKPC
BRANTFORD—1923—CBC
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Telephone City Bcst., Ltd.
Address: 525 Colborne St.
Phone Number ........................................ 3-2664
Transcription Service ................................. World
News Service ............................................. BUP
Transcription Service ................................. World, Capitol
Representative ......................................... J. L. Alexander
Pres., Gen. Mgr. ......................................... Mrs. F. M. Buchanan
Station Manager ........................................ Hugh Bremner
Program Director ...................................... Richard Buchanan
Publicity Director ...................................... Jack Wilkinson
Chief Engineer .......................................... Don Williamson

**CFJR**
BROCKVILLE—1943—CBC
Frequency: 1450 Kc.  Power: 250 Watts
Owned By:  Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address ............................. 17 King St. West
Phone Number ......................................... 4628
Air Time ................................................. Full Time
News Service ............................................. BUP
Representative .......................................... Stovin, Young
Membership ............................................ CARTB, CCBA, BFM
Program Director ...................................... Jim Chapman
Chief Engineer .......................................... Sid Penstone

**CFCO**
CHATHAM—1926—CBC—DOMINION
Frequency: 630 Kc.  Power: 1000 Watts d.
Owned-Operated By:  John Beardall
Business address ....................................... 42 King St. W.
Phone Number ......................................... 2826
News Service ............................................. BUP
Transcription Service ................................. Cole, Long-Worth
Pres., Gen. Manager .................................... John Beardall
Commercial Manager .................................. Peter Kirkey

**CKSF**
CORNWALL—1945—CBC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  Standard-Freeholder, Ltd.
Business-Studio Address ............................. 36 Pitt St.
Phone Number ......................................... 4800-01
Air Time .................................................. 6:45 a.m.-11:45 p.m.
News Service ............................................. CBN
Transcription Service ................................ Thesaurus
Representative .......................................... Stovin, McGillvray
Membership ............................................ CARTB
Station Manager ........................................ Fred H. Pemberton
Publicity Director ..................................... Alma Larocque
Program Director ...................................... Carl Fisher
Chief Engineer .......................................... Mahlon Clark

**CKFI**
FORT FRANCES—1944—CBC-KBS
Owned By:  Radio Station CKFI
Business-Studio Address ............................. 242 Scott St.
Phone Number ......................................... 200
Air Time .................................................. 6:55 a.m.-11 p.m.
News Service ............................................. PN
Transcription Service ................................ Keystone
Representative .......................................... Radio Reps., Cooke
Pres., Gen. Mgr. ......................................... J. G. McLaren
Station Manager ........................................ Gordon McBride
Commercial Mgr. ....................................... W. H. McLellan
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.
Phone Number ......................................... 33477
Air Time .................................................. Full Time
News Service ............................................. CP
Transcription Service ................................ Thesaurus, United
Representative .......................................... Stovin, Radio Representatives,
Young, All-Canada
Membership ............................................. BBM, CARTB
Pres., Gen. Mgr. ......................................... H. F. Dougall
Commercial Manager ................................. George Jeffery
Program Director ...................................... J. P. Friesen
Chief Engineer .......................................... W. T. Ross

**CJOY**
GUELPH—1948
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  CJOY, Ltd.
Business Address ....................................... Bond Bldg.
Phone Number ......................................... 5500
Air Time .................................................. 6:30 a.m.-12:30 a.m.
News Service ............................................. PN
Transcription Service ................................ Associated
Representative .......................................... Radio Reps., Cooke
Pres., Sta. Mgr. ......................................... Wallace Slatter
Commercial Mgr. ....................................... Frederick T. Metcalfe
Program Director ...................................... Don LeBlanc
Chief Engineer .......................................... J. Milligan

**CHML**
HAMILTON—1927—CBC
Frequency: 900 Kc.  Power: 5000 Watts
Owned-Oper. By:  Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address ............................. 848 Main St. E.
Phone Number ......................................... 9-2411
Air Time .................................................. Full Time
News Service ............................................. PN
Representative .......................................... Stephens & Tondrow
Transcription Service ................................. Standard
Membership ............................................. CARTB
President ................................................... Kenneth D. Sobie
Station Manager ........................................ Tom Darling
Commercial Manager .................................. W. D. Whitaker
Sales Prom. Mgr. ...................................... Stafford Habberfield
Program Director ...................................... Russell J. Eastcott
Chief Engineer .......................................... Hugh Potter

**CKOC**
HAMILTON—1922—CBC
Frequency: 1150 Kc.  Power: 5000 Watts
Business-Studio Address ............................. 32 John St.
Phone Number ......................................... 7-4483
Air Time .................................................. 5:45 a.m.-1:05 a.m.
News Service ............................................. BUP
Transcription Service ................................ Thesaurus, World
ONTARIO

Representative: All-Canada, Weed
Membership: CARTB, CCBA
President: H. R. Carson
General Manager: W. T. Cranston
Commercial Manager: L. A. Westmoreland
Promotion 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: 8921
Air Time: 17 hrs.
News Service: CP, BUP
Representative: Stovin, Cooke
Membership: BBM, WAB, CARTB
General Manager: C. W. Johnson
Station Manager: J. Thom
Sales Prom. Mgr.: George Balcanen
Chief Engineer: J. Edwards

CKWS
KINGSTON—1942—CBC
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Brookland Co., Ltd.
Address: King St.
Phone Number: 4405
Air Time: Full Time
News Service: PN
News Affil.: Whit-Blaisdard
Transcription Service: Langworth, Thesaurus
Representative: Natl. Best. Sales
Membership: CARTB
President: Senator W. R. Davies
Station Manager: Roy W. Hofstetter
Commercial Manager: E. Jones
Program Manager: W. Luxton
Chief Engineer: Burt Cobb

CJKL
KIRKLAND LAKE—1933—CBC
Frequency: 580 Kc. Power: 5000 Watts
Address: 44 King St. West
News Service: PN
Transcription Service: Thesaurus, Lang-Worth
Representative: Natl. Bstl. Sales, Cooke
President: Roy H. Thompson
General Manager: J. M. Davidson
Station Manager: Gord Burnett
Commercial Manager: J. Weatherwax
Sales Prom. Mgr.: Ralph Nelson
Program Director: Jesse French
Chief Engineer: C. L. Spence

CKCR
KITCHENER—1930—CBC
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 125 King St. W.
Phone Number: 3-9628
Air Time: Full Time
News Service: AP
Transcription Service: Associated
Representative: Renaud, Young
Pres. Gen. Mgr.: G. Liddle
Program Director: Stu Monroe
Chief Engineer: Ion Hartman

CFPL
LONDON—1933—CBC
Frequency: 980 Kc. Power: 5000 Watts
Address: 442 Richmond St.
Phone Number: 2-5201
Air Time: 6:00 a.m.-1:00 a.m.
News Service: PN
News Affil.: Free Press
Transcription: Langworth, World
Representative: Weed, All-Canada
Membership: CARTB, BMI, BBM
President: Walter J. Blackburn
Station Manager: Murray T. Brown
Production Mgr.: J. N. Illman
Chief Engineer: Glen A. Robitaille

CHVC
NIAGARA FALLS-WELLAND—1947
Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By: Radio Station CHVC, Ltd.
Business Address: Rainbow Bridge, Niagara Falls—76 Division St., Welland
Phone: NI 4110, WE 7269
Air Time: Full Time
News Service: BUP
Transcription Service: Thesaurus
Representative: Cooke, Alexander
President: B. Howard Bedford
General Manager: A. W. Blakey
Commercial Manager: R. H. Hamilton
Promotion Mgr.: Jack Burghardt
Publicity Director: George McLean
Chief Engineer: L. H. Rook

CFCH
NORTH BAY—1932—CBC
Frequency: 600 Kc. Power: 1000 Watts
Owned-Oper. By: Northern Bstg. Co., Ltd.
Address: Bank of Nova Scotia Bldg., Toronto
Phone Number: EM 3-8894
Air Time: Full Time
News Service: CP
Transcription Service: Lang-Worth, Thesaurus
Representative: Natl. Bstl. Sales
Membership: CARTB, CCAB
President: Roy H. Thompson
General Manager: H. Freeman
Station Manager: Keith Packer
Commercial Manager: Bill King
Program Director: G. Shale
Chief Engineer: Jack Barnaby

CFOR
ORILLIA—1945—CBC
Frequency: 1570 Kc. Power: 1000 Watts
ONTARIO

C K L B

OSHAWA—1949

Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 16 Centre St.
Phone Number: 3-3415
Air Time: 19 hrs.
Representative: Alexander, McGillvra
Pres., Gen. Mgr.: Alfred H. Collins
Comm., Sta. Mgr.: Gordon G. Garrison
Program Director: John Wacku
Publicity Director: Paul Summerville

C B O

OTTAWA—1924—CBC

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: Canadian Bstg. Corp.
Bus.-Studio Address: Chateau Laurier Hotel
Phone Number: 2-1151
Station Manager: Charles P. Wright

C F R A

OTTAWA—1947

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station CFRA
Business Address: Ryan Auditorium
Phone Number: 3-6241
Transcription Service: Standard, Lang-Worth, Capitol
Representative: Stephens-Towndrow, Weed
President, General Mgr.: Frank Ryan

C K O Y

OTTAWA—1949—CBC

Frequency: 1310 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: CKOY, Ltd.
Address: 272 Somerset St. W.
Phone Number: 2-2641
Air Time: Full Time
News Service: AP
Transcription Service: Capitol, Thesaurus
Representative: Cooke, Natl. Bstg. Sales
President: Duncan K. MacTavish
General Manager: Dan V. Carr
Commercial Manager: Jack Thompson
Program Director: Keith Sterling
Publicity Director: Allan Chrysler
Chief Engineer: Ken Puttock

C F O S

OWEN SOUND—1940—CBC

Frequency: 1470 Kc. Power: 1000 Watts
Address: 270 9th St. E.
Phone Number: 1940
Air Time: Full Time
News Service: PN
Transcription Service: World
Representative: Stovin, Young
President: Howard Fleming
General Manager: William N. Hawkins
Commercial Manager: R. Tomlinson
Program Director: E. Smith
Publicity Director: B. Masters
Chief Engineer: R. Turnpenny

C H O V

PEMBROKE—1942—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Address: 197 Albert St.
Phone Number: 1350
News Service: BUP
Transmission Service: Thesaurus, SESAC
Representative: Stovin, Young
Pres., Gen. Mgr.: E. G. Archibald
Program Director: Bill Kutschke
Comm., Prom. Manager: Ramsay F. Garrow
Chief Engineer: W. E. Schmidt

C H E X

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By: Brookland Co., Ltd.
Bus.-Studio Address: Hunter & Water Sts.
Phone Number: 2-0451
Air Time: 6 a.m.-12 M.
News Service: CPN
News Affil.: The Examiner
Transmission Service: Lang-Worth
Representative: Natl. Bstg. Sales, Cooke
Membership: CBAB, CCBA
President: W. R. Davies
General Manager: J. Davidson
Station Manager: D. R. Lawrie
Commercial Manager: G. Grady
Program Director: Wm. Stratton
Chief Engineer: Allan Taylor

C F P A

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ralph H. Parker
Bus.-Studio Address: Public Utilities Bldg.
Phone Number: 5-7851
Air Time: Full Time
News Service: PN
Transmission Service: Standard
Representative: Broadcast Representatives
Alexander, Weed
Membership: CBAB, BBM, CCBA
CKT B
ST. CATHARINES—1933—CBC
Frequency: 820 Kc. Power: 1000 Watts
Owned-Oper. By ... The Niagara District Bscg. Co., Ltd.
Business-Studio Address ... 12 Yates St.
Phone Number ... MUtual 4-1174
News Service ... AP
Air Time ... Full Time
Transcription Service ... Standard
Representative ... McGillvra, P. Mulvihill
Membership ... CARTB, BBM, CCBA
President ... W. B. C. Burgoyne
General Manager ... Mary C. Burgoyne
Commercial Manager ... V. A. Lococo
Chairman, Prom. Mgr., Pgm. Dir ... W. C. Wingrove
Program Director ... Jack Dawson
Chief Engineer ... W. H. Allen

C J C S
STRAITFORD—1927—CBC
DOMINION
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By ... Frank M. Squires
Address ... 125 Ontario St.
Phone Number ... 1675
News Service ... BUP
Transcription Service ... World
Representative ... All Canada, Weed
Membership ... CAB
Station Manager ... Frank M. Squires
Station, Comm. Mgr. ... E. A. Ricard
Sls. Prom. Mgr., Pub. Dir ... John E. Tapley
Program Director ... Alex L. Smith
Chief Engineer ... John Grigg

C H L O
ST. THOMAS—1948—CBC
Frequency: 680 Kc. Power: 1000 Watts
Owner ... Station CHLO, Ltd.
Bus. Studio Address ... Curtis & Mondamin Sts.
Phone Number ... 9896
Air Time ... 6 a.m.-1 a.m.
News Service ... KAP
Transcription Service ... Langworth, SESAC
Representative ... Radio Reps., Cooke
President ... G. C. Nichols
General Manager ... F. A. Bestall
Asst. Manager ... Doug Cole
Commercial Mgr. ... Ken Deas
Program Director ... P. K. Dickens
Chief Engineer ... Gord Barber

C H N O
SUDBURY—1947—CBC
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Oper. By ... Sudbury Bscg. Co., Ltd.
Business Address ... 168 Elm St. W.
Phone Number ... 6-8416
Air Time ... Full Time
News Service ... PN
Representative ... Renaud, Hunt, Young
President, General Mgr. ... H. B. Ricard
Station Commercial Manager ... R. Riel
Program Director ... Wilf Davidson
Chief Engineer ... Henry Albert

C K S O
SUDBURY—1935—CBC
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By ... CKSO, Radio, Ltd.
Business-Studio Address ... 21 Elgin St. N.
Phone Number ... 77-505
News Service ... PN
Transcription Service ... Thesaurus
Representative ... All-Canada, Weed
President ... G. M. Miller, Q.C.
General Manager ... W. J. Woodill
Station Manager ... E. K. Dobson
Program Director ... Basil Scully
Chief Engineer ... J. M. McRae

C F C L
TIMMINS—1951
Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By ... J. Conrad Lavigne
Address ... 175 3rd Ave.
Phone ... 777
Transcription Service ... SESAC
News Service ... BUP
President ... J. Conrad Lavigne
General Manager ... R. Barrette
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-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>Representative</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Station Manager</th>
<th>Commercial Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
<th>Program Director</th>
<th>Chief Engineer</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Address</th>
<th>Phone Number</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFRB</td>
<td>1010 Kc</td>
<td>50,000 Watts</td>
<td>Rogers Bcstg. Co., Ltd.</td>
<td>37 Bloor St. W.</td>
<td>Princess 5711</td>
<td>Full Time</td>
<td>BUP, PN</td>
<td>Thesaurus, World</td>
<td>Young, All-Canada</td>
<td>BBM</td>
<td>Harry Sedgwick</td>
<td>Lloyd Moore</td>
<td>Waldo Holden</td>
<td>Ken Marsden</td>
<td>Olave Eastwood</td>
<td>Olave Eastwood</td>
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</tr>
<tr>
<td>CKFH</td>
<td>1400 Kc</td>
<td>250 Watts</td>
<td>Foster Hewitt Bcstg. Ltd.</td>
<td>1 Greenville St.</td>
<td>Howard C. Caine</td>
<td>Foster Hewitt</td>
<td>Frank Somerville</td>
<td>D. Robert Pugh</td>
<td>G. A. Wilson</td>
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</table>

CKLW
WINDSOR—CBC
(See U. S. Listing, Detroit, Mich.)
<table>
<thead>
<tr>
<th><strong>CKNX</strong></th>
<th><strong>CKOX</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>WINHAM—1926—CBC</strong></td>
<td><strong>WOODSTOCK—1947</strong></td>
</tr>
<tr>
<td><strong>Frequency:</strong> 920 Kc.</td>
<td><strong>Frequency:</strong> 1340 Kc.</td>
</tr>
<tr>
<td><strong>Power:</strong> 1000 Watts</td>
<td><strong>Power:</strong> 250 Watts</td>
</tr>
<tr>
<td>Owned and Operated By: Radio Station CKNX, Ltd.</td>
<td>Owned-Operated By: Oxford Bcstg. Co., Ltd.</td>
</tr>
<tr>
<td>Business-Studio Address: Josephine St.</td>
<td>Business Address: P. O. Box 100</td>
</tr>
<tr>
<td>Phone Number: 158</td>
<td>Phone Number: 2201-2</td>
</tr>
<tr>
<td>News Service: BUP</td>
<td>Air Time: 6 a.m.-12 M.</td>
</tr>
<tr>
<td>Transcription Service: Thesaurus</td>
<td>Representative: Radio Reps.</td>
</tr>
<tr>
<td>Representative: Alexander, Young</td>
<td>Membership: CAB, BBM</td>
</tr>
<tr>
<td>Membership: CARTB</td>
<td>President: R. Chaput</td>
</tr>
<tr>
<td>President, General Mgr.: W. T. Cruickshank</td>
<td>Gen., Sta. Mgr.: G. Laliberte</td>
</tr>
<tr>
<td>Promotion Manager: V. Dittmer</td>
<td>Program Director: R. M. Dube</td>
</tr>
<tr>
<td>Publicity Director: Don Hildebrand</td>
<td>Publicity Director: Bernard Papineau</td>
</tr>
<tr>
<td>Chief Engineer: S. C. Reid</td>
<td>Chief Engineer: Gordon Ballantyne</td>
</tr>
</tbody>
</table>

**PRINCE EDWARD ISLAND**

<table>
<thead>
<tr>
<th><strong>CFCY</strong></th>
<th><strong>CJRW</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHARLOTTETOWN—1924—CBC</strong></td>
<td><strong>SUMMERSIDE—1948</strong></td>
</tr>
<tr>
<td><strong>Frequency:</strong> 630 Kc.</td>
<td><strong>Frequency:</strong> 1240 Kc.</td>
</tr>
<tr>
<td><strong>Power:</strong> 5000 Watts</td>
<td><strong>Power:</strong> 250 Watts</td>
</tr>
<tr>
<td>Business-Studio Address: 85 Kent St.</td>
<td>Business-Studio Address: 218 Water St.</td>
</tr>
<tr>
<td>Phone Number: 7347</td>
<td>Phone Number: 6611</td>
</tr>
<tr>
<td>News Service: PN</td>
<td>News Service: BUP</td>
</tr>
<tr>
<td>Transcription Service: SESAC</td>
<td>Representative: Radio &amp; TV Sales</td>
</tr>
<tr>
<td>Representative: All-Canada, Weed</td>
<td>Membership: CARTB</td>
</tr>
<tr>
<td>Membership: CARTB</td>
<td>President: R. Chaput</td>
</tr>
<tr>
<td>Station Manager: R. F. Large</td>
<td>Comm., Prom. Mgr.: F. Normandin</td>
</tr>
<tr>
<td>Promotion Manager: M. E. Large</td>
<td>Program Director: R. M. Dube</td>
</tr>
<tr>
<td>President: A. D. Dunton</td>
<td>Publicity Director: Bernard Papineau</td>
</tr>
<tr>
<td>General Manager: J. A. Ouimet</td>
<td>Chief Engineer: Gordon Ballantyne</td>
</tr>
<tr>
<td>Station Manager: V. Fortin</td>
<td>Chief Engineer: S. C. Reid</td>
</tr>
<tr>
<td>Comm. Mgr.: M. Valiquette</td>
<td>Program Director: R. M. Dube</td>
</tr>
<tr>
<td>Program Director: Aurele Seguin</td>
<td>Publicity Director: Bernard Papineau</td>
</tr>
<tr>
<td>Publicity Director: Robert Elie</td>
<td>Chief Engineer: Gordon Ballantyne</td>
</tr>
<tr>
<td>Chief Engineer: J. Roberts</td>
<td><strong>QUEBEC</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CHAD</strong></th>
<th><strong>CHEF</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMOS—1942</strong></td>
<td><strong>GRANBY—1945</strong></td>
</tr>
<tr>
<td><strong>Frequency:</strong> 1340 Kc.</td>
<td><strong>Frequency:</strong> 1450 Kc.</td>
</tr>
<tr>
<td><strong>Power:</strong> 250 Watts</td>
<td><strong>Power:</strong> 250 Watts</td>
</tr>
<tr>
<td>Business Address: 70 Gamble St. W., Rouyn</td>
<td>Address: Hains Bldg., 13 Centre</td>
</tr>
<tr>
<td>Representative: David A. Gourd</td>
<td>Phone Number: 6611</td>
</tr>
<tr>
<td>Pres., Gen. Mgr.: Jean Senecal</td>
<td>News Service: BUP</td>
</tr>
<tr>
<td>Chief Eng., Asst. Mgr.: R. F. Large</td>
<td>Representative: Radio &amp; TV Sales</td>
</tr>
<tr>
<td><strong>Frequency:</strong> 1580 Kc.</td>
<td>Membership: CARTB</td>
</tr>
<tr>
<td><strong>Power:</strong> 10.000 Watts</td>
<td>President: R. Chaput</td>
</tr>
<tr>
<td>Owned-Oper. By: Northern Radio Inc.</td>
<td>Gen., Sta. Mgr.: G. Laliberte</td>
</tr>
<tr>
<td>News Service: CP, BUP, R. PN</td>
<td>Comm., Prom. Mgr.: F. Normandin</td>
</tr>
<tr>
<td>Representative: Weed &amp; Co.</td>
<td>Program Director: R. M. Dube</td>
</tr>
<tr>
<td>Fortin</td>
<td>Publicity Director: Bernard Papineau</td>
</tr>
<tr>
<td>President: A. D. Dunton</td>
<td>Chief Engineer: Gordon Ballantyne</td>
</tr>
<tr>
<td>General Manager: J. A. Ouimet</td>
<td><strong>QUEBEC</strong></td>
</tr>
<tr>
<td>Station Manager: V. Fortin</td>
<td><strong>CJRW</strong></td>
</tr>
<tr>
<td>Comm. Mgr.: M. Valiquette</td>
<td><strong>SUMMERSIDE—1948</strong></td>
</tr>
<tr>
<td>Program Director: Aurele Seguin</td>
<td><strong>Frequency:</strong> 1240 Kc.</td>
</tr>
<tr>
<td>Publicity Director: Robert Elie</td>
<td><strong>Power:</strong> 250 Watts</td>
</tr>
<tr>
<td>Chief Engineer: J. Roberts</td>
<td>Owned-Operated By: Gulf Bcstg. Co., Ltd.</td>
</tr>
<tr>
<td><strong>Frequency:</strong> 970 Kc.</td>
<td>Business-Studio Address: 218 Water St.</td>
</tr>
<tr>
<td><strong>Power:</strong> 1000 Watts</td>
<td>Phone Number: 6611</td>
</tr>
</tbody>
</table>
CKR

JONQUIERE—1947

Frequency: 590 Kc.  Power: 1000 Watts
Owned-Oper. By:  Radio Saguenay, Ltd.
Address:  359 St. Dominique St.
Phone Number:  2-3551
News Service:  BUP
Representative  Trans-Quebec, Hardy, Young
General Manager:  Tom Burham
Chief Engineer:  Gerard Lemieux

CKLS

LA SARRE—1950

Frequency: 1240 Kc.  Power: 250 Watts
Owner:  Radio La Sarre, Inc.
Operated By:  Northern Radio-Nord, Inc.
Representative  Trans-Quebec, Hardy, Young
Pres., Gen. Mgr.:  David Armand Gourd

CKBL

MATANE—1949

Frequency: 1250 Kc.  Power: 1000 Watts
Owned-Oper. By:  La Cie de Radiodiffusion
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
Pgm. Prod. Dir.:  Marcel Houle
Chief Engineer:  Yvan Fortier

CBM

MONTREAL—1936—CBC

Frequency: 940 Kc.  Power: 50,000 Watts
Owned-Oper. By:  Canadian Bstg. Corp.
Bus-Studio Address:  Radio Canada Bldg.
Phone Number:  University 62571
News Service:  CP, BUP, AFP
Representative:  McGill
President:  A. D. Dunton
Commercial Mgr. (CBC):  M. Valiquette
Publicity Director (CBC):  R. Elie
Chief Engineer (CBC):  Jos. Marcotte

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 800 Kc.  Power: 5000 Watts
Owned-Oper. By:  Canadian Marconi Co.
Bus-Studio Address:  4824 Cote des Neiges Rd.
Phone Number:  EX-1184
Air Time:  6 a.m.-12:30 a.m.
News Service:  BUP
Transcription Service:  Standard
Representative:  Weed, All-Canada
Membership:  CARTB, BBM
Bstg. Manager:  W. Victor George
Station Manager:  J. Allan Hammond
Commercial Manager:  T. J. Quigley
Program Director:  J. Howlett
Chief Engineer:  J. Creighton Douglas

CHLP

MONTREAL—1933

Frequency: 1410 Kc.  Power: 1000 Watts
Owned-Oper. By:  La Comp. de Publ. "La Patrie" Ltee
Address:  Sun Life Bldg.
Phone Number:  University 6-6611
Air Time:  5 p.m.-6 p.m., 11 p.m.-12 a.m.
News Service:  BUP, CP
Transcription Service:  Associated
Representative:  Alexander, McGillvra
Sales, Sta., Comm., Mar.:  Flavius M. Daniel

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.  Power: 5000 Watts
Owned-Operated By:  CJAD, Ltd.
Business-Studio Address:  1191 Mountain St.
Phone Number:  University 6-6821
Air Time:  6:05 a.m.-12:35 a.m.
News Service:  BUP, CP
Transcription Service:  Lang-Worth, World, Associated, Thesaurus, Capitol
Representative:  Young, Radio Time Sales
Membership:  CARTB
Pres., Gen. Mgr.:  J. Art Dupont
Station Manager:  James A. Tapp
Comm., Prom. Manager:  R. L. Laurion
Program Director:  H. T. McCurdy
Chief Engineer:  Maurice McCurdy
CJMS
QUEBEC
MONTREAL—1953
Frequency: 1280 Kc........Power: 5000 Watts

CKAC
MONTREAL—1922—CBS
Frequency: 730 Kc........Power: 10,000 Watts n. 5000 d.
Owned-Oper. By............La Cie. De Publication, La Presse, Ltd.
Phone Number................University 6-7301
Studio Address..............980 St. Catherine St., W.
Air Time.....................19 hrs.
News Service...............BUP, PN, CP, FP
Transcription Service......Associated, Lang-Worth
Representative...............Young, Renaud
Sta. Manager................Phyll Lalonde
Program Director...........Ferdinand Blonde
Chief Engineer.............Leonard Spencer

CHNC
NEW CARLISLE—1933—CBC
Frequency: 610 Kc........Power: 5000 Watts
Business-Studio Address...New Carlisle
Phone Number...............64
Representative..............Hardy, Young
Membership................BUP, CAB
Representatives............Hardy, Young
President...................Dr. Charles A. Dumont
General Mgr................Dr. Charles Houde
Sta. Comm. Manager.........Vicelre Bernard
Chief Engineer...............Gordon S. Coleman

CBV
QUEBEC CITY—1939—CBC
Frequency: 980 Kc........Power: 1000 Watts
Owned-Oper. By............Canadian Bstg. Corp.
Business Studio Address...Palais Montcalm
Phone Number...............5-8155
Air Time....................7:30 a.m.-M.
Station Manager............Guy Dumais

CHRC
QUEBEC CITY—1926
Frequency: 800 Kc........Power: 5000 Watts
Owned-Operated By............CHRC, Limitée
Business-Studio Address....39 St. John St.
Phone Number...............2-8177
Air Time....................6 a.m.-12:30 a.m.
News Service...............AP, UP, BUP
Representative...............Young, Hardy
President....................Hervé Baribeau
General Manager...........Henri Lepage
Commercial Manager.........Aurele Pelletier
Program Director...........Mr. Magella Alain
Chief Engineer...............Arsene Nadeau

CKCV
QUEBEC CITY—1926—CBS
Frequency: 1280 Kc........Power: 1000 Watts
Owned-Oper. By............CHRCV, Ltd.
Business-Studio Address...142 St. John St.
Phone Number...............2-1585
Air Time....................Full Time
News Service...............PN
Transcription Service......SESAC, Standard
Representative...............Renault, Weed
Membership................CAB
President....................Gaston Pratte
Gen. Sta., Comm. Mgr........Paul LePape
Pgm. Prod. Dir., Ch. Ann........Marcel Leboeuf
Publicity Director.........Pierre Hudon
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...............2-2117
News Service...............PN
Transcription Service......SESAC, Standard
Newspaper Affiliation.....PN
Membership................CAB
Representative...............Stovin, Young
President....................Hon. J. A. Brilant
Station Manager...........André Lecomte
Commercial Manager.........Rosario Levesque
Sales Prom. Mgr., Pub. Dir........Guy Ross
Program Director...........Francois Raymond
Chief Engineer...............Cecil Daak

CJFP
RIVIERE-DU-LOUP—1947—CBC
Frequency: 1400 Kc........Power: 250 Watts
Owned-Oper. By............Radio-Temiscouata Ltee
Address...................322 rue Latoucane
Phone Number...............2-727
Transmitter Location.........La Pointe
Air Time....................Full Time
News Service...............BUP
Newspaper Affiliation.....PN
Representative...............Renault
Pres., Gen. Mgr...............Armand Belle
Commercial Manager.........Yves Marchand

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QUEBEC

Sales Prom. Mgr. ......... Luc Simard
Program Director ........ Raoul Savard
Chief Engineer ............ Raymond Laviole

CHRL
ROBERVAL—1949
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Operated By ....... Radio Roberval Inc.
Address ............... Hotel Maison Blanche
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 .... 70 Gamble St. W.
News Service .......... BUP
Representative ........ CBC, Renaud

CHGB
STE. ANNE DE LA POCATIERE—1938
Frequency: 570 Kc. .... Power: 1000 Watts
Owned-Oper. By ........ G. Thomas Desjardins
Address .............. Main St.
Phone Number ........ 101

CKSM
SHAWINIGAN FALLS—1951—CBC
Frequency: 1220 Kc. .... Power: 1000 Watts
Owned-Operated By .... Shawinigan Falls Broadcasting Co.
Address .............. City Hall Bldg.
Phone Number ........ 4494
Transcription Service ... Thesaurus
News Service .......... BUP
Representative ........ Renaud
Membership .......... CARTB
General Manager ......... Allen Rogerson
Program Director ........ Gaston Tessier
Chief Engineer ........ Ernest Brunelle

CHLT
SHERBROOKE—1937—CBC
Frequency: 900 Kc. .... Power: 1000 Watts
Owned-Oper. By ........ La Tribune Ltee.
Business-Studio Address . 221 Dufferin St.
Phone Number .......... 3-2525
Air Time ............... Full Time
Transcription Service ... Thesaurus, SESAC
News Service .......... CP
Representative ........ Hardy, Young
President .............. Sen. Jacob Nicoll
General Manager .......... A. Gauthier
Station Manager .......... Jean Louis Gauthier
Program Director .......... Rene Caron
Chief Engineer ........ Romeo Paquette

CKTS
SHERBROOKE—1946—CBC
Frequency: 1240 Kc. .... Power: 250 Watts
Owned-Oper. By ........ Sherbrooke Telegram
Business-Studio Address .... 221 Dufferin St.
Phone Number .......... 3-2525
Transcription Service ... Thesaurus, SESAC
Representative ........ Radio Time Sales
President .............. Hon. C. B. Howard
General Manager .......... A. Gauthier
Commercial Manager ....... Jeanne Tremblay

CJSO
SOREL—1945—FRA
Frequency: 1320 Kc. .... Power: 1000 Watts
Owned-Oper. By ........ Radio Richelieu, Ltee
Business Studio Address .... 72 Rue Du Rol
Air Time ............. 6:55 a.m.-11 p.m.
News Service .......... BUP
Representative ........ Radio & TV Sales
General Manager .......... Henri Oliver
Station Manager .......... Maurice Boulianne
Sales Prom. Mgr. .......... Maurice Berube
Program Director .......... Claude Rochon
Chief Engineer ........ Joseph Cardin

CHLN
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 .......... BUP
Transcription Service ... SESAC
Representative ........ Renaud
President .............. Honoré Dansereau
Station Manager .......... Léon Trépanier
Commercial Manager .......... Maurice Dansereau
Program Director ...... André Cartier
Chief Engineer ........ Oric Lefebvre

CKVD
VAL D'OR—1939
Frequency: 1230 Kc. .... Power: 100 Watts
Owned-Oper. By ........ Northern Radio, Inc.
Address .............. 70 Gamble St. W., Rouyn
Pres., Gen. Mgr. .......... David A. Gourd

CKVL
VERDUN—1946
Frequency: 980 Kc. .... Power: 1000 Watts
Owned-Operated By ........ J. Teitolman
Business Studio Address .... 211 Gordon Ave.
Phone Number .......... PO 6-2311
Air Time ............... 24 hrs.
Representative .......... Cooke, Radio & TV Sales Inc.
Managing Dir. .......... Jack Teitolman
Commercial Manager ....... Judah Teitolman
SASKATCHEWAN

CFRG
GRAVELBOURG—1952—CBC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio Gravelbourg, Ltd.
Phone: 155
News Service: BUP
President: Dr. R. Morin
Gen., Prom. Mgr.: Dumont LePage
Chief Engineer: Marc Riou

Chab
MOOSE JAW—1922—CBC
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CHAB, Ltd.
Bus.-Studio Address: 127 Main N.
Phone Number: 6464
Air Time: 6:30 a.m.-12 M.
News Service: BUP
Representative: Stovin, Weed
Membership: CARTB
President: W. L. Davis
General Manager: J. S. Boyling
Commercial Manager: N. Skingle
Program Director: R. D. Giles
Chief Engineer: M. Pickford

CJNB
NORTH BATTLEFORD—1947
Frequency: 1460 Kc. Power: 1000 Watts
Business Address: 66 E. 1st Ave.
Phone Number: 2477-8
Air Time: 6:30 a.m.-12 M.
News Service: BUP
Transcription Service: Associated
Representative: Stovin
Membership: CAB, WAB, BBM
General, Station Manager: Hume A. Lethbridge
Program Director: Thomas O. Nelson
Chief Engineer: A. Clint Nichol

CKBI
PRINCE ALBERT—1932—CBC
DOMINION
Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By: Central Bcstg. Co., Ltd.
Bus.-Studio Address: Sanderson Bldg.
Phone Number: 2621
Air Time: 19 hrs.
News Service: PN

CKCK
REGINA—1922—CBC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: Trans Canada Communications Ltd.
Phone Number: 8525
Air Time: Full Time
News Service: BUP, PN
Transcription Service: World
Membership: CARTB, WAB, BBM, SAB
Representative: All-Canada, Weed
President: Victor M. Sifton
General Manager: Harold A. Critenden
Commercial Manager: Roy Malone
Sls. Prom. Mgr.: Allan Edwardson
Chief Engineer: E. A. Strong

CKRM
REGINA—1926—CBC
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: Western Communications
Business-Studio Address: 2060 Halifax St.
Phone Number: 3-5661
Air Time: Unlimited
Membership: CARTB, BBM
Representative: Radio Reps., Young
Membership: CAB, BBM
President: Dr. E. A. McCusker
Station Manager: D. J. Oaks
Commercial Manager: H. C. Dame
Sales Prom. Mgr.: W. A. Smith
Program Director: R. R. Hill
Chief Engineer: William MacDonald

CFNS
SASKATOON—1953—CBC
Frequency: 1170 Kc. Power: 1000 Watts
Owned-Oper. By: Radio-Prairies-Nord, Ltd.
Address: 1902 Broadway
Phone: 93-766
President: Father J. A. Beaulac
Gen., Comm. Mgr.: Theodore Prefontaine
Program Director: F. Ippersiel
Chief Engineer: E. O. Drouin
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: Full Time
Representative: Radio Reps., Young, Oakes
News Service: PN, BUP
President A. A. Murphy
Station Manager Vernon Dallin
Commercial Manager Blair Nelson
Program Director Roy Currie
Chief Engineer Lyn Hoskins

CKOM
SASKATOON—1951
Frequency 1420 Kc Power: 5000 Watts
Owned-Oper. By Saskatoon Community Bcstg. Co., Ltd.
Address Empire Hotel

CJGX
YORKTON—1927—CBC
Frequency: 940 Kc Power: 1000 Watts
Owned-Oper. By Yorkton Bcstg. Co., Ltd.
Phone Number 2258-9
Air Time 6:30 a.m.-11:30 p.m.
News Service CP
Transcription Service Lang-Worth
Representative Stovin, Young
Membership CBA
President Dawson Richardson
Sales Prom. Mgr. J. C. Goodman
Commercial Mgr. Geo. Gallagher
Chief Engineer M. McRae

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# STATIONS OF MEXICO

<table>
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<th>Location</th>
<th>Call Letters</th>
<th>Frequency</th>
<th>Owner</th>
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<td>Heriberto Guizar Castro</td>
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<td>XEBBB</td>
<td>600</td>
<td>Ramon Ortego Escobedo</td>
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<td>Manuel Rodriguez</td>
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<td>Cordoba, Ver.</td>
<td>XEAG</td>
<td>1280</td>
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704
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<td>Manuel Bello Hijo</td>
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<td>H15K</td>
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<td>Francisco A. Sanabia</td>
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<td>H1T</td>
<td>1400</td>
<td>Frank Hatton</td>
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<td>H1Z</td>
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<td>Raf. E. Tavarez L.</td>
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<td>H12H</td>
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<td>Partido Dominicano</td>
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<td>H1N</td>
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<td>950</td>
<td>Joaquin C. Pellizer</td>
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<td>H1L</td>
<td>790</td>
<td>J. Arismendi Trujillo</td>
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<td>Luis A. Pelegrin</td>
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<td>Puerto Plata</td>
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<td>Luis Alberti</td>
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<td>San Cristobal</td>
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<td>San Francisco de Macoris</td>
<td>H14C</td>
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<td>Abraham Vanderhorst</td>
</tr>
<tr>
<td>San Pedro de Macoris</td>
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<td>610</td>
<td>Expedi Pou</td>
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<td>H14B</td>
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### STATIONS OF BAHAMAS & JAMAICA

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<td>Nassau</td>
<td>ZNS</td>
<td>1540</td>
<td>Bahamas Government</td>
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<tr>
<td>Kingston</td>
<td>ZQI</td>
<td>880</td>
<td>Jamaica Beestg. Co.</td>
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<tr>
<td>Montego Bay</td>
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<td>1180</td>
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</table>

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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
Vice President .............................................................. Antonio Eufracio Ontiveros
Vice President .............................................................. H. Nino M.
Publicity Manager .............................................................. H. Rios D.

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
Commercial Manager ............................................................... José Horacio Septién
General Auditor ................................................................. Eduardo Martinez Celis
Control Manager .................................................................. Jesús Amor D.
Sales and Recording Manager ..................................................... Héctor Ventura de Castro
Accounting ............................................................................... Raquel Burgos Romero
International Division ............................................................... Gloria Barton
## Radio Cadena Nacional, S.A. Member Stations

<table>
<thead>
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<th>Location</th>
<th>Call Letters</th>
<th>Frequency</th>
<th>Location</th>
<th>Call Letters</th>
<th>Frequency</th>
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<td>600</td>
<td>Merida, Yuc.</td>
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<td>Merida, Yuc.</td>
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<tr>
<td>Aguascalientes, Ags.</td>
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<td>1490</td>
<td>Merida, Yuc.</td>
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<td>Agua Prieta, Son.</td>
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# International Stations in the United States and Canada

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<td>The Associated Broadcasters, Inc., San Francisco, Calif.</td>
<td>KWID-1-2</td>
<td>100 kw.</td>
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<tr>
<td>Columbia Broadcasting System, Inc., Delano, Calif.</td>
<td>KCBR-1-2-3-4-5</td>
<td>200 kw.</td>
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<tr>
<td>The Crosley Corporation, Mason, Ohio.</td>
<td>WLWO-1-2-3-4-5</td>
<td>75 kw.</td>
</tr>
<tr>
<td>The Crosley Corporation, Bethany, Ohio.</td>
<td>WLWO-3-4-5-6-7-8</td>
<td>200 kw.</td>
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<tr>
<td>The Crosley Corp., Cincinnati, O.</td>
<td>KQ2XAU-1-2-3-4-5-6-7-8</td>
<td>100 kw.</td>
</tr>
<tr>
<td>General Electric Company, Schenectady, N. Y.</td>
<td>WGEO-1-2-3-4-5-6</td>
<td>100 kw.</td>
</tr>
<tr>
<td>General Electric Company, Belmont, Calif.</td>
<td>KGEI-1-2-3-4-5-6-7-8</td>
<td>100 kw.</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc., Bound Brook, N. J.</td>
<td>WRCA-1-2-3-4-5-6-7-8</td>
<td>50 kw.</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc., Dixon, Calif.</td>
<td>KRCA-1-2-3-4-5-6-7-8</td>
<td>50 kw.</td>
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<tr>
<td>World Wide Broadcasting Corp., Scituate, Mass.</td>
<td>WRUL-1-2-3-4-5-6-7-8</td>
<td>50 kw.</td>
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## Canadian International Stations

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<thead>
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<th>Licensee and Location</th>
<th>Call Letters</th>
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<tbody>
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<td>Canadian Marconi Co., Montreal, Que.</td>
<td>CFCX</td>
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</tr>
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<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>CRKX</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>VE2AI</td>
<td>200</td>
</tr>
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</table>
Television while in existence some three and a half years now, can, nevertheless, be considered as being in its infancy in Latin America. At the present time there are six stations operating in three markets in Mexico; eight stations operating in five markets in Cuba; one station in the Dominion Republic; two stations in Venezuela; five stations operating in three markets in Brazil; one station in Argentina and C.P.'s issued for several of the other countries in Latin America.

The reason for so few stations is due to the fact that receiving sets are not being delivered as yet in sufficient quantities to allow existing stations to raise their basic time rates, and since these stations form the nucleus for further expansion, they must obviously be on a paying basis in order for the other principal cities in each country to obtain stations. The chief difficulty at the present time is that receiving sets cost a great deal more than they do in the United States, due to such factors as freight, duties, and so forth, combined with the fact that the per capita income in these countries, in most instances, is much less than in the United States or Great Britain, where sets are manufactured.

For the present only Cuba can afford a micro-wave relay network system and it is highly doubtful that any other country will have such facilities, at least on a national basis, for many years to come.

With these thoughts in mind, Pan American Television Corporation was formed to supply filmed and kinescoped programs throughout Latin America. We have arranged to obtain from the leading motion picture producers in Latin America all of their backlog together with their current and future production, guaranteeing them ample protection for their theatrical playdates. At the present time our catalogue shows many thousands of hours of feature productions. In addition, we are constantly receiving short subjects and complete series in Spanish for the Stations.

For the present, it is not economically feasible to dub English product into Spanish, unless a Sponsor demands it and is willing to contract for a sufficient number of stations to cover the cost involved.

With the interchange of programming between the various countries, I feel certain that each country's culture will be much more easily assimilated by other countries than in the past, resulting in a greater understanding of each other's problems. However, most countries rely on the local type comic for their comedy and variety formats.

The future of live television in Latin America is dependent upon the technical advances made by the Scientists of the industry in devising some means of long distance transmission such as we now have in AM radio. Of course, this is the answer to world-wide television and we find ourselves in the same position exactly as almost all other countries with the possible exception of the United States, insofar as national or regional telecasting is concerned.

In conclusion, our major problems then can be met by lowering the price of the receiving sets to the ultimate consumer and by the technical advancements of long distance transmissions or relay and faith in the future of our markets.
GERRY GROSS-NORMAN BAER PRODUCTIONS

4 West 58th Street
New York, New York
MU 8-8882

1680 North Vine Street
Hollywood 28, California
HO 2-6343
Production
Radio and Television

PROGRAM PRODUCERS

TRANSCRIPTION COMPANIES
GEORGE F. FOLEY, INC.

Television

and

Motion Picture

Producer

625 MADISON AVE., NEW YORK 22, N. Y.
PLAZA 1-1860
RADIO-TELEVISION PROGRAM PRODUCERS

ADVANCE TELEVISION PICTURE SERVICE, INC.
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6873
President .....................Charles A. Alicoate
Seey. & Treas. ..................F. E. Miles
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

AFFILIATED PROGRAM SERVICE INC.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1881
President .....................Paul F. Adler
Services Offered: Syndicated films, animated spots.

NICHOLAS T. AGNETA
1270 6th Ave., 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
President .....................I. S. Becker
Sales Mgr. .....................Gil Johnston
Comptroller ...................Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.
Current Productions: Mr. Keen, Helen Trent, Our Gal Sunday, Backstage Wife, Just Plain Bill, Front Page Farrell, Young Widder Brown, Stella Dallas, Lorenzo Jones.

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.
608 Fifth Ave., New York 20, N. Y.
Phone: JU 6-7600
General Manager ................Robert A. Bories
Services Offered: Production, scripts, talent for food merchandising.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.
17 N. Wabash Ave., Chicago 2, Ill.
Phone: Financial 6-2255
Assoc. Producer ............Jean Gendron
Assoc. Producer ............Phyllis F. O’Brien
Admin. Asst. ...............Allis Allen
Admin. Asst. ...............Dan D. O’Brien
Services Offered: Live, film shows & commercials.

AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)
17 East 42nd St., New York 17, N. Y.
Phone Murray Hill 2-0810
President .....................Guy Bolam
Services Offered: Sales agency for Radio Luxembourg.

CHARLES R. ANDREWS AFFILIATES, INC.
19 E. 53rd St., New York 22, N. Y.
Phone: MU 8-7589
President .....................Charles R. Andrews
Sect. Treas. ..................Marjorie Warner
Services Offered: Package shows.
Productions: “Jolly Gene and his Fun Machine.”

PETER ARNELL PRODUCTIONS, INC.
750 Park Ave., New York 21, N. Y.
Phone: Plaza 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.
1001 No. Western Ave., Los Angeles 29, Calif.
Phone: HO 5-0580
Partner, Advg. Mgr. & Publicity
Dir. .....................Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept. .....................Gertrude T. Porter
Script Dept. ................Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.
Phone: Plaza 7-1111
General Manager ...........Frank J. Starzel
Asst. General Manager . . . . Oliver Granling
Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

A-V TAPE LIBRARIES, INC.
730 Fifth Ave., New York 19, N. Y.
Phone: Plaza 7-3091
President .....................Charles E. Rynd

713
ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

COMPLETE ★ RADIO,
★ TELEVISION AND
★ FILM PACKAGES

RECORDING DEPARTMENT
COMPLETE RECORDING FACILITIES
★ ★ ★ TRANSCRIPTIONS
★ ★ ★ "ON LOCATION" - REMOTE RECORDINGS

Rockhill Productions, Inc.

18 East 50th
PLaza 9-7979
Vice-Pres. ......................Joseph F. Hards  
V. P. Treas. ......................Richard S. Rynd  
Services Offered: Music on tape for commercial use, available for dealers and distributors. Program material on tape created and produced for specialty uses.  

ANN BARBINEL  
54 Riverside Dr., New York 24, N. Y.  
Phone: EEnticott 2-4351  
President ......................Ann Barbinel  
Services Offered: Creating-producing-directing custom built package shows for radio and TV.  

BARRY, ENRIGH & FRIENDLY PRODUCTIONS, INC.  
667 Madison Avenue, New York, N. Y.  
Phone: ETempleton 2-8600  
President ......................Jack Barry  
Vice-President ......................Dan Enright  
V. P. in Chg. Sales..............Edwin S. Friendly, Jr.  
Executive Producer ..........Myron Oppenheimer  
Producers ......................Ann Lawton, Jack Farren, Fred Settner  
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.  
Productions: Juvenile Jury, Winky Dink and You, Life Begins At 80, Back That Fact, Oh, Baby.  

BASCH & TELEVISION PRODUCTIONS  
17 E. 45 St., New York 17, N. Y.  
Phone: MUrray Hill 2-8877  
Sales Manager..................Charles J. Basch, Jr.  
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.  

ZACH BAYM FILMS  
13 E. 37 St., New York 16, N. Y.  
Phone: 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  
Services Offered: Program production; package programs.  

V. S. BECKER PRODUCTIONS  
562 Fifth Ave., New York 36, N. Y.  
Phone: LUxembourg 2-1040  
Owner ......................Viola S. Becker  
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of talent & ideas for Radio, TV, film, sales promotion.  

GEORGE R. BENTEL & ASSOCIATES  
Phone: Hollywood 7-8608  
Director ......................Carl Coolidge  
Services Offered: Scripts.  

WALTER BIDDICK CO. (Radio Programs Div.)  
1151 S. Bway, Los Angeles 15, Calif.  
Phone: RI 6184  
Manager ......................Guy Biddick  
Asst. Mgr. ......................Mildred Biddick  
Traveling Rep. ......................Glenn Biddick  
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 5-2760  
President ......................Albert Black  
V. P., Seey, Treas. ..............Michael Lippert  
Exec. Director ......................Julien Hoffman  
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 7-2326  
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  
608 Fifth Ave., New York, N. Y.  
Phone: JU 6-7600  
President ......................Bob Bories  
Services Offered: Radio and TV package producer.  

BROADCASTING PROGRAM SERVICE  
17 E. 45th St., New York 17, N. Y.  
Phone: OXford 7-0725  
President ......................Herbert Rosen  
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.  

WILLIAM F. BRODY PRODUCTIONS, INC.  
5545 Sunset Blvd., Hollywood 28, Cal.  
Phone: HEmpstead 6844
GOODSON-TODMAN PRODUCTIONS
Creative Programming For Radio, Television and Television Films
41 East 57th Street
New York 22, N.Y.
PROGRAM PRODUCERS

V.P. Chge. of N. Y. Office............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.


LOUIS G. COWAN, INC.
575 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

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.
117 W. 14th St., Kansas City 6, Mo.
Phone: Victor 2585
President...............Vic Damon
Vice President..........Robert Damon
Treasurer...............Alice Damon

FREDERIC DAMRAU, M. D.
247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638
Director...............Frederic Damrau, M. D.
AFTRA Associate.......Adeline Maneery
Business Manager.......Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES
1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374
Director...............Mac Davis

Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3959
Writer, Composer.........Gordon M. Day
Director...............Carol Bulkley

FOUR OF OUR TOPS

TV
BREAK THE BANK
STARRING BERT PARKS
FOR DODGE DIVISION OF CHRYSLER CORP.
ABC-TV SUNDAY 10:00 PM EST.

MASQUERADE PARTY
STARRING DOUG EDWARDS
FOR INSTANT MAXWELL HOUSE COFFEE
CBS-TV MONDAY 9:30 PM EST.

WOLF PRODUCTIONS
420 MADISON AVENUE, NEW YORK, N. Y.

SECRETARY........Harry A. Morris
CHIEF 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.

RADIO
HILLTOP HOUSE
STARRING JAN MINER
FOR ALKA-SELTZER
CBS RADIO MON. THRU FRI. 3-3:15 PM EST.

BREAK THE BANK
STARRING BUD COLLYER
FOR MILES LABORATORIES
NBC RADIO MON. THRU FRI. 10:45-11 AM EST.

WOLF ASSOCIATES

717
WILBUR STARK-JERRY LAYTON, INC.
Radio and Television Productions
270 Park Avenue, New York

CURRENT
— TV —
"ROCKY KING DETECTIVE"
Starring ROSCOE KARNS
Featuring TODD KARNS

"COLONEL HUMPHREY FLACK"
Starring ALAN MOWBRAY
Featuring FRANK JENKS

— RADIO —
"MODERN ROMANCES"
"HOLLYWOOD STARWAY"

— AVAILABLE —
Dramatic
"ROOKIE COP"
"THE SERGEANT AND THE LADY"
"MISTER FEATHERS"
"AMAZING MRS. TUPPER"
"RENDEZVOUS"
"WOMAN’S DECISION"

Daytime Series
"LADIES CHOICE"
Panel
"WHAT’S THE GAG"

Audience Participation
"WIN FOR HIM"
"THREE TO WIN"
"SPIN THE PICTURE"

PROGRAM PRODUCERS

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.

DEMBY PRODUCTIONS, INC.
34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495
President .................Emanuel Demby
Program Supervisor ......Alexander Marshaek
Script Editor .............Allen Swift
Women & Fashions Editor.Mildred Demby
Client Relations ........Hunter Smith

Services Offered: Radio and TV programming, spot announcements. Public relations and merchandising for radio and TV shows. Asian and Latin-American representation for films and press. Films for TV, sales training and public relations.

JERRY DEVINE PRODUCTIONS
Phone: HU 2-1228
Owner .................Jerry Devine

Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS
109 E. 39th St., New York, N. Y.
Phone: Murray Hill 5-6415
Owner-Owner .............Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching ......Norma Burton

Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035
Manager .................J. Knight

Services Offered: Live Talent, packaging 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
Exec. Pro. ..............Lee R. Bobker
Editorial Chief ..............Lester Becker
Sound Engineer ..............John De Blau
Film Dist. ..............M. Pfeiffer

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: Folk artists, entertainers for radio-TV-records and transcriptions.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.
Phone: Plaza 9-4500
President: Helen D. Kelleher
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

ENDORSEMENTS, INC.
500 Fifth Ave., New York 36, N. Y.
Phone: CHicking 4-7257
President: Jules Alberti
Vice-Pres.: Dr. Harold S. Wadro
Sec.-Treas.: Hazel F. McCabe
Chg. Production: F. Richard Mansfield
Services Offered: Endorsements and testimonials live and film for TV.

ESTES NEWS AND FEATURE SERVICE
6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPRing 7-5766
President: Bernard Estes
Secretary-Treasurer: Hazel Estes
Associate Producer: Jack Sheldon
Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video, News and camera correspondents throughout U. S., Latin America, Europe, Far East.

FADIMAN ASSOCIATES, LTD.
1501 Broadway, New York 36, N. Y.
Phone: Lackawanna 4-3544
Manager: Edwin Fadiman
Services Offered: Production, Package Shows.

FILM ASSOCIATES, INC.
4600 S. Dixie 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: Becky Ann Howe
Services Offered: Producers of TV "Teleskis" packaged complete fill in shorts of vaudeville character, Advertising trailers, newscasts. Complete facilities for TV film productions, Slides for TV, station breaks, electrical transcription facilities, Complete laboratory service for producers. Model agency.

FISHER PRODUCTIONS
314 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.
625 Madison Ave., New York 22, N. Y.
President: G. F. Foley
Services Offered: Package programs, talent representative, production consultant.

WALT FRAMER PRODUCTIONS
1150 Avenue of the Americas
New York 36, New York
Phone: OXFord 7-3322
Producer: Walt Framer
Associate Producers: Joe Gottlieb, Joe Cates, Art Stark, Gary Stevens
Production Supervisors: Mervyn Framer, Production Supervisors: Mervyn Framer, Sid Tamber, Estelle Citron, Paul Karzander, Vivian Roberts
Business Manager: Henry Schmerzer
Services Offered: Specializing in audience participation and quiz shows; packages, production, question research, contest screening.

FREEMANTLE OVERSEAS RADIO, INC.
366 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 7-4340
President: Paul Talbot
Asst. to President: Lee Volker
Mgr. (Mexico City): Rene Anselmo
Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

ALLEN A. FUNT PRODUCTIONS
100 Central Park South, Room 11C, New York 19, N. Y.
Phone: JUDson 6-5227
President: Allen A. Funt
Production: Al Slep
Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES
207 East 30th St., New York 16, N. Y.
Phone: OREGon 9-2720
President: Mitchell Jablons
VP and Gen. Mgr.: Josephine Saeo
VP in chg. Sales: Martin Seligson
 Casting Director: Arlene Shelley Gaines
Publicity Director: Shirley Graf
Director of Media Research: Aaron Settle
NY Office Mgr.: Susan M. Gaines

Offices
7200 Santa Monica Blvd., Hollywood, 28, Cal.
Office Manager: Chas. B. Rogers
Services Offered: Radio & TV package producers. Program consultants to new and existing radio and TV stations. Fund raising campaigns on radio and TV. Talent management and personal representation.

GALE, INC.
48 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-7100
President ......................... Moe Gale
Services Offered: Talent, management and production.

GBA-GALLUCCI BROS. & ASSOCIATES
727 Meriden Rd., Waterbury 63, Conn.
Phone: Waterbury 3-5272
President ......................... Joe Gallucci
Box 1224, Denver, Colo.
General Manager ...................... N. T. Gallucci
Services Offered: Package programs.

HAROLD R. GINGRICH, * PRODUCTIONS
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022
Director ......................... Harold R. Gingrich
Musical Director .................... Jack Wonnell
Research Director ................... Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.

GENERAL ARTISTS CORP.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-7543
President ......................... Thomas G. Rockwell
V.P., Chg. Radio-TV Dept. ........ Milton W. Krasny
V.P., Chg. Prod. ..................... Harry Auger
Services Offered: Program production, package shows, artists’ representatives.

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
Services Offered: Radio and TV production, Talent representation.

GRACE GIBSON RADIO PRODUCTIONS
Phone: HOLlywood 9-4580
General Manager .................... Bob Reichenbach
Executive Producer ................ Grace Gibson Parr
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

We asked these people to...

Licia Albanese
Leroy Anderson
Edna Best
James J. Braddock
Dick Button
Ilka Chase
Melville Cooper
Bill Corum
Lily Dache
Denise Darcel

Frank Farrell
F. Hugh Herbert
Harry Hirschfeld
Edward Everett Horton
Fannie Hurst
Nick Kenny
Ralph Meeker
Mrs. Kathryn Murray
Ogden Nash
John Robert Powers

Georgie Price
Vincent Price
Grantland Rice
Pat Rooney
Zachary Scott
Dorothy Thompson
Lawrence Tibbett
Amy Vanderbilt
Harriet Van Horne
Earl Wilson

We thank them and all the other wonderful people that space prevents us listing, and the Continental Baking Company, the Ted Bates Agency, and CBS for making up their minds about this top-rated program created and produced by

Arthur Henley Productions
Shelton Hotel, N. Y.

* © ’53 M. U. Y. M. Inc.

720
**GOODSON-TODMAN PRODUCTIONS**
41 E. 57th St., New York 22, N. Y.
Phone: PLaza 1-0600
Partner .................. William S. Todman
Partner .................. Mark Goodson
Business Manager ...... Howard F. Todman
Exec. Dir. of Programs .. Gil Fates
Script Editor ............ Eugene Burr
Sales Coordinator ......... David Wear
Production Manager ...... Mitchell Leiser
**Services Offered:** Producing and packaging live and transcribed radio and live and finished TV programs.

**GOVERNMENT 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: WIlmette 4-0818
General Manager ........... Lewis G. Green
**Services Offered:** Production of syndicated shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

**JOHN GUDELL RADIO PRODUCTIONS**
8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: YOrk 6291
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
**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 Director...................W. Higgins
Film & Program Director.......R. A. Green

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS
Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.
Phone: PLaza 5-7145
Producer .....................Arthur Henley
Production Asst.............Charline Mernon

Services Offered: Creative programming for radio and television. Complete packages and production, writing and consultation services.

Current Production: Make Up Your Mind.

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 10, Ill.
Phone: MICHigan 2-0128
Owner .......................Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—in- cluding commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES
1300 Knox Ave., Easton, Pa.
Phone: 3-8493
Chairman ....................R. W. Hubbell
Branch Office
120 Broadway, New York, N. Y.
Phone: BArclay 7-760
Exec-in-Charge ..............Gilbert Parker

Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM
253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759
General Manager...........Gustavo Faist Moran

Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs.

INTERNATIONAL 16mm CORP.
165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treasurer...........Patrick E. Shanahan
Secretary .....................George Blake
Board of Directors...........Patrick E. Shanahan, George Blake, Julia Cooke.

“LIFE BEGINS AT 80”
“JUVENILE JURY”
“WINKY DINK AND YOU”
“OH, BABY!”
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.
8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
N. Y. Phone: PL 7-0100
Dir. of Radio-TV..............Mary Baker
Services Offered: Artists’ representatives; TX and Radio package producers.

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
Nat’l. Sales Rep..............Carl Wester
Treas. .........................Lincoln Douglass
Musical Dir. ..................Richard Dix
Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

KAGRAN CORPORATION
4 W. 58th St., New York 19, N. Y.
MUrray Hill 8-0585
Pres., Prod. ...................Martin Stone
VP, Merch. Dir. ...............Allan Stone
Merch. Acct. Execs.........Milton P. Kayle,
Daniel G. Forbes
Asst. to Prod................Joseph Clair,
Jerome Cooper smith
Pub. & Prom. Dir..............Murray Benson
Services Offered: Merchandising and TV and Radio package producers.

MAXINE KEITH
234 W. 44th St., New York, N. Y.
Manager .....................Maxine Keith

SONNY KENDIS, INC.
509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod.............James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY
214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President ....................Jack M. Kurtze
Vice-President ..............Lulu Mae Kurtze
Vice President..............John Graves
Executive Producer ..........Guy Cooper
Services Offered: Specialized services to advertisers and advertising agencies, produce-

KAGRAN CORPORATION
Martin Stone, President

RADIO and TV PRODUCTIONS

HOWDY DOODY

GABBY HAYES

JOHNNY JUPITER

THE AUTHOR MEETS THE CRITICS

4 West 58th St., New York 19, N. Y.  MU. 8-0585
tion, direction and casting facilities for TV, Radio and motion pictures.

LANG-WORTH DISTRIBUTING CORP.
Steinway Hall, 113 W. 57th St., New York 19, N.Y.
Phone: JUdson 6-5700
President .................. C. O. Langlois
Secretary .................. John D. Langlois
Treasurer .................. C. O. Langlois, Jr.
Vice-President ............. W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.
Steinway Hall, 113 W. 57th St., New York 19, N.Y.
JUdson 6-5700
President .................. C. O. Langlois
Secretary .................. John D. Langlois
Treasurer .................. C. O. Langlois, Jr.
Vice President ............. W. O'Keefe
Stations Relations ......... Addison C. Amor
West Coast Mgr. ........... Hugh S. Allen

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY
646 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-2370
Partner, Sales ............ Herbert S. Laufman

Services Offered: Packagers and producers of TV programs, supervision of production for TV film commercials.

LAURENCE & LEE, INC.
Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 4-0101
N. Y. Phone: PL 9-4422
President .................. Jerome Lawrence
Vice-President ............. Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

LES LEAR PRODUCTIONS CORP.
Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100
President .................. Les Lear

Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES
11 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083
Partner .................... Lester Lewis

Services Offered: TV package shows, personal management.

On Television:
LES PAUL & MARY FORD SHOW (Series)
(Writer-Director thru Fordel Films Inc.)
GREATES STORY EVER TOLD (Series)
FIGHTS FOR FREEDOM (Series)

(In Preparation) "MISSING PERSONS" & "The COWBOY-DETECTIVE"
"ADVENTURE WITH LEE DICKENS"

The Charles E. Skinner Productions
Producers • Adapters • Consultants

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1600 Broadway (Suite 312)
Circle 6-6915-6

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New York—Miami Beach—Hollywood & Detroit

Contract Producing for Package Producers
Producers of Sponsored Sales Influence, Commercial Films
NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution

Creator of the
FILM — LIVE INTEGRATION
Method for TV

Theatrical Releases Through:
RKO-RADIO PICTURES, Inc.
TWENTIETH-CENTURY FOX

Formerly TV and film
Adapter — DIRECTOR
(Pall Mall Cigarettes)
THE BIG STORY
PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2211
President ..................Phillips H. Lord
Manager ..................Dorothy E. Levy
Program Supervisor ......Leonard L. Bass
Services Offered: Radio and TV package shows.

THE FREEMAN LUSK COMPANY
1618 No. Argyle Ave., Hollywood 28, Calif.
President ..................Freeman Lusk
Sec.-Treas. ..................Elsey V. Horner
Services Offered: Moderator and producer of discussion programs in the public interest; news reporting and commentary; actor.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President ..................C. P. MacGregor
Manager ..................George R. Jones
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

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 7-2722-3-4
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 Relation services for Social, Professional and Trade Organizations.

MASTERSON, REDDY & NELSON
10 E. 49th St., New York 17, 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

"If you have a problem that has to do with a radio or television show . . . maybe we have the answer."

ROUNTREE-PRESBREY, INC.
Tel.: PLaza 5-7770
PROGRAM PRODUCERS

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.

CHARLES MICHELSON, INC.
15 W. 47th St., New York 19, N. Y.
Phone: PLaza 7-0695
President .................Charles Michelson
Secretary ..................A. Michelson
Traffic Manager ............R. Mantell
Export Manager .............Martin Diamond
Services Offered: Producers and distributors 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 Producer ......Milton E. Stanson
Executive Producer ......Vernon P. Becker

Services Offered: Origination and production of creative TV programs for every budget; creation and production of TV Film and Radio commercials; Programming and film consultants to agency and client.

MOLE & LEE, INC.
105 W. 55th St., New York 19, N. Y.
Phone: Circle 6-0006
President ..................John Mole
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-Chg. of Radio, ..Wallace S. Jordan
Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.
1500 Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
Owner ..................Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.

MORTON RADIO PRODUCTIONS, INC.
64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President ..................Morton Jacobson

"FREEDOM FORUM"
"V.I.P."

FREEMAN LUSK

1618 No. Argyle
Hollywood 28, Calif.
HO 5-2121
PROGRAM PRODUCERS

Services Offered: Syndicated Radio & TV shows.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y.
Producer........................Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.
598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
139 Piccadilly, W1, London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Cal.
105 Montgomery St., San Francisco, Cal.
2102 N. Akard St., Dallas, Texas
837 Book Tower, Detroit, Mich.
45 Newbury Street, Boston, Mass.
1048 Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

MUZAK CORPORATION
(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.
415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Ed. Dir.-Merch.......................Milton Paule
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NATIONAL PRODUCTIONS, INC.
1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
President.....................Robert J. Enders
Vice-President...........Howard A. Enders
Executive Producer........Robert L. Friend
Coordinator................Mary Griffin, Jr.
Services Offered: Radio and television complete production, Transcriptions and films; program consultants; producers of motion pictures for television and industry. Commercials, animation, packagers of programs for local sponsorship.

NELSON PRODUCTIONS, INC.
341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5862
President ......................Raymond E. Nelson
Secy.-Treas.....................Betty Nelson
Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients.

LES LEAR

RADIO, TELEVISION, FILMS, PUBLIC RELATIONS, SPECIAL EVENTS, PRODUCT REPRESENTATION

Procter & Gamble’s WELCOME TRAVELERS
starring TOMMY BARTLETT
NBC Radio — 7th Year
NET TV — 2nd Year

LES LEAR PRODUCTIONS
Hotel Sherman
Chicago 1, Ill.
Phone: FRanklin 2-2100

727
time buying, filmed commercials, research.

Current Productions: Little Lady Story-time, Rod & Gun Club of the Air (TV) Rod & Gun Club of the Air (AU).

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5131
Cable Address: ARREFFAY Newyork
Producer-Director...........Oliver W. Nicoll
Executive-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
President...............Monroe W. Greenthal
Services Offered: Package producers.

PAN AMERICAN BROADCASTING CO.
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Program Director...........Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

PETEERSON RADIO PRODUCTIONS
1457 Broadway, New York 36, N. Y.
Phone: Wisconsin 7-0069
Owner...................Donald Peterson
Services Offered: Recording, program production (religious, economic).

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 ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER TELEVISION ENTERPRISES, INC.
221 West 57th St., New York, N. Y.
STU REYNOLDS PRODUCTIONS
1416 LaBrea Blvd., Los Angeles 28, Calif.
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.

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
President.................Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN
ASSOCIATES
675 West End Ave., New York, N. Y.
Phone: Riverside 9-3647
President ..............Richard H. Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest

“Space Patrol”

CREATED BY

Mike Moser

Sponsored by
RALSTON PURINA CO.
and NESTLE CO.
Over
ABC RADIO AND TELEVISION NETWORKS

KEEP YOUR EYES ON THE FUTURE
THERE’S MORE COMING FROM
TOWER PRODUCTIONS
11541 Landale, North Hollywood, Calif.

729
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 PRODUCTIONS, INC.
18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979
President .................. Stanley J. Wolf
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.

Douglas Sterling Paddock
Consultant

Rear-Screen Projection . . . the Techniques and Equipment.

Photography, R. P. Slides, Stock Photos and Special Photographic Effects for Television.

77 Locust Road Pleasantville, N. Y.
(Associated with Trans-Lux Corp., N. Y. C.)

MARSHALL—HESTER PRODUCTIONS, Inc.
521 FIFTH AVENUE
NEW YORK 17, N. Y.

MURRAY HILL 7-2722-3-4
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
Mgr. of New York Office ..........James Schulke

Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS
443 W. 50th St., New York 19, N. Y.
Phone: JU 6-1496-7
President ..................Kermit Schaefer

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 8-0944
President ..................Bernard L. Schubert

Services Offered: Talent, production radio and TV package management.

SCREEN GEMS, INC.
(For complete listing see TV Film Producers).

WALTER SCHWIMMER PRODUCTIONS, INC.
75 E. Wacker Drive, Chicago 1, Ill.
New York Phone: LExington 2-1791
President ..................Walter Schwimmer
Vice President ..................George Guyan
Sales Manager ..................Bernie Crost
Program Director ..................Arthur Pickens

Services Offered: TV and Radio package programs.

SESAC, INC.
475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President ..................Paul Heinecke
Secretary-Treasurer ..................R. C. Heinecke
Asst. to Pres. ..................E. S. Prager

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

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 ...........Ray Rand

FROM HARRISCOPE
the finest in TV sports programming
- Wrestling
- Galopy Racing

Frank Leahy Presents:
- Football
- Baseball
- Tennis
- Golf

For complete information, write
HARRISCOPE INC.
355 North Beverly Dr.
Beverly Hills, Calif.

Walt Framer Productions
specializing in HIGH RATING
AUDIENCE-PARTICIPATION and DRAMATIC SHOWS at LOW COST

CURRENT
"STRIKE IT RICH"
"THE BIG PAYOFF"
"DOUBLE OR NOTHING"
on TV and Radio

IN PREPARATION
"CRISIS"
"MAKE A MILLION"
"BACKSTAGE REUNION"
"CALLING ON AMERICA"
"THE MAGIC LAMP"
"FREE ENTERPRISE"
"PASS THE BUCK"
"JACK IN THE JUKEBOX"

WALT FRAMER PRODUCTIONS
1150 — 6th AVE. New York 36, N. Y.
Oxford 7-3322
Film Music Editor............Alphonse Corelli
Musical Director............Skitch Henderson
Set Designer................Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors...............Joseph Burn,
George Webber, Drummond Drury
General Business Mgr........Melville Ruick
Assoc. Prod., West Coast Rep..Albert Kelley

Services Offered: Creators and producers of
television, theatrical and sales influence
films plus live shows; producing contractors;
adapters; consultants to package producers,
advertising agencies, sponsors. Distribution
facilities for television and theatres, U. S.
and foreign. Production facilities New York,

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.

SONG ADS, INC.
5927 Sunset Blvd., Hollywood 28, Calif.
President ..................Robert Sande
Exec. V.P. Chg. of Sales........Donald Estey

AFFILIATED ARTISTS
REPRESENTATIVES

IRENE ETKIN
ROBERT MAYBERRY
LEE WALLACE

20 East 53rd St., New York, N. Y.
Flaiza 3-1862

V.P.-Creative Dir..................Del Porter
V.P.-Music Dir..................Larry Greene
Vocal Director..................Ray Linn

Services Offered: Packagers of radio, tele-
vision, and theatre custom and syndicated
musical and dramatic commercials. Com-
posers and producers of film background
music. Transcribed and filmed short sub-
jects for entertainment, industrv, government
and service organizations.

THE SOUVAINE COMPANY
119 W. 57th St., New York, N. Y.
Phone: Circle 6-6100
General Partner...............Henry Souvaine

Services Offered: Producers of radio and
TV programs.

STAR ENTERTAINMENT CORP.
214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450
President ..................Max Wolff
Talent ..................Al Roth

Services Offered: Production and pack-
aging of radio and TV shows and all prod-
uct 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

Since 1936
Combining Showmanship
With Salesmanship

DEMBY PRODUCTIONS, Inc.
TV, Motion Pictures, Radio

Hotel Plaza
1 West 58 Street
Suite 1751
New York 19, N. Y.
Plaza 9-2495
WILBUR STARK-JERRY LAYTON, INC.
270 Park Avenue, New York 17, N. Y.
Phone: PL 3-1742
President .................. Wilbur Stark
V.P.-Treas. .................. Jerry Layton
Services Offered: Programs and personalities for television and radio.

RICHARD STROUT PRODUCTIONS
Box 614, Hollywood 38, Calif.
Phone: Hollywood 4-0277
President ............... Richard A. Strout
Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

TV PROGRAMS, INC.
10 Washington Place, New York 3, N. Y.
Phone: GRamercy 7-0123
President .................. Edward Roberts, Jr.
Director of Sales ........) Leonard Beckman
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

HAL TATE PRODUCTIONS
192 N. Clark St., Chicago 1, Ill.
Phone: FInancial 6-5450
President .................. Hal Tate
S. W. Caldwell, Ltd.
Simcoe House, 150 Simcoe St., Toronto, Canada
Phone: PL 8727

THE TEE VEE CO.
(See TV Film Producers)

TELECREATIONS BY NOVAK
344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer ........ John Gunn
Writers ............... Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.
(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.
(See TV Film Producers)

TELEVISION AND RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director .......... Oliver W. Nicoll
Associate Director ........... Sandra Munsell
Production Unit, Hotel New Weston,
Madison Ave. at 49th St., New York 22, N. Y.
Phone: PLaza 3-4800
Managing Dir. .............. J. H. Macdonnell
Program Coordinator ........ Eileen Ellis

TOWER PRODUCTIONS
11541 Landale, North Hollywood, Cal.
Phone: HO 4-5752
Services Offered: Production and sale of television package shows. Now featuring radio and television production of “Space Patrol.”
The TEEVEE Co.
Producers and Distributors

"LITTLE THEATRE"
"INVITATION PLAYHOUSE"
"CAMERA'S EYE"

117 Quarter Hours in the Can
Produced expressly for Television

The TEEVEE Co.
211 So. Beverly Drive, Beverly Hills, Cal.
- Beverly Hills • Hollywood • New York -

"the house of quarter hour shows"

MILVERNE PRODUCTIONS, INC.
"Creative TV programming for every budget"

VERNON P. BECKER
MILTON E. STANSON
Executive Producers

"THE JERRY LESTER SHOW"
ABC-TV Network
Tootsie Hippodrome
Western Show... ABC-TV Network
Solo Drama... ABC-TV Network
Kiddie Kollege... WABD-Dumont
Man About Music... WABD-Dumont
and many others

TV Film And Radio Commercials
Hotel Bryant
230 W. 54th St.  New York 19, N. Y.
Circle 5-6224-5  Circle 6-2100
UNITED FILM & RECORDING STUDIOS, 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: Murray Hill 2-0400
Pres. ......................... Hugh Baillie
Television Mgr. .............. Wm. C. Payette
Radio Manager .............. John Madigan
Gen. Sales Manager .......... Leroy Keller
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. Valentine
Gen. Mgr., Secy. ............ Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

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. 53rd 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-towner 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
Assoc. Pro. .................. Norman Schwartz
Services Offered: Package producers, program production, TV programs, live and film.

W. L. S. ARTIST BUREAU
1230 Washington Blvd., Chicago, Ill.
Phone: MO 6-9700
Co-Partners ... George Ferguson, Earl Kurtze
Services Offered: Representing the artists on Radio Station WLS plus others.

WOLF ASSOCIATES, INC.
420 Madison Ave., New York 17, N. Y.
Phone: Plaza 5-2050
President, Gen. Mgr. .......... Edward Wolf
Vice-President ............... Herbert Wolf
Exec. Producer-Dir. .......... Jack Rubin
Sales Manager ............... Paul Ross
Services Offered: Radio-TV package production.

FRANK WRIGHT NATIONAL CORPORATION
995 Market St., Rm. 332, San Francisco, Calif.
Phone: DOuglas 2-5470
Manager ..................... Frank Parke Wright
Treasurer .................... Sylvia C. Wright
V.P.-Sales ................... Perry Hatlen
Vice Pres. ................... Aphie Taverna
Services Offered: Merchandised advertising in the food products field.

WYNN WRIGHT ASSOCIATES
17 West 57th Street, New York 19, N. Y.
Phone: Plaza 3-4417-8
Producer ..................... WyNN Wright
Producer-Manager ............ Charles Granzow
Casting Director ............. Helen Wright
Services Offered: Creation and production of radio dramas.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6, O.
Phone: Plaza 1323
President ..................... Frederic W. Ziv
Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.
488 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-4700
Chairman of the Board ...... Frederic W. Ziv
President ..................... John L. Sinn
Vice-President ............... M. J. Rifkin
Treasurer & Comptroller ... Joseph L. Moore
Services Offered: Film programs.
PRESSINGS
All sizes, all speeds from three inch to sixteen inch, from 16 rpm to 78 rpm.

WORLD'S FINEST ENGINEERS

PROMOTIONAL IDEA SERVICE

COMPLETE PACKAGING FACILITIES
Art Work
Jackets
Individual Packing
Mailing Service

SCRIPT, MUSIC, PRODUCTION AND CASTING SERVICE

COAST-TO-COAST FACILITIES
Studios
Engineering
Pressing Plants

COLUMBIA TRANSCRIPTIONS
A DIVISION OF COLUMBIA RECORDS INC.

New York
799 Seventh Ave,
Cl-5-7300
Gil McKean, Director
Al Shulman,
National Sales Manager

Chicago
410 N. Michigan Ave.
Whitehall-4-6000
Jerry Ellis, Manager

Hollywood
8723 Alden Dr.
Crestview 6-1034
Al Wheeler, Manager

Transcription Companies

- PERSONNEL
- ADDRESSES
- SERVICES OFFERED
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!
TRANSRIPTION
COMPANIES

AFFILIATED PROGRAM SERVICE, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President .................. Paul F. Adler

ALL-CANADA RADIO FACILITIES, LTD.
80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691
President .................. H. R. Carson
General Manager ............ G. F. Herbert
Asst. Gen. Mgr. ............. Stuart MacKay
Manager .................... Robert Tait
Services Offered: Canadian representatives and distributors for transcription companies.

ASSOCIATED PROGRAM SERVICE
(Div. of Muzak Corp.)
221 Fourth Ave., New York 19, N. Y.
Phone: ORichard 4-7400
Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.
Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-day and Christmas jingles. Also TV production music library and special transcription library for industrial and film producers.

AUDIO-MASTER CORP.
17 East 54th St., New York 17, N. Y.
Phone: OXford 7-0725
President .................. Herbert Rosen
Services Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.
730 5th Ave., New York 19, N. Y.
Phone: PL 7-3901
President .................. Charles E. Rynd
Vice-Pres., Treas. .......... T. J. Merson
Sales Manager ............. Richard Rynd
Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities transcription and phonograph records, mass tape duplication for radio, educational, religious and industrial programs; complete program production service.

A-V TAPE LIBRARIES, INC.
730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091
President .................. Joseph F. Hards
Services Offered: Full library of recordings on tape, recording, program production.

AUDIVOX RECORDS, INC.
140 West 57th St., New York 19, N. Y.
Phone: COlumbus 5-2517
Owners .................. Raymond Scott, Dorothy Collins, Leonard Wolf
Officers ................. Raymond Scott, Dorothy Collins, Leonard Wolf, Bob Briody
General Manager .......... Leonard Wolf
Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.
608 5th Ave., New York 21, N. Y.
Phone: JUdson 6-7600
General Manager ............ Robert A. Bories
Services Offered: Production of programs for food merchandising for TV and radio.

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.

739
LOCAL RADIO IS HE

MORE THAN

1000

STATIONS

NOW SUBSCRIBE TO

WORLD

Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!

M-M-M-M-M MORE AND MORE FOR '54!
The pot's boiling now with World's biggest, brightest sales-booming ideas.
ALTHIER THAN EVER!

Stronger... sturdier... this vital advertising medium is now enjoying the most aggressive selling year in its history. Yes, radio at the local level, where it hits hardest and produces the best is booming... setting new business records in market after market!

RADIO DAILY REPORTS:
WORLD BROADCASTING SYSTEM HITS RECORD IN SUBSCRIBERS
"As another indication of the continually broadening scope of local radio, World Broadcasting System has hit a history-making record in the radio transcription industry with over a thousand station subscribers to its services."

BROADCASTING REPORTS:
"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions."

WORLD-AFFILIATES REPORT:
- Record-breaking sales with "YOU WIN"—½ hour telephone quiz series... stars, excitement, prizes. "FOOTBALL TIME"—½ hour shows with scores, predictions, songs, thrills.
- Sales-making jingles series gives advertisers the effectiveness of commercials on network shows.
- Booming sales with World's annual package of Christmas programming including ½-hour, open-end drama starring Charles Coburn.

Clip and Mail NOW!

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program and sales service. No obligation.

STATION MANAGER

RADIO STATION

STREET ADDRESS

CITY ZONE STATE
LOCAL RADIO IS HE

MORE THAN

1000 STATIONS
NOW SUBSCRIBE TO

WORLD

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source for the answer to hundreds of local sales
problems!

M-M-M-M MORE AND MORE FOR '54!
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Yes, radio at the local level, where it hits hardest and pro-
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setting new business records in
market after market!

MORO

RADIO DAILY REPORTS:
WORLD BROADCASTING SYSTEM
HITS RECORD IN SUBSCRIBERS
"As another indication of the continually
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Broadcasting System has hit a history-making
record in the radio transcription industry with
over a thousand station subscribers to its
services."

BROADCASTING REPORTS:
"World's emphasis on more merchandising
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WORLD-AFFILIATES REPORT:
- Record-breaking sales with "YOU WIN"—½
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- Booming sales with World's annual package of
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WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program
and sales service. No obligation.

STATION MANAGER

STREET ADDRESS

CITY

ZONE

STATE

WORLD SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CANADIAN REPRESENTATIVES
ALL CANADIAN RADIO
TELEVISION UNIONS, LTD.
HOLLYWOOD
PROCESSING
Better in dozens of ways, because of scientific testing at every step.

PRESSING
Proved better by hundreds of satisfied clients all over the world.

TAPE DUPLICATION
Guaranteed broadcast quality—now used in broadcasts everywhere.

SHIPPING
Allied's cross checking controls assure on-time delivery under any circumstance.

ALLIED RECORD MANUFACTURING COMPANY

619 W. 54th STREET
NEW YORK, NEW YORK

1041 N. LAS PALMAS
HOLLYWOOD, CALIFORNIA
BELL SOUND STUDIOS, INC.

112 W. 89 St., New York 24, N. Y.
Phone: Trit 3-43289

President .............. Allen Weintraub
Secy.-Treas. ............. Daniel Cronin

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: Kingsdale 2103

President............... Spence W. Caldwell

Services Offered: Syndicated transcriptions, package programs.

CAPITOL RECORDS DISTRIBUTING CORP.

Studio and Rec. Sales Services Div.

5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 3-7114
151 West 46th St., New York 36, N. Y.
N. Y. Phone: Columbia 5-1758

Vice-President.......... Walter S. Heebner
Western Sales Rep. ........ Gene J. Becker
Eastern Sales Mgr. ......... Herbert I. Sachs
Production Mgr. .......... John Seely

Services Offered: Custom recording for records and television; mastering, processing and pressing; full library of production music.

CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif.
Phone: Rockwell 9-1593

Sr. Partner.............. James B. Keysor
Plant Manager............. James B. Keysor, Jr.
Sales Manager............. Richard B. Keysor

Services Offered: Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y.
Phone: Circle 6-3900

Managing Director......... Arthur Shaer

Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. 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. Research & Development........ James H. Hunter
Vice-Pres. Chg. of West Coast Op ............. A. J. Schrade
Vice-Pres. Chg. of Sales .......... Paul J. Wexler
Secretary .............. Kenneth E. Raine
Treasurer ................ W. G. Wilkin
General Auditor ......... Arthur S. Padgett

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

Director.............. Gilbert S. McKeen
N. Y. Acct. Exec. ....... Carl Reinschild
Natl. Sales Manager....... Albert Stulman
Manager, Chicago Office ....... Girard D. Ellis
410 N. Michigan Ave., Chicago, Ill.

3723 Alden Dr., Los Angeles 47, Calif.
Mgr. L.A. Office ........ William A. Wheeler

Services Offered: Studio facilities and manufacturing plants New York, Chicago, Hollywood, all speeds, all size records and transcriptions. Complete package from idea to finished jacketed recording.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: Crestview 4-2023

Pres. and 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.k.a.)
Art Director ............. James Sullivan

Services Offered: Hopalong Cassidy, 104 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 Ton” 156 - 15 min. episodes; “Down Our Way” 25 - 30 min. episodes.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: Oreon 9-3935

Writer-Composer........... Gordon M. Day
Producer-Director .......... Carol Bulkley
Production Manager ...... Edith Adelson
Treasurer ................. Leo L. Reicli

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV department for advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300

Mgr., Special Service .... Edward Strauss

Services Offered: Studio rental; records pressed.
IN 1954...

RCA's Thesaurus will

to more sales!
because Thesaurus gives you planned programming — and sales aids such as —


to more profits!
because Thesaurus cuts operating costs!

Only with Thesaurus do you get so many exclusive services that save valuable staff time and reduce your sales expense: Big weekly continuity service . . . Specially prepared marketing research . . . Time and money-saving sales packages that produce peak sales with minimum time and minimum effort on your part!

to more listeners!
because Thesaurus gives you top shows, popular big names and plenty of promotion aids!

You can build audiences faster . . . and keep them . . . with these popular, big-name Thesaurus shows. Plenty of the kind of promotion you need to sell — mats, photos, press releases, tune-in announcements — to keep folks in your area talking about . . . and tuning in . . . your station!

Only with Thesaurus do you get so many exclusive door openers!

1 BASIC LIBRARY OF BIG-NAME SHOWS:

Look at that Thesaurus talent roster! Not just big names . . . but big-name shows complete with full continuity, open-end for local announcements. The basic library has a minimum of 52 new musical selections added each month!

2 EXCLUSIVE MARKETING BULLETIN:

Here's a really thrifty way to save staff research time. Marketing Bulletin gives you the latest information on what are the "hot items" for the coming month . . . what to promote, who is your likeliest prospect. And, it's exclusive with Thesaurus!

3 EXCLUSIVE JINGL-LIBRARY:

The world's largest collection of singing jingles! More than 1800 jingles, for every kind of product, for every situation . . . something to hit the mark with every prospect. Open-end for local tie-in.

4 CONTINUITY SERVICE:

Every week you get expertly written continuity for 31 different shows. In addition the library includes production aids such as voice tracks, theme music, tie-ins, cross-plugs, sound effects . . . plus signatures for sports, news and feature programs.

5 SALES TOOLS:

Thesaurus provides you with sales aids — sponsor-selling brochures, sales-clinching audition discs, testimonials, case histories, success stories, publicity and promotion kits, advertising assistance . . . the works!

No other Library offers all these features

And no other service opens doors to more profits, more sponsors and more listeners the way Thesaurus does. Get in touch with a Thesaurus representative today for all the profitable details.

RCA's Thesaurus . . . the library that pays its own way!

630 Fifth Avenue, New York 20, N. Y. 6-5011
445 N. Lake Shore Drive, Chicago 11, Ill. 4-3530
1016 N. Sycamore Ave., Hollywood 38, Calif. 3-5171
522 Forth Rd., Atlanta 3, Ga. 4-3530
1907 McKinney Ave., Dallas 1, Tex. L-1770
Riverside 1371 N.

Thesaurus Library
Corporation of America. RCA Victor Division

recording program services

5011-11-62
open more doors for you!

**The Hour of Charm**
Phil Spitalny's All-Girl Orchestra and Choir — featuring Evelyn and her Magic Violin... half-hour show — once a week.

**Sons of the Pioneers**
An all-star, quarter-hour musical round-up of Western and Cowboy music at its best... five times weekly.

**The Sammy Kaye Show**
The Sammy Kaye Show
The Hour of Charm
The Wayne King Serenade
Music by Roth
Music Hall Varieties
Concert Hall of the Air
Men Behind the Melody

**THIS IS YOUR TALENT LIST WITH THESAURUS...**
The Sammy Kaye Show
The Hour of Charm
The Wayne King Serenade
Music by Roth
Music Hall Varieties
Concert Hall of the Air
Men Behind the Melody

**Starring Sammy Kaye**
Show
Starring Sammy Kaye and his Orchestra with Peggy Powers, Jeffrey Clay, the Kaydets and the Kaye Choir... quarter-hour show three times a week.

**"DATE IN HOLLYWOOD"**
Starring Eddie Fisher and Gloria de Haven with Hugo Winterhalter and his Orchestra... quarter-hour show — three times weekly.

**"DATE IN HOLLYWOOD"**
Starring Sammy Kaye and his Orchestra with Peggy Powers, Jeffrey Clay, the Kaydets and the Kaye Choir... quarter-hour show three times a week.

**The Freddy Martin Show**
I Hear the Southland Singing
Music to Dream By
Slim Bryant and his Wildcats
Here's June Christy
Organs
Old New Orleans
Claude Thornhill
Artie Shaw
Ray McKinley
Jumpin' Jacks

**The Wayne King Serenade**
The "Waltz King" and his Orchestra with Harry Hall, Gloria Van, Jacqueline James and the Wayne King Chorus... half-hour show — once a week.
TRANSCRIPTIONS

DOMINION BROADCASTING CO.
4 Albert St., Toronto, Ontario, Canada
Phone: Empire 3-3835
Manager: Hal B. Williams
Services Offered: Syndicated transcriptions, package programs.

EMPIRE BROADCASTING CORPORATION
480 Lexington Ave., New York, N.Y.
Phone: Plaza 9-4500
President & Treasurer: Helen D. Kelleher
Vice-President: Arthur Lubo
Vice-President: Fred de Jaager
Secretary: John Hughes Dwyer
Services Offered: Recording, program production and packages, talent.

FINE SOUND, INC.
711 Fifth Ave., New York 22, N.Y.
Phone: Plaza 3-5400
President: C. R. Fine
Operations V.P.: Seymour Moses
Rec. Super.: G. Piros
Services Offered: Equipped for all media. Complete engineering for disc, tape and film including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35mm and 16mm facilities.

FULTON RECORDING CO.
80 W. 40 St., New York 18, N.Y.
Phone: Lackawanna 4-7187
General Manager: Thomas E. Farrell
Chief Engineer: Robert Doherty
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
Associate: Harold Gefsky
Services Offered: Packagers of Radio and TV shows—live and transcribed. Representing 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,
RECORDINGS

syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.
2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577
President........................Herbert M. Moss
Vice-President...............Stephen F. Temmer
Controller-Treas............Robert M. Volkell
General Manager...........Harry F. Landon
Services Offered: Six medium and large studios available—12 Ampex tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions, Writing and production staff available.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696
President ..................George Heid
V.P., Treas................Margaret Heid
Chief Engineer...........Joseph P. Gearing
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
39 West 45th St., New York 19, N. Y.
Phone: JUdson 2-2170
Owner .......................Estella H. Karn
Services Offered: Recording, program production and packages.

KEYSTONE BROADCASTING SYSTEM, INC.
111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President (Dir.)............Sidney J. Wolf
Vice-President (Dir.)......Joseph Bayer
Vice-President............Noel A. Rhys
Vice-President............Edwin R. Peterson
Vice-President............William Bayer
Secretary-Treasurer (Dir.) Arthur Wolf
580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460
V.P., East Sales (Dir.)...Noel A. Rhys
Acct. Executive...........Charles A. Hammarstrom
Office Manager............Eve Bannier
Director of Research......John Scanlan

Mood Music for TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures

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
150 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues
Arranged by Our Firm
111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President..................Sidney J. Wolf
Vice-President...........Edwin R. Peterson
Secretary-Treasurer......Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Manager...........Kay Krause
Program Director.........Jane McFadgen
1330 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 3-2910
Vice-President...........William Bayer
Account Executive........Henry G. Eschen
75 Post St., San Francisco
Phone: SUtter 1-7440
Account Executive........Don Kerwin

Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 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, based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary area of 59 KBS stations for which the Nielsen reports were not available, therefore, the total radio homes within the primary area of Keystone represents a total of 18,653,850.

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memo from Ed Aehnauhes Jr.

THERE'S ONLY ONE REAL
TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY

AND
ONLY APS HAS IT!

CONTENTS:.............321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:................The very finest.

PRICE:..................$19.50 per month, minimum one year contract.

Auditions, catalog:..............Yours on request.

“the library that pays for itself”

Associated Program Service

(A division of Muzak Corp.)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400
Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected...whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

**LANG-WORTH FEATURE PROGRAMS, INC.**
113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President....................... C. O. Langlois
Secretary....................... John D. Langlois
Treasure....................... C. O. Langlois, Jr.
Vice-President................... W. O'Keefe
Mgr. of West Coast Oper........ Hugh S. Allen
Station Relations............... Addison C. Amor

**Services Offered:** Music scoring for television, documentary or industrial pictures—live or from film sound track or magnetic tape libraries. Original music for commercial spots. Transcribed library recorded especially for television stations.

**C. P. MacGREGOR**
729 S. Western Ave., Hollywood 5, Calif.
N. Y. Phone: Dunkirk 4-4191

President................. C. P. MacGregor
Manager................. George R. Jones

**Languages Offered:** Transcription library productions; music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

**MASTERPIECE RECORDING CO.**
1 E. 54th St., New York 22, N. Y.
Phone: PL 5-9760

Owner-Mgr. .................. Nat Levy

**Services Offered:** Disc, tape and film recording. Studio and remote facilities. Microgroove and standard masters and pressings.

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**FULL RANGE RECORDING**

The Penthouse Studios

of V. J. Nola

STEINWAY HALL

JUdson 6-0040

113 WEST 57th STREET

New York 19, N. Y.
TRANSCRIPTIONS—RECORDINGS

Auditions, AM, FM and TV air checks, Expert tape editing.

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 MICHELSON, 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.

MORTON RADIO PRODUCTIONS, INC.
64 E. Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President...............Morton Jacobson
Services Offered: Syndicated transcriptions, package programs.

MUSICOMERCIALS
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 conveni-
ence of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

**MUZAK CORPORATION**

221 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 ....... Nils W. Hillstrom
Vice-Pres-Spec. Svcs. ...... Alexander B. Motenko

**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.**

221 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

V.P. & Gen. Mgr. ....... Edward Hochhauser, Jr.

**Technical Research and Engineering Div.**

229 Fourth Ave., New York 3, N. Y.

Vice-Pres. ............... Emil F. Hembrooke

**NOLA RECORDING STUDIOS**

1657 Broadway, New York, N. Y.
Phone: PLaza 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

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**To Our Many Friends . . .**

Thanks for all your help in making our first year such a successful one.

As we enter our second year, we further dedicate ourselves, to produce the finest in recorded entertainment.

Cordially,
Leonard Wolf
GENERAL MANAGER

Hear Your Favorite
DOROTHY COLLINS and
RAYMOND SCOTT Recordings

78 RPM 45 RPM 33 1/3 RPM

---

**President . . . . Vincent J. Nola**
**Vice-President . . . . V. 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**

1 Martin St., Anderson, S. C.
Phone: LD14

President .............. Wilton E. Hall
General Manager ... Glenn P. Warnock
Director ............... Jimmy Scribner

**Services Offered:** Network and Transcription Productions for Radio and Television. Sound Film Recordings, Uncle Remus, the Johnson Family and Doggon Dawn.

**PRESS ASSOCIATION, INC.**

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President .............. Frank J. Starzel
Vice-Pres., Mgr. ....... Oliver Gramling

**Services Offered:** Sports Star Special—a 15-minute interview and dramatization of personalities who are the “who’s who” of the
sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.
20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135
President................George Logan Price
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............Emanuel Sacks
Manager......................James P. Davis
Artist & Repertoire Mgr........Ben Selvin
Advog. & Prom. Mgr............Frank J. O'Donnell
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 Northeast
Sales Manager.................William F. Reilly
Western Sales Manager William C. Gartland
Northeastern Sales Rep. George Field
Southeastern Sales Rep. Wallace Cochran
Central Northwest
Sales Rep.....................Hugh Graue
Southwestern Sales Rep. Robert Fender
Mgr. Sales Service...........Chas. Broderick
Mgr. Comm'n Research........Donald D. Ast
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film distributor.

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: Hollywood 4-5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Lamar 7703
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA
37 W. 46 St., New York 36, N. Y.
Cable Address: ARREFFAY, New York
Phone: Judson 2-5130
Executive Director...........Olive W. Nicoll
Assoc. Dir. of Svcs.............Sandra Munsell
Mng. Dir. of Prod................J. H. Macdonell
Program Coordinator........Eileen Ellis
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: Hollywood 3-3382
Chair, of Bd., Secy, & Treas......H. DeVoe Rea
President.....................G. Howard Hutchins
Vice-President...............J. Joseph Sameth
Vice-President...............H. L. Bryant
Vice-President..............E. F. Dummel
Service Offered: Complete recording facilities.

RADIOZARK ENTERPRISES, INC.
606 St. Louis St., Springfield, Mo.
Phone: 2-4422
Vice-President, Mgr........E. E. Siman, Jr.
Vice-President, Mgr........John B. Mahaffey
Services Offered: Open-end and packaged programs; custom made spots and jingles, script and idea to vinylite pressings. Current programs: Smiley Burnett Show, Geo. Morgan Show, Bill Ring Show. Tennessee Ernie Show.

REEVES SOUND STUDIOS, INC.
304 East 44th St., New York 17, N. Y.
Phone: ORegon 9-3530

President ................. Hazard E. Reeves
Vice-President ............. Chester L. Stewart
Mgr.—Film Div. ............ Richard Vorisek
Mgr.—Disc Div. ............. John Vorisek
Chief Engineer ............. Lyman J. Wiggan

Services Offered: Sound recording for motion pictures and television, transcriptions.

ROCKHILL 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
Asst. to President .......... E. S. Prager

Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, newtovles, band, religious. Script service including special continuities for holidays, Bridges, moods and themes. Saleable shows built from the library, production and sales aids.

HARRY SMITH RECORDING STUDIOS, INC.
48 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-2893

Services Offered: Commercial phonograph records, transcriptions and audition records, and all type aid checks.

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
Natl. Sales Mgr. ............ Hal G. Neely

Services Offered: Processing, pressing, shipping and handling; all sizes and types of transcriptions and phonograph records. Recording studio available.

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.

TOWERS OF LONDON, LTD.
67 Younge St., Toronto, Ontario, Canada
Phone: Empire 4-9296

General Manager ............. John Adaskin

Services Offered: Syndicated transcriptions.

THE CHARLES E. SKINNER PRODUCTIONS
1600 Broadway, New York 18, 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. ......... Ray Rand
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.

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M-G-M Records
The Greatest Name
In Entertainment
78 RPM
Extended Play Albums
45 RPM
33 1/3 Long Playing Records
Leader In The Field Of
Movie Sound Track Albums
TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 36, N. Y.
Phone: JUdson 2-3530

President..........................M. E. Moore
General Manager.....................Norm Bart

Services Offered: A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

TRANSCRIPTION SALES, INC.
117 W. High St., Springfield 35, O.
Phone: 2-4974

President..............J. P. Williams
Executive Vice-Pres...........John S. Zarka
Office Manager...............Bess Deck

Services Offered: Open end transcriptions—quarter hour and five minute programs, featuring “Singin’ Sam,” Mullen Sisters, Charlie Magnante, Emile Cote, Curley Bradley, The Golden Gate Quartet.

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President..................Richard H. Ullman
Vice-President...........Edward H. Kavinoky
Treasurer.....................Minna Thorn
Production Manager...........Bill Jacobs

Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; $Dollar Derby, a participation auction program;

Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball’s greats.

UNITED FILM & RECORDING STUDIOS
301 East Erie St., Chicago 11, Ill.
Phone: Superior 7-9114
Gen. Mgr. & Exec. Producer...Wm. L. Klein
Exec. Vice-President......Wm. C. Hutchings
Management...........Egmont Sonderling
Office & Studio Mgr.........John Brunn

Services Offered: Everything is disc and tape recordings. Also film recordings.

UNITED RECORDING LABS.
1650 Broadway, New York 19, N. Y.
Phone: CI 7-3718, 2089

Partners..............George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks. 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., Network Operations...P. C. Huellmantel
Vice-Pres., Chief Engr.....Michael Pesanelli
Vice-Pres.—West Coast......Wm. L. Gleeson

UNITED RECORDING LABS.
TAPE — DISC — STUDIOS
Editing

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089
Vice-Pres.—Genl. Sales........M. Scott, Sr.
TV Oper. Mgr...............W. E. Scripps
University Broadcasting of France
Madame Golda G. Antignac
Univ. Bestg. Service, Inc.—Sales of
Electronic and TV units
President....................J. Louis Mayer
Services Offered: A newly established
radio network, interlocking stations in many
parts of the U. S. and Canada via tape rec-
cording. Programs cover all phases of radio.
The network sales departments sells the asso-
ciated stations time to clients on their be-
half. The programs run from five to sixty
minutes; no spots sold.

UNIVERSAL RECORDERS, INC.
Phone: Hollywood 9-8282
General Manager..............Roger LeFont
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,
sound effects of all types, miscellaneous rec-
orderings.

WESTERN RECORDERS
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811
Owner........................H. Dixon McCoy
Services Offered: Tape and Disc. Recording-
Assembly and Editing. Radio Broadcast-
ing from our Studios.

WORLD BROADCASTING SYSTEM
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
5255 Clinton St., Los Angeles, Calif.
President.....................John L. Sinn
Chairman of Board...........Frederic W. Ziv
Vice-President..............Robert W. Friedheim
General Manager............Pierre Weis
West Coast Mgr.............James L. Weathers
Services Offered: Sales and program tran-
scription service for radio and TV.

ZAHLER MUSIC LIBRARY
418 So. Robertson Blvd., Los Angeles 48, Cal.
Phone: CRestview 5-4373
President & Owner...........Gordon Zahler
Services Offered: Complete music service
for TV and non-theatrical films; original
scores composed, arranged, orchestrated,
copied and conducted for theatrical films.
Sound effects, scoring, editing, supervision,
complete dubbing facilities. Wild Bill
Hickok, Private Secretary Series, Cavalcade
of America and others.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6, O.
Phone: Plaza 1323
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1700
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 transcrip-
tion productions; package shows.

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news
bureaus, more miles of news wire than any other
news service.
Gains of AWRT Emphasized
As Membership Grows

By BETTY ROSS
Director-at-Large of National AWRT and President of Illinois Chapter

SIGNIFICANT strides in both size and stature were made in 1953 by the industry's professional women's organization, American Women in Radio and Television, Inc., with membership now nearing 900, more than double the initial number at our organizing convention just two short years ago. The majority are active members, those who are full-time employed in the radio and television industry or its related fields; and about one-sixth are Associate members, those whose work partially involves radio and TV activities. The entire membership is selected on the basis of professional standing, either in creative program and production work or in administrative and executive functions at the various stations, networks, agencies, service organization, trade associations, and business concerns.

Through the fine stewardship of our national president, Doris Corwith, the counsel of our immediate past president, Edythe Meserand, and the able assistance of our executive secretary, Betty Chapin, our Association has made significant strides during its organizing years.

On the credit side of the ledger for 1953 certainly would be the work and accomplishments of AWRT's Chapters. These are city, state, or regional groups which formed because of their enthusiasm and strong belief in the purposes of AWRT and the important value of women serving in the industry. To give recognition to these Chapters the national office was proud this year to prepare and issue "Certificates of Organization" to eleven AWRT Chapters—New York City, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, Western New York, New England, "Heart of America" including Iowa, Kansas, Missouri, Nebraska, North Dakota, and South Dakota, and "Deep in the Heart of—Texas! These Chapters hold regular meetings, transact business, devise projects, and translate into action at the local area level the objectives and interests of the national organization.

—and, AWRT is not without its "Projects." Two such projects have been adopted nationally for consideration by women broadcasters and telecasters across the country. The first was on "Civil Defense" in an attempt to arouse our nation's citizenry to the danger of aggression and attack and inform them of defensive measures which could be taken to protect the home and family. Rather than the usual approach based on fear and destruction, this project stressed the positive side of woman's natural, far-reaching influence in the home. A second project of AWRT was "Woman and her Money." This was undertaken to help women understand their role in our national economy and the importance of their actions in buying, investing, will-making, and handling a major portion of the nation's wealth.

So with these statistics and for this year's work—in substantial increase in membership, in the high personal standards and attractive qualities of its women members, in its projects of national influence, in its monthly publication of "AWRT News and Views," in its good public and community relations, in its advice and counsel to young people contemplating careers in the industry, in its constant attunement to listener and viewer preferences, in its spirited interest in its own endeavors, and mostly in its firm belief and support of the American system of broadcasting and telecasting—we, the American Women in Radio and Television, submit our "Statement of the Year" and let our record stand, knowing full well that any true balance of accounts comes through the new challenge of every year and the results of each day's work; for it is through the concerted effort of all members in the industry that significant progress can be made.
ORGANIZATIONS
PERSONNEL—ADDRESSES—UNIONS
GUILDS—ASSOCIATIONS—RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES
HO 3-8942

OFFICERS
President ................................................................. Charlie Ruggles
1st Vice-President .................................................... Guy V. Thayer, Jr.
2nd Vice-President ................................................... Hal Hudson
Secretary ................................................................. Robert Cummings
Treasurer ................................................................. Ernest Felix
Recording Secretary ................................................... Isabelle Pantone
Secretary to Treasurer ............................................... Mildred Beach
Corresponding Secretary ............................................ Robert Pelham
Director-at-large ..................................................... Don Norman
Director-at-large ..................................................... Harry Koplan
Director-at-large ..................................................... Sidney Solow
Director-at-large ..................................................... Maurice Levy
Director-at-large ..................................................... Don DeFore

FUNCTIONS
A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

ACTORS EQUITY ASSOCIATION
45 W. 47th St., New York 36, N. Y.
Plaza 7-7660

OFFICERS
President ................................................................. Ralph Bellamy
1st Vice-President .................................................... Maurice Evans
2nd Vice-President .................................................... Bill Ross
3rd Vice-President ................................................... Frederick O'Neal
4th Vice-President ................................................... Margalo Gillmore
Treasurer ................................................................. Paul Dullazal
Recording Secretary .................................................. John Effrat
Exec. Sec. ................................................................. Angus Duncan
Asst. Exec. Sec. ........................................................... William Swirc
Admin. Asst. Sec. ...................................................... Alfred Elting
Auditor ................................................................. Charles Mesurac

COUNCIL

THE ADVERTISING COUNCIL, INC.
25 West 45th Street, New York 36, N. Y.
Judson 2-1520

OFFICERS
Chairman ................................................................. Stuart Peaday
Vice-Chairman ......................................................... Louis H. Brockway
Vice-Chairman ......................................................... Leo Burnett
Vice-Chairman ......................................................... John C. Sterling
President ................................................................. Theodore S. Repplier
Vice-President ......................................................... Allan H. Wilson
Vice-President ......................................................... George P. Ludlam
Secretary ................................................................. Frederick R. Gamble
Treasurer ................................................................. Allen W. Miles
Radio-TV Director .................................................... Gordon C. Kinney
Pub. Rel. Director .................................................... Maxwell Fox

BRANCH OFFICES
1200 18th Street, NW, Washington 6, D. C. Sterling 3-9153. T. S. Repplier, President.

203 N. Wabash Ave., Chicago 1, Ill. Randolph 6-1753. L. S. Schwartz, midwest representative.

1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. R. C. Colson, West Coast Representative.


FUNCTIONS
A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA
330 W. 42nd St., New York 36, N. Y.
Bryant 9-0430

OFFICERS
President ................................................................. Elon G. Borton
Chairman of Board ................................................... Robert M. Gray
Secretary ................................................................. Rita Eastman
Treasurer ................................................................. Ben R. Donaldson

FUNCTIONS
An organization of advertising clubs, national advertising groups and companies interested in advertising.

To help make advertising increasingly more effective.

To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION
11 W. 42 St., New York 36, N. Y.
Longacre 3-5100

OFFICERS
Chairman ................................................................. Henry Schacht
Vice-Chairman ........................................................... Marion Harper, Jr.
President ................................................................. Edgar Koblik
Treasurer ................................................................. Frederic R. Gamble
Secretary ................................................................. Paul B. West
Managing Dir .............................................................. A. W. Lehman
Technical Dir ............................................................. D. B. Lucas

FUNCTIONS
To further scientific practices and promote greater effectiveness in advertising and marketing through objective and impartial research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
420 Lexington Ave., New York 17, N. Y.
Lexington 2-7980

OFFICERS
Chairman of the Board ................................................ Earle Ludgin
Vice-Chairman ........................................................... William B. Baker, Jr.
President ................................................................. Frederic R. Gamble
Secretary-Treasurer ................................................... Winthrop Hoyt
Vice-President ........................................................... Richard L. Scheidler
Vice-President ........................................................... Richard Turnbull
Secretary to 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 38, N. Y.
Cortland 7-1374

757
ORGANIZATIONS

AMERICAN FEDERATION OF MUSICIANS
570 Lexington Ave., New York 22, N. Y.

President: Joseph P. Kelly
Recording Secretary: Joseph F. Kehoe
Executive Director: Charles Silberman

BRANCH OFFICES
Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251, Hart Borrow, Chairman.
Atlantic Branch, 3 Beacon St., N. Y. 8, Phone: N. Y. C. 38, W. Bender, Chairman.

FUNCTIONS
Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)
15 W. 44th St., New York 36, N. Y.
Vanderbilt 6-1810

President: Alan Bunce
1st Vice-President: Frank Nelson
2nd Vice-President: Donald B. Hirsch
3rd Vice-President: John Gannon
4th Vice-President: Vinton J. Hayworth
5th Vice-President: Janet Baumhover
6th Vice-President: Ernie Winstanley
7th Vice-President: Bob Bruce
Recording Secretary: Bruce Grant
Treasurer: Conrad Nagel
National Executive Secretary: George Heller

BRANCH OFFICES
102 E. Hubbard St., Chicago 11, III. Whitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS
Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.
276 W. 43 St., New York 18, N. Y.
Longacre 5-7508

Honorary President: Lawrence Tibbett
President: John Brownlee
1st Vice-President: Jascha Heifetz
2nd Vice-President: Leopold Sachse
3rd Vice-President: Betty Stone
4th Vice-President: Astrid Varnay
5th Vice-President: James Pease
Treasurer: Abba Bogan
Recording Secretary: Elisabeth Hoepel
National Executive-Secretary: Hyman R. Faine

BRANCH OFFICES


FUNCTIONS
A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performance throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION
1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

President: Neil H. Borden
Vice-President: Lawrence C. Lockley
Vice-President: Allen K. Gaetjens
Vice-President: Donald E. Megatlin
Secretary: Iro D. Anderson
Treasurer: Charles W. Smita
Executive Director: W. C. Gordon, Jr.

BRANCH OFFICES
33 Chapters in 33 American Cities.

FUNCTIONS
A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
370 Lexington Ave., New York 17, N. Y.

President: George C. Biggers
Vice-President: Richard W. Slocum
Secretary: Wm. Dwight Treasurer: W. L. Fanning
General Manager: Cranston Williams

BRANCH OFFICE
360 N. Michigan Ave., Chicago 1, III. Phone: Franklin 2-3746; George N. Dale, Manager.
ANPA Research Laboratory, Box 596, Easton, Pa., Phone: 8159. C. M. Flin, 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: Stanley Adams
Vice-President: Louis Bernstein
Secretary: John Tasker Howard
Asst. Secretary: Geo. W. Meyer
Treasurer: Saul H. Bourne
Asst. Treasurer: Frank H. Connor

BOARD OF DIRECTORS

BRANCH OFFICES
In all principal cities throughout the United States.

FUNCTIONS
ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.
70 East 45th St., New York 17, N. Y.
Murray Hill 9-8520
ORGANIZATIONS

OFFICERS
President—Doris Corwith, NBC, New York, etc.
President—Doris Corwith, NBC, New York (Term expires May 31, 1944)
Vice-President—Eastern Area—Dorothy Fuller, WJZ, New York
Vice-President—Southern Area—Alice Fryberg, WABC, New York
Vice-President—Central Area—Elizabeth Marshall, WBZ, Chicago
Vice-President—Western Area—Molly Morse, KFMB, San Diego, Calif.
Secretary-Treasurer—Jane Dalton, WSFA, Spartanburg, S. C.
Executive Secretary—Betty Chapin

DIREC'TORS
Jane Barton, New York State Radio-Motion Picture Bureau, Alfred; Betty Barnett, KSD-TV, St. Louis
Nena Badenoch, National Society for Crippled Children & Adults, New York; Betty Ross, NBC, Chicago;
and Gertrude Trobe, WBVP, Beaver Falls, Pa.

CHAPTERS
New York City, Western New York, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota).

FUNCTIONS
American Women in Radio and Television, Inc., is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.
1270 Ave. of the Americas, New York 20, N. Y. Circle 6-1379

OFFICERS
President—William Kent
Vice-President—Harry A. Romm, Eddie Elkort, James Lanagan, Jack Russell, Wm. J. O'Halloran, H. C. Moore
Secretary—Milton Berger
Treasurer—Howard L. Hausman
Assistant Secretary—Ruth L. Simonson

BOARD OF GOVERNORS

FUNCTIONS
Trade Association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)
25 W. 45th Street, New York 36, N. Y.
Judson 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS
Chairman of the Board—Sydney M. Kaye
President—Charles A. Wall
Vice-President—Karl Bauer
Vice-President—Richard F. French
Vice-President—Earl B. Hall
Secretary—Robert J. Burton
Comptroller—Alexander D. Nicol

BOARD OF DIRECTORS
Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Paul Moroney, Radio Station WTC; J. Harold Ryan, Storer Broadcasting Co.; Charles A. Wall, BMI.

FUNCTIONS
Associated Music Publishers, Inc. is a publisher and distributor of serious music in the United States and represents many of the principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.
701 Federal Building, 85 Richmond St. West, Toronto 1, Ontario
Empire 3-8046

OFFICERS AND DIRECTORS

FUNCTIONS
This association was incorporated in March 1917. For 38 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.
285 Madison Ave., New York 17, N. Y. Oregon 9-4940

OFFICERS
President—Paul B. West
Vice-President—Lowell McElroy
Vice-President—Cy Norton
Secretary—Peter W. Allport
Chairman of the Board—B. R. Donaldson
Vice-Chairman—Guy Berghoff

FUNCTIONS
Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS
24 East 39th St., New York 16, N. Y.
Murray Hill 5-7400

President—H. V. Kaltenborn
Vice-President—William Costello
Vice-President—Raymond Swing
Executive Committee—George Fielding Eliot, Merrill Mueller, Leon Pearson
Secretary—John MacVane
Treasurer—Cesar Saechinger
Asst. Secy.-Treas.—John W. Vandercook

FUNCTIONS
To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.
Murray Hill 9-9850

President—Merle Miller
Vice-Pres.—William Schirer
Secretary—Phyllis McGinley
Membership Secretary—Edith Mackin

COUNCIL

FUNCTIONS
National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950

President—Rex Stout
Vice-Prez.—John Horsey
Secretary—Erik Barnouw
Exec. Sec.—Jane M. Silcox
Treasurer—Richard Levine

FUNCTIONS
The national business organization of authors and dramatists.
BRAND NAMES FOUNDATION, INC.
37 West 57th St., New York 19, N. Y.
Plaza 9-8425

OFFICERS
Chairman of the Board   Barry T. Leithead
Vice-Chairman   Harry D. Indgent, Quckett, Peabody & Co. (Inc.)
Treasurer   Louis Hausman
President   Henry E. Abt
Vice-President   Nathan Keats

FUNCTIONS
Conducts a national program of educational activity, to get across to the public the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION
630 Fifth Ave., New York 16, N. Y.
Circle 7-0656

OFFICERS
Program Director   Alec Sutherland
Program Assistant   Lillian Lang
Transcription Assistant   Marian Moss
Chief Engineer   Arthur S. Toby

BRANCH OFFICES


FUNCTIONS
Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC’s North American Service.

BROADCAST ADVERTISING BUREAU, INC.
270 Park Ave., New York 17, N. Y.
Murray Hill 8-4020

President   Kevin B. Sweeney
Vice-President   John A. G. Roan
Director of Nat'l Programs   Norman Nelson

BRANCH OFFICE
333 N. Michigan Ave., Chicago 1, Ill. Phone: Central 6-5066. Gale Blocki, Jr., Dir. of Midwestern Sales.

BOARD OF DIRECTORS
Charles C. Caley, Chairman, WMBD, Peoria, Ill.
Charles T. Ayres, ABC, New York
Joseph E. Baudino, Westinghouse Radio Stations, Washington, D. C.

John P. Blair, Blair & Co., New York
Kenyon Brown, KFWF, Wichita Falls, N. Y.
Martin B. Campbell, WFAA, Dallas, Tex.
John C. Conley, KSBE, San Jose, Calif.
Robert Dunville, WLW, Cincinnati, Ohio
Wm. H. Finsherier, Jr., NBC, New York
Simon Goldman, WJTN, Jamestown, N. Y.
John F. Hofs, WTOP, Washington, D. C.
George J. Higgins, WNOC, Kansas City, Mo.
J. Herbert Hollister, KCOL, Ft. Collins, Colo.
Ward B. Ingram, KWH, Anchorage, Cal.
Edgar Kobak, WTWA, Thomson, Ga.
Howard Lane, KOIN, Portland, Ore.
William McGrath, WHDH, Boston, Mass.
Arch L. Madsen, KVOO, Pravo, Utah.
John McNeely, KYSM, Mankato, Minn.
James H. Moore, WSLS, Roanoke, Va.
Adrian Muhlestein, CBS, New York.
Good Will stations, WGAJ, Cleveland and WJEJ, Denver, Mich.
H. Preston Peters, Free & Peters, N. Y.
William B. Quarton, WMT, Cedar Rapids, Iowa
Robert A. Schmid, Mutual, New York

GEORGE B. STORER, STORER BROADCAST CO., MIAMI BEACH, FL.

KELVIN B. SWENNEY, WDSU, NEW ORLEANS, LA.

DONALD THORNBURGH, WCAU, PHILADELPHIA, PA.

ALLEN M. WOODALL, WDAY, COLUMBUS, OH.

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, NATL COUNCIL OF CHURCHES
220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS
Exec-Director   Ronald Bridges
Asst. Exec. Dir.   W. B. Goodman
Director of Television   Albert Crews
Business Manager   Arthur W. Rhinow
Director of Films   S. Franklin Mack
Director of Radio Prod.   John Gunn
Supervisor Special Events   Arthur Austin

BRANCH OFFICE
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464. George Heinrich, Director of Radio & TV

FUNCTIONS
The Broadcasting and Film Commission produces 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

President   Carl Haverlin
Vice-President   General Counsel, Robert M. Kaye
Vice-Pres. in charge of Finance & Treasurer   Charles A. Wall

Vice-Pres. in charge of Publisher & Writer Relations, Robert J. Burton
Vice-Pres. in charge of Non-Radio License

Vice-Pres. in charge of Station Relations, Glenn Dolberg
Vice-Pres. in charge of Foreign Relations, Jean Geiringer
Vice-Pres. in charge of Station Service, Roy Harlow

Assistant Treasurer   Alexander D. Nicol

BOARD OF DIRECTORS
Chairman, Justin Miller, NARTB, Washington, D. C.
Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.
Herbert V. Akerman, Columbia Broadcasting System, Inc., ABC, N. Y.
Joseph C. Foy, Westinghouse Radio Stations, Wash., D. C.
Carl Haverlin, BMI, N. Y.
William S. Hedges, National Broadcasting Co., N. Y.
Herbert Heisner, KCOL, Ft. Collins, Colo.
Leonard Kapner, WCAE, Pittsburgh.
Paul W. Monroy, WTC, Hartford, Conn.
Leonard Reiner, WSB, Atlanta.
Harold Ryan, Yard Industry Co., Toledo, Ohio.
James E. Wallen, Mutual Broadcasting System, N. Y.

BMI CANADA, LTD.

STATION RELATIONS
Glenn Dolberg, Director; Ralph L. Gomor, James L. Cox, Al Martin, Linn Pattee, Kun Sarton, Bart Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.
Vice-President, Harry F. Somervell

CHICAGO OFFICE
360 N. Michigan Ave.; Andover 3-5394, Stan Myers, Mid-West Representative.

Los Angeles, 1549 N. Vine St., Hillside 7-4474, Lawrence Conti, Far-Western Representative.

PROFESSIONAL DEPT.
Julian Sterns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.

CHICAGO OFFICE
360 N. Michigan Ave. Andover 3-5394, Jimmie Cairns, Professional Representative.


FUNCTION
The functions of BMI are (1) to coordinate and license the performing rights to music of a group of
affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

THE BUREAU OF BROADCAST MEASUREMENT
85 Richmond Street West,
Toronto 1, Ontario, Canada

President: Charles R. Vint, Colgate-Palmolive-Peet
Co. Ltd., Toronto.
Vice-President: Horace N. Stovin, Horace N. Stovin
& Company, Toronto.
Treasurer: Athol McQuarrie, Assoc. of Canadian
Advertisers, Toronto.

DIRECTORS
W. T. Cranston, Radio Station CKCO, Hamilton,
Ont.; Walter E. Powell, Canadian Broadcasting Corp.,
Toronto, Ont.; W. E. Trimble, Baker Advertising
Agency Limited, Toronto, Ont.; G. C. Hammond,
Cockfield, Brown & Co. Ltd., Montreal, P. Q.; A. M.
Sanderson, Whitehall Pharmacy Ltd., Toronto;
Lee Talley, Coke-Cola, Ltd., Toronto, Ont.; G. F. Mills,
Spitzer & Mills Ltd., Toronto.

 FUNCTIONS
To conduct surveys and to assemble statistical and
other data relating to radio broadcasting and par-
cularly relating to the number, distribution and
listening habits of persons who are or may be listen-
ing to the various broadcasting stations at different
times and from time to time.

To adopt standard methods of appraising broad-
casting station coverage, and/or the listening habits
of the public.

To prepare reports, charts and other forms of pub-
licity based on surveys and statistical and other data
assembled as aforesaid.

To print, publish and distribute to members the
reports, charts and other forms of publicity prepared
as aforesaid.

CANADIAN ASSOCIATION OF
BROADCASTERS
108 Sparks St., Ottawa 4, Ont.
3-4036

President of the Board ........................................ F. H. Elphicke
Vice-President of the Board .................................... E. F. McDonald
Executive Vice-President ....................................... T. J. Allard
Secretary-Treasurer ............................................ Flora Love
Copyright Counsel ............................................. Samuel Rogers
French Language Counsel ..................................... Guy Roberge

 TO RESOLVE TO FEDERAL OFFICE
F. H. Elphicke, Vancouver, B. C.; E. F. MacDonald,
Halifax, N. S.; William Rea, New Westminster, B. C.;
Gerry Gaetz, Edmonton, Alta., H. A. Crittenden,
Regina, Sask.; John Craig, Brandon, Man.; J. E. Cam-
peau, Windsor, Ont.; F. B. Ricard, Sudbury, Ont.;
Wallace Salter, Guelph, Ont.; J. M. Davidson, Toron-
to, Ont.; J. P. Lemire, Hull, P. Q.; J. A. Dupont,
Montreal, P. Q.; Henri Lepage, Quebec City, P. A.;
D. Malcolm Neill, Fredericton, N. B.

 FUNCTIONS
The Canadian Association of Broadcasters is a vol-
untary trade organization of 120 privately owned (independence) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF
AMERICA, INC.
Hotel Astor, New York 19, N. Y.
Circle 6-3866

President ................................................................. Gene Buck
1st Vice-President .................................................. Pat O'Brien
2nd Vice-President .................................................. Ed Begley
Recording Secretary ............................................ Jane Taylor
Historian ................................................................. Jay Jostyn
Executive Secretary ............................................. George J. Stevens
Chairman of Executive Board ............................... Frank McNelis
Chaplain ................................................................. Rev. Vincent J. Bronson
Treasurer ............................................................. Rev. Francis M. Costello

 FUNCTIONS
Social and benevolent organization which strives
to care for the spiritual and physical needs of mem-
bers of the profession, regardless of creed. In par-
ticular, 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.

President ................................................................. Rev. John B. Kelly
Vice-President ...................................................... William Fay
Vice-President ...................................................... Richard Reid
Vice-President ...................................................... Joseph A. Duffy
Executive Secretary ............................................. Eleanor M. Tucker

 FUNCTIONS
A national organization of writers and persons inter-
ested in literary work. To promote the interest of
writers, and to take cognizance of and make appro-
priate record of notable achievements in the literary
world. To give to the press, screen, stage and radio
the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND
PUBLISHERS ASSN. OF CAN. LTD.
182 St. George St., Toronto 5, Ont., Canada

President ............................................................... Sir Ernest MacMillan, B.A.,
General Manager ..................................................... William S. Low

 FUNCTIONS
Composers, Authors and Publishers Association of
Canada Limited licenses in Canada public perfunc-
tions of the copyright music of its own Canadian
members, and of the members of affiliated performing
rights societies in twenty-seven (27) countries.

THE DRAMATISTS GUILD OF THE
AUTHORS LEAGUE OF AMERICA,
INC.
6 E. 39 St., New York 16, N. Y.

Murray Hill 9-4950

President ............................................................... Moss Hart
Vice-President ...................................................... George S. Kaufman
Secretary .............................................................. Dorothy Fields
Executive Secy ....................................................... Mills Ten Eyck, Jr.

 FUNCTIONS
The national business organization of dramatists.

EPISCOPAL ACTORS GUILD
OF AMERICA, INC.
1 East 29th St., New York 16, N. Y.

Murray Hill 5-2927

President ............................................................... Rt. Rev. Henry Knox Sherrill
Vice-President ...................................................... Rev. Horace W. B. Donegan
Secretary .............................................................. Vinton Freedley
Executive Secy ...................................................... Rev. Randolph Ray
Treasurer .............................................................. Charles Coburn, Bobby Clark, Peggy Wood
Bex Secy ................................................................. Rev. Chas. Brock Ackley
Treasurer .............................................................. John Knight
Executive Secy ...................................................... Helen Morrison

COUNCIL
Very Rev. James A. Pike, Rev. John Ellis Large,
Rev. G. P. T. Sargent, Walter Abel, Dorothy Black-
burn, Sidney Blackmer, Mrs. Milo Boulton, Leo G. Cor-
rall, Margaret Dale, Mrs. Owen Davis, J. Colville
Dunn, Carl M. Eckstrom, Boris Karloff, Tessa Costa,
Thais Lawton, Harry McNaughton, Reginald Mason,
Raymond Massey, Carmen Mathews, Margery Maude,
John Morley, Kate Oglebay, Helen Ormsbee, Basil
Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skin-
er, George Sommes, Frances Starr.

 FUNCTION
The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR
ASSOCIATION
400 DeSales Bldg., Washington, D. C.

President .............................................................. Fred W. Albertson
Vice-President ..................................................... Vincent B. Welch
ORGANIZATIONS

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
Ohio State Univ., Columbus 10, O. UN. 3148 Ext. 280

FUNCTIONS
Specifically, the Institute acts as sponsor for an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.
1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS
President Q W. R. Hewlett
Vice-President M. J. H. Ponte
Treasurer W. R. G. Baker
Secretary Horaden Pratt
Editor Dr. J. R. Pierce
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.
Victor 7210
706 Sanders Ave., Schenectady 2, N. Y.
Schenectady 3-6028

OFFICERS
President George Abraham
Vice-Pres. & Operations Mgr. David W. Borat
Treasurer James R. Wylie
Secy. & Prog. Mgr. Howard C. Hansen
Engineering Dir. & Bulletin Editor Richard H. Crompton
Sales Promotion & Bulletin Relations Mgr. Thomas M. Blaisdell

General Counsel Vail Pischke

DIRECTORS
Garrett L. Starmer, Herbert B. Barlow, Francis J. Heyden, Takashi Kako, John B. Roberts.

BRANCH OFFICES
I. B. S. Storrs, Connecticut; University of Oklahoma, Tulsa, Okla.; 113 Locust Drive, Baltimore 28, Md.; 1562 Van Vranken Ave., Schenectady 8, N. Y.

FUNCTIONS
The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

JEWISH THEATRICAL GUILD
1564 Broadway, New York 36, N. Y.
Plaza 7-5237
Chairman, Bd. of Trustees Wm. Degen Weinberger
President Eddie Cantor
Exec. Vice-Pres. Harry E. Gould
1st Vice-Pres. George Jessel
Vice-Chmn. Jack Benny
President's Dir. Emil Friedlander
1st Vice-Chmn. Marcus Heiman
2nd Vice-Chmn. A. A. Jaller, Ted Lewis
Vice-Chmn. Wm. Morris, Jr., Jack Pearl, James Sauter
Theatrical Treasurer Abe Lastfogel
Asst. Treasurer Nat LeFkowitz
Chairman of Radio & TV Committee Dr. Leo Michel
Legal Committee Henry M. Katz
Chaplain Rabbi Abraham Burstein
Executive Secretary Dave Ferguson

FUNCTION
Non-sectarian theatrical assistance agency.
JOINT COMMITTEE ON EDUCATIONAL TELEVISION
1785 Massachusetts Ave., N. W., Washington 6, D. C.
Hudson 3-6620
Executive Director: Ralph Steeble
Chairman: Dr. Edgar Fuller, Nat’l Council of Chief State School Officers
Vice-Chairman: Dr. David D. Henry, American Council on Education

JCT MEMBERS
Dr. Franklin Dunham, Association for Education by Radio-Television; H. W. Denton, Association of Land-Grant Colleges and Universities; Graydon Amsmus, National Association of Educational Broadcasters; Dr. Albert N. Jorgensen, National Association of State Universities; Dr. Belmont Farley, National Education Association.

THE LAMBS
130 W. 44th St., New York 36, N. Y.
Lüxembourg 2-1515

OFFICERS
Shepherd: William Gaxon
Boy: Fred Waring
Corresponding Secretary: Bob Clark
Recording Secretary: Herman Phillips
Treasurer: James E. Meighan
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- ly in the drama, music, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH
Symphony Hall, Boston 15, Mass.
KEnmore 2-5312
President: Ralph Lowell
Gen. Mgr., Station WGBH: Parker Wheatley
Dir., Community Relations: Ann Doyle

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 stations over Boston’s commercial stations.

MUSIC PUBLISHERS’ CONTACT EMPLOYEES’ UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.
1270 Sixth Avenue, New York 20, N. Y.
C6-5-7362
President: Robert Miller
Vice-President: Joe Santly
Treasurer: Chas. Lang
Executive Secretary: Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

BRANCH OFFICES
54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 1491 N. Vine St., Hollywood, Cal., Lucky Wilber, Regional Dir.; 225 26th St., Santa Monica, Cal., Al Compadre, Sec'y, 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS
Labor Union.

MUSIC PUBLISHERS’ PROTECTIVE ASSOCIATION, INC.
45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084
OFFICERS
Chairman of the Board: Walter G. Douglas
President: Louis Bernstein
Vice-President: Jack Mills
Secretary: J. J. Bregman
Treasurer: Abe Olman
Agent and Trustee: Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION
882 Victoria Ave., Los Angeles, Cal.
Whitney 4245

OFFICERS
President: Mrs. Clara S. Logan
1st Vice Pres.: Dr. Richard Atkinson
2nd Vice Pres.: Dr. Lee DeForest
Recording Secretary: Mrs. Victor Roberts
Correspondence Secretary: Mrs. A. Stanley Adams
Treasurer: Mrs. Gertrude Blackstock

FUNCTIONS
To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS
(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)
37 W. 46th St., New York 36, N. Y.
Judson 2-5130

OFFICERS
National Chairman: William R. Nicoll
COUNCILS

CORRESPONDING OFFICES
Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS
"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of issues in those directions-cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 Gregory Hall, Univ. of Ill., Urbana, Ill.
ORGANIZATIONS

Urbana 7-6611, Ext. 2779 and 3174

OFFICERS
President ................................... Graydon Ausmus
Vice-President ................................ John Dunn
Treasurer .................................. Frank Schooler
Secretary .................................. Armond Hunter
Executive Director ......................... Harry J. Skornia

DIRECTORS

BRANCH OFFICE
2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegal, Past President

FUNCTIONS
Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS
630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS
President ................................ Fred Waring
Vice-President ............................. Don Voorhees
General Counsel ............................ Alfred Rice

FUNCTIONS
To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS
Address care of President
President ......................................... Jack Jackson, KCMO, 125 E. 31st St., Kansas City, Mo., Jefferson 6789
Vice-President: ................................ Frank Atwood, WTIC, 26 Grove St., Hartford, Conn. 5-0801
Sec.-Treas. ..................................... Merrill Langfill, KMA, Lowell & Elm Streets, Shenandoah, Iowa, 192
Historian ...................................... Herb Plambeck, WHO, 914 Walnut St., Des Moines, Iowa 3-7147
CHATS Editor ............................... Harvey Dinkins, WJSJ, 419-21 N. Spruce St., Winston-Salem, N. C. 5-2311

FUNCTION
NATRFD is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL BETTER BUSINESS BUREAU, INC.
Chrysler Bldg., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS
Chairman of Board .......................... Charles H. Watts
President .................................... Kenneth B. Wilso
1st Vice-Chairman ......................... Warren Agy
2nd Vice-Chairman .......................... Lorimer B. Slocum
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.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.
17 East 45th St., New York 17, N. Y.
Murray Hill 2-8877
Room 504

WEST COAST OFFICE
7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

FUNCTIONS
The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NAT. TELEVISION FILM COUNCIL
1501 Broadway, New York 36, N. Y.
LO 4-8234

OFFICERS
President .................................... Arche Mayers (Unity TV, N. Y. C.)
V.P., Press Rep. ............................. Sally Perle (Mescal Organizations, N. Y. C. OR 9-3747)
Secretary ................................... William Van Praag (Van Praag Prods., N. Y. C.)
Treasurer ................................. Waldo Mayo (Mayo Productions, N. Y. C.)

BOARD OF DIRECTORS

FUNCTIONS
The National Television Film Council, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

NATIONAL VARIETY ARTISTS, INC.
218 W. 47th St., New York 36, N. Y.
Columbus 5-0956

OFFICERS
President ..................................... Louis Handin
First Vice-Pres. .............................. Ben Walker
Second Vice-Pres. .......................... Dorothy A. Masters
Treasurer .................................. Lester Rose
Secretary .................................. Bettie North

DIRECTORS

FUNCTIONS
The function of the National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

NEGRO ACTORS GUILD OF AMERICA, INC.
1674 Broadway, New York 19, N. Y.
Circle 5-3443

OFFICERS
President .................................... Noble Sissle
Vice-President ................................ Leigh Whipter
Executive Secretary ........................ Lillyn Brown
Treasurer .................................... W. C. Handy
Assistant Treasurer ........................ A. Edward Walters
Recording Secretary ....................... Evelyn Davis
Assistant Secretary ......................... Lilian Roberts
Chaplain .................................... Dr. John H. Johnson
Counsel ..................................... Harry G. Bragg

FUNCTION
To help indigent performers.

764
PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION
2043 Locust St., Philadelphia 3, Pa.
LO 4-0886

President: Patrick J. Stanton
Vice-President: William B. Coskey
Treasurer: John D. Scheuer, Jr.
Secretary: Max M. Leon
Executive Secretary: Josephine Oris

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.
Columbia 7-5362

OFFICERS
Honorary President: Rocco Vocco
President: Robert Miller
Vice-President: Joseph Santly
Treasurer: Charles Lang
Executive Director: Bob Miller

BRANCH OFFICES
54 W. Randolph St., Chicago, Ill.
Regional Director: Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director: Lucky Wilber
16 E. 5th St., Cincinnati, O.
Regional Director: Danny Engel
225-26th St., Santa Monica, Calif.
Regional Secretary: A. Comparte

FUNCTIONS
Charitable and Benevolent Organization.

RADIO FREE EUROPE
110 West 57th St., New York 19, N. Y.
Plaza 7-7600
Central Broadcasting Headquarters,
1 Englisher Garten, Munich, Germany

OFFICERS
Director: Robert E. Lang
Deputy Director: George Caesar
Asst. Director: Thomas H. Brown, Jr.
Program Director: Melvin P. Wombolt
Public Relations Director: Alton Kastner
Policy Advisor: Lewis Galantiere
Chief Engineer: Claud Harris
European Dir. (Munich Office): Richard Condon

FUNCTIONS
Radio Free Europe, a private organization supported by contributions to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria. In its programs, written and broadcast by freedom loving exiles, F. E. brings the captive peoples behind the iron curtain news of the free world and their own countries, knowledge that they are not forgotten, and hope for their liberation.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.
270 Park Ave., New York 22, N. Y.
Plaza 1-2720

OFFICERS
President: Arnold Lerner
Vice-President: Thomas Priestley
Sgt. at Arms: Herbert Mulligan
Secretary: Ruth N. Knopf
Asst. Secretary: Monroe Benton
Treasurer: David B. Tullen

FUNCTIONS
A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsme and cameramen. Membership is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of sports news. Those eligible include working reporters, cameramen, contact men, sound men, tape recording men, etc.

THE RADIO PIONEERS CLUB
580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

OFFICERS
President: Paul W. Morency
1st Vice-President: Arthur B. Church
Vice-President: Raymond F. Guy
Vice-President: Victor Diehm
Secretary: John Pott
Treasurer: Charles A. Wall

FUNCTIONS
"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry. Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)
114 East 52nd St., New York 22, N. Y.
Plaza 3-4300, Ext. 214

OFFICERS
International President: Franklin Schaffner
1st Vice-President: Ted Bliss
2nd Vice-President: Charles Dargan
3rd Vice-President: Ian Harrower
Secretary: Alan Fishburn
Treasurer: Andrew McCullough

NATIONAL BOARD

National Executive Director: Newman H. Burnett
Gen. Counsel: Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

BRANCH OFFICES
Cleveland Local—13300 Second Ave., East Cleveland 12, O. Charles Dargan, Pres.

FUNCTIONS
A national organization to advance, foster, promote
and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.
420 Lexington Ave., New York 17, N. Y.
LEXINGTON 2-3988

OFFICERS

President .................................. James M. Gaines
1st Vice-President ......................... George Shupert
2nd Vice-President ........................ Robert Burton
Secretary .................................. Claude Barrere
Treasurer .................................. Joseph A. McDonald
Executive Secretary ...................... Elizabeth Clarkson

BOARD OF GOVERNORS

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION
See Equipment Section

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA
Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS
President .................................. A. B. Hunt
Executive Secretary ........................ S. D. Brownlee
Chairman, Production Division ............ N. H. Futter
Chairman, Receiver Division ................ C. A. Pollock
Chairman, Tech. Products Division ........ H. S. Dawson

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION
Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS
President .................................. James Byron
Vice-President ............................. WBAP-TV, Fort Worth, Texas
Treasurer .................................. KBRT, Des Moines, Iowa
Editor of Bulletin .......................... Prof. Art Barnes

FUNCTIONS

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

RADIO-TELEVISION PROGRAM MATERIALS
EXECUTIVE 6300, Ext. 2897

Chief .................................. Franklin Dunham
Radio-TV Education Specialist .......... Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio and television stations by serving as a clearing house for selected television educational scripts, kits, tapes and production aids, and as a source of all kinds of information pertaining to the field of educational radio and television.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.
2 East 23rd St., New York 10, N. Y.
GRAMERCY 7-9190

OFFICERS
National President ......................... Jerome Lawrence
Eastern Region Vice-Pres .................. Nelson E. Sykes
Western Region Vice-Pres .................. John D. Sarnoff
Midwestern Region Vice-Pres .............. Russ Bonslev
Eastern Region Exec.-Sec. ............... May Balhorew

BRANCH OFFICES
188 W. Randolph St., Chicago 1, Ill.
Financial 6-5575
1. Meyers, Attny.
1655 N. Cherokee, Hollywood 28, Calif.
Gladstone 7128
Gomer Cool, Vice-Pres.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for broadcasting.

SCREEN ACTORS GUILD, INC.
Hollywood 9-7311

President ............................... Walter Pidgeon
1st Vice-President ....................... Leon Ames
2nd Vice-President ....................... John Lund
3rd Vice-President ....................... William Holden
Recording Secretary ..................... Paul Harvey
Treasurer .................................. George Chandler

BRANCH OFFICES
67 W. 44th St., New York 36, N. Y.
102 E. Hubbard St., Chicago 11, Ill.
Whitehall 3-1344, Raymond Jones, Chicago Exec. Secy.
1257 Penobscot Bldg., Detroit 26, Mich.
421 Randolph Bldg., San Francisco 2, Cal.
513 Bulkley Bldg., Cleveland 15, Ohio
Slaperior 1-1930, Ted Smaut, Clerk, Exec. Secy.
1305 Fountain Square Bldg., Cincinnati 2, Ohio
Dunbar 2121, Ben Gettler, Cin. Exec. Secy.
11 Beacon St., Boston 8, Mass.
Richmond 2-0208, Robt. Segal, Boston Exec. Secy.
Frick Bldg., 5th Ave. & Grant St., Pittsburgh 19, Pa.

SESAC INC.
475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-5365

OFFICERS
President ................................. Paul Heinecke
Treasurer .................................. R. C. Heinecke
Asst. to President .......................... E. S. Prager

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, including extensive catalog of bridges, moods and themes, and scripts.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS
40 West 40th St., New York 18, N. Y.
LONGACRE 5-0172

OFFICERS
President ................................. Herbert Barnett

FUNCTIONS


ORGANIZATIONS

SOUTHERN CALIFORNIA BROADCASTERS' ASSN.
Hollywood 9-7254

OFFICERS
Managing Director .................................................. J. Norman Nelson
Assistant ................................................................. Marjorie Walker
Asst. ............................................................... Louise Sanders

BOARD OF DIRECTORS
President .............................................................. Frank Burke, Jr., Mgr. KFVD, Los Angeles
V-P ................................................................. Norman Ostby, V-P, Don Lee-Mutual, Hollywood
Secy.-Treas. .......................................................... Thelma Kirchner, Mgr. KGJF, Hollywood

BOARD
Calvin Smith, Mgr. KFAC, Los Angeles; Bill Beaton, Mgr. KKKW, Pasadena; A. E. Jascelyn, Dir. Oper.
CBS, Hollywood; Bob McNerney, Comm’l Mgr. KBIG, Avalon; Bob Reynolds, Mgr. KMPC, Hollywood; Gene
De Young, Mgr. KERO, Bakersfield.

FUNCTIONS
Represents 59 member stations and networks, located in Southern California from San Luis Obispo to San
Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, informa-
tion, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt
Hotel.

SPORTS BROADCASTERS ASSOCIATION
C/O Toots Shor, 51 West 51st St., New York 20, N. Y.

OFFICERS
President ............................................................... Joe Hazle
1st Vice-President .................................................... Sam Taub
2nd Vice-President .................................................... Guy Lebow

Treasurer .............................................................. Lenny Dillon
Secretary ............................................................. Bob Allison

STATION REPRESENTATIVES ASSOCIATION, INC.
101 Park Avenue, New York 17, N. Y.

Murray Hill 5-4141

OFFICERS
President .............................................................. John Blair
Vice-President ......................................................... John E. Pearson
Secretary .............................................................. Adam J. Young, Jr.
Treasurer .............................................................. Thomas F. Clark

DIRECTORS
Joseph J. Weed, Joseph Timlin, Russel Woodward,
George Brett.
Managing Director ................................................... T. F. Flanagan
Dir. of Advertiser Relations ........................................ Reginald Rollinson

FUNCTIONS
To develop the use and increase the sale of National Spot Radio and Television Advertising.

ULTRA HIGH FREQUENCY TV ASSOCIATION
400 DeSales Building, Washington 6, D. C.

NATIONAL 6-8032

OFFICERS
President .............................................................. Lou Poller, WACAN-TV, Milwaukee, Wis.
Vice-President ......................................................... A. Donovan Faust, WENS, Pittsburgh, Pa.
Treasurer .............................................................. Harry Tenenbaum, WTVI, Belleville, Ill.
Acting Exec. Secy. .................................................... Melvin A. Goldberg
General Counsel ...................................................... William A. Roberts

DIRECTORS
A. Donovan Faust, WENS, Pittsburgh, Pa.; Jack
Garrison, KACY, Festus, Mo.; Ben K. McKinnon,
WGVV, Greenville, S. C.; Marshall H. Pengra, KSTM-
TV, St. Louis, Mo.; Lou Poller, WACAN-TV, Milwaukee,
Wis.; Byrne Ross, KLPR-TV, Oklahoma City, Okla.;
Harry Tenenbaum, WTVI, Belleville, Ill.

UNITED NATIONS — RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION
United Nations, New York, N. Y.

OFFICERS
Asst. Sec’y, Gen. ...................................................... Benjamin Cohen
Dir. Radio Div. ....................................................... Peter Aylen
Chief of Production ................................................. W. Gibson Parker
U. S. Station Rel. ..................................................... Dorothy Lewis
Sr. Broadcast Engineer ............................................. Arthur E. Barrett
Film Div. TV Officer ................................................ Maxwell Dunn

BRANCH OFFICES
Moscow; Prague, London, Paris, Geneva, Copenhagen,
Belgrade, Cairo, Tehran, Karachi, New Delhi,
Shanghai, Sydney, Monrovia, Washington, Rio de
Janeiro, Buenos Aires, Mexico City. Bangkok, Djakarta,
Los Angeles, Manila and Santiago.

FUNCTIONS
Provides radio, TV programs and program material; assists networks and stations in planning and prepara-
tion of UN coverage.

U. S. INFORMATION AGENCY BROADCASTING SERVICE
Vice of America
251 West 57th Street,
New York 19, N. Y.

Judson 6-2000

Washington Headquarters:
1778 Pennsylvania Avenue, Room 920
Washington, D. C.

Republic 7-8340, Extension 3634

OFFICERS
Director .............................................................. Theodore C. Streibert
Asst. Dir. for Broadcasting ....................................... Leonard E. Erikson

FUNCTIONS
To submit evidence to the people of other nations of the objectives and policies of the United States.
More than 75 separate programs, ranging up to 1 hour and amounting to about 28 program hours, are
broadcast daily in 34 language services.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)
158 W. 55th St., New York 19, N. Y.
Circle 6-2536

OFFICERS
President .............................................................. Charles Tobias
Vice-President ......................................................... Louis Alter
2nd Vice-President ................................................... Sam H. Stept
Secretary .............................................................. Joseph Meyer
Treasurer .............................................................. Abe Bier
Counsel ............................................................... John Schulman
Assoc. Counsel ....................................................... William Klein II
Executive Director .................................................. Miriam Storn
Chmn., West Coast Comm ......................................... L. Wolfe Gilbert

MEMBERS OF THE COUNCIL
Chairman; Stanley Adams, Milton Ager, Louis Alter, Abe Bier, Paul Cunningham, Dorothy Fields, Ira Gershwin, Oscar Hammerstein 2nd, Otto
Horbach, Edgar Leslie, John Jacob Loeb, George W.
Meyer, Joseph Meyer, Geoffrey O’Hara, Richard
Rodgers, Arthur Schwartz, Sam H. Stept, Charles To-
bias, Jack Yellin.

FUNCTIONS
The objects of this Association are and shall be:
To cultivate and establish harmony and unity of action
and understanding among the members of the Asso-
ciation, and between them and corporations, firms or
individuals with whom they have or may have business
dealings, and to promote the equitable adjustment of
all matters relating to the professional work of the
members.

STATIONS REPRESENTED
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.
EASTMAN
MOTION PICTURE FILM
FORT LEE  CHICAGO  HOLLYWOOD
The moving story of the modern miracle—television—unfolds in the pages that follow as Radio-Television Daily presents the 1954 edition of Television Year Book.

This is an authoritative report on the day-to-day progress of the sight and sound medium based on the facts, figures and feature data compiled from many sources which have contributed to the matchless progress of the expanding new industry.

The progress of black and white television, the future of color and the expansion of program production are just a few of the many categories covered in this year's volume. In addition there are sections devoted to networks, stations, FCC statistics, TV film producers and many other services which have played important roles in the unprecedented advancement of the new art.

To the many sources of information who have contributed to this volume we express our gratitude. Their contributions have made this year's edition of the Television Year Book the most comprehensive reference volume yet produced in the interest of the video art.

Jack Alicoate
Editor-in-Chief
As a new year rolls around, Philco sends a heartfelt "thanks" to all the fine actors, writers and technicians who year after year have made PHILCO TELEVISION PLAYHOUSE America's leading dramatic program.

PHILCO TELEVISION PLAYHOUSE
Alternate Sundays • 9-10 P.M. E.S.T. • NBC-TV
Television Code of the NARTB
Now Zenith completes your "home entertainment center"

WITH THE NEW ZENITH CHAIRSIDE RADIO-PHONOGRAPH

Zenith's brilliant new chairside Radio-Phonograph puts all types of music at your fingertips...right beside the chair where you watch TV! Even more than a radio-phonograph, it's a strikingly handsome piece of furniture that will lend no end of style to your living room. Serves beautifully as an end table, in any sectional or conversational grouping. Put flowers on it...books, ashtrays, anything.

The tone is no less than superb, whether you're listening to Super Sensitive FM...Long Distance AM...or hearing (very possibly for the first time) the beauty of the original music that went into your favorite recordings. All your Zenith dealer asks is that you hear it...and see it!

ASK ANY ZENITH OWNER

Zenith gives you History-Making Pitch and Tempo Control!

Hear your records at exact recorded speed...at perfect pitch and tempo. On Zenith's Cobra-Matic Record Player with built-in Stroboscope, a dot of light shows you when your records are playing at exact recorded speed, whether 78, 33 1/3 or 45 RPM. (The Cobra-Matic lets you play records at any speed from 10 to 85 RPM, including the new 16 2/3 RPM talking book speed.)

The result is music...more than fidelity of tone...it's music with a new reality.

"Lazy Bones" Remote control lets you "click" on the station you want, without getting out of your chair. Optional.

Now Even Better!
Invest More in Savings Bonds!
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 776)
2nd GREAT YEAR
NOW IN PRODUCTION!

A grand new total of 78 magnificent half-hours!

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!
Fresh! Vigorous! Exciting!

2nd GREAT YEAR
NOW IN PRODUCTION!

A grand new total of 78 magnificent half-hours!

ADOLPHE MENJOU
YOUR STAR AND HOST IN

“FAVORITE STORY”

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Thrill to television’s greatest dramatic achievement!

Planned for 3 Full-Length
Commercials Plus Opening
and Closing Sponsor
Identification!

ZIV-TV
ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:
   a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
   b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
   c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community’s culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
   (ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
   (iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.
   (ii) Reverence is to mark any mention of the name of God, His attributes and powers.
(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

(d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

(Continued on Page 781)
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 BOOK PARADE** (quarter hour, weekly)
- **MUSIC AND SPORTS** (quarter hour, 3 times weekly)
- **MILESTONES** (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, standards, 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 indexes 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 helpful feature articles, 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.

**CHECK LIST**
Digest of trade press ratings of the newest record releases.

**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.

**PERFORMINDEX**
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.

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your program director or music librarian for this material.
PRODUCT and SERVICE REACH A NEW HIGH!

With each succeeding year BMI's products and services attain new highs in volume and value.

The large and growing catalog of BMI-licensed music in all classes—popular, folk, standard, symphonic, operatic, educational—gives continuing evidence of the quality and ability of the composers and publishers affiliated with BMI.

BMI Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music . . . ballrooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

BMI-licensed pop song hits are maintaining leading positions in all of the music trade popularity charts—the Hit Parade, the Variety scoreboard, Billboard charts, Downbeat polls, the everyday best-seller lists—and, for the past four consecutive years, were voted Number One in all categories by the nation's juke box operators in the Annual Cash Box Popularity Poll.

In the field of Concert Music, BMI continues to foster composition and encourage public interest through its annual Student Composers Radio Awards, its support of the American Composers Alliance, and the extensive publication of Concert Music through its wholly owned subsidiary, Associated Music Publishers, Inc.

Similar BMI services and efforts in the entire field of music are being conducted throughout the Provinces of Canada by BMI Canada Limited.
CONSOLIDATED FILM INDUSTRIES

NEW 16mm LAB

In addition to its complete facilities for 35 mm black & white and color, Consolidated is proud to make available to the Television Industry 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
s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

**RESPONSIBILITY TOWARD CHILDREN**

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under “Acceptability of Program Materials.”) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

**DECENCY AND DECORUM IN PRODUCTION**

1. The costuming of all performers shall be within the bounds of
GOOD PROGRAMS SELL GOOD PRODUCTS

**** THE NEW KEN MURRAY SHOW
"WHERE WERE YOU?"

**** CROWN THEATRE WITH
GLORIA SWANSON

**** ROYAL PLAYHOUSE

**** COUNTERPOINT

**** THE CHIMPS

**** GENERAL ELECTRIC THEATRE*

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, California

* Production on shows by Enterprises started January 18th, 1954.
propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection handling of news:

   Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words
The standard of quality wherever films are used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 250
THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.
or phrases which do not necessarily imply that the material following is a news release.

**Public Events**

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

**Controversial Public Issues**

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:
   a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
   b) Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

**Political Telecasts**

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

**Religious Programs**

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:
   a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.
   b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.
   c) Religious programs should be presented by responsible individuals, groups, and organizations.
   d) Religious programs should place emphasis on broad religious
truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

   a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

   b) A sponsor’s advertising messages should be confined within the framework of the sponsor’s program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called “cow-catcher” announcements) or by following the apparent sign-off of the program (as in the case of so-called “trailer” announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor’s advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor’s advertising material is last used.

   c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

   d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

   e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

   f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

   g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available
for the advertising of products and services and accepts commercial present-
ations 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 com-
pliance of the advertiser with the spirit and purpose of all applicable legal
requirements. Moreover, in consideration of the laws and customs of the
communities served, each television broadcaster should refuse his facilities
to the advertisement of products and services, or the use of advertising
scripts, which the station has good reason to believe would be objectionable
to a substantial and responsible segment of the community. The
foregoing principles should be applied with judgment and flexibility, taking
into consideration the characteristics of the medium and the form and
content of the particular presentation. In general, because television broad-
cast is designed for the home and the family, including children, the fol-
lowing 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 pre-
ented in the best of good taste and discretion, and is acceptable sub-
ject 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 sub-
ject to federal and local laws.
e) The advertising of fortune-telling, occultism, spiritualism, astro-
logy, phrenology, palm-reading, numerology, mind-reading or charac-
ter-reading is not acceptable.
f) Because all products of a personal nature create special prob-
lems, such products, when accepted, should be treated with especial
emphasis on ethics and the canons of good taste; however, the adver-
tising of intimately personal products which are generally regarded
as unsuitable conversational topics in mixed social groups is not ac-
ceptable.
g) The advertising of tip sheets, race track publications, or organ-
izations seeking to advertise for the purpose of giving odds or pro-
moting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy
accepted for telecasting complies with pertinent federal, state and local
laws.

3. An advertiser who markets more than one product should not be
permitted to use advertising copy devoted to an acceptable product for
purposes of publicizing the brand name or other identification of a product
which is not acceptable.

**ADVERTISING OF MEDICAL PRODUCTS**

1. The advertising of medical products presents considerations of
intimate and far-reaching importance to the consumer, and the following
principles and procedures should apply in the advertising thereof.
a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as “safe”, “without risk”, “harmless”, or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners’ names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor’s product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser’s willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of “luck-bearing” powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:
2. Reasonable and limited identification of prize and statement of
the donor's name within formats wherein the presentation of contest
awards or prizes is a necessary and integral part of program content shall
not be included as commercial time within the meaning of paragraph 1.
above; however, any oral or visual presentation concerning the product or
its donor, over and beyond such identification and statement, shall be
included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established
practice of reserving for station use the last 30 seconds of each program
for station break and spot announcements.

4. Announcement programs are designed to accommodate a design-
nated 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 an-
nouncements 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 an-
nouncement programs other than 15 minutes or 30 minutes in length, the
proportion of one minute of announcement within every five minutes of
programming is normally applied. The announcements must be presented
within the framework of the program period designated for their use and
kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides,
market information, and similar material, provide a special service to
the listening and viewing public in which advertising material is an in-
formative and integral part of the program content. Because of these
special characteristics the time standards set forth above may be waived
to a reasonable extent.

6. Even though the commercial time limitations of the Code do not
specifically prohibit back-to-back announcements such a practice is not
recommended for more than two announcements, either at station break
or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's
product or service under any trade name or language sufficiently descriptive
to identify it should, except for normal guest identifications, be condemned
and discouraged.
8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

* "Television Board. The Television Board is hereby authorized: (4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —", By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).
dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber’s right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.
Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

* Amended February 4, 1953.
the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

**Limitation of Service**

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

1. To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; 2. to receive, screen and clear complaints concerning television programming; 3. to define and interpret words and phrases in the Television Code; 4. to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; 5. to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; 6. to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; 7. to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; 8. to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

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Film’s Place in Color TV
As Viewed by Producer

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

The position of film in black and white television is now self-evident. The trend toward filmed television that began four years ago has proceeded at an accelerated pace. The exact proportion of filmed shows to live shows is unimportant—all agree that film is a tremendously vital and important part of black and white television programming.

But color is just ahead, and coming faster perhaps than most people realize. What will be film’s position in color television? Before we speculate, let’s study the facts as we know them.

The Ziv Company has been a pioneer in the field of color films for television. Since as long ago as early 1949, we have been shooting color film on a regular production basis. During those four years we have used every existing color film stock. We have exposed these various emulsions under every conceivable lighting condition. We have tried all of the time proven techniques, developed by the motion picture industry, and pioneered new lighting and photographic techniques especially suitable to the television medium. We have run literally hundreds of tests in conjunction with the laboratories to determine the proper method to obtain prints from our negatives in order to achieve maximum results in telecasting.

We have had an opportunity now to run many of these tests over the television color system. We have been able to see for ourselves exactly which tests looked best on the color tube. In short, based on the actual production of 228 films in color, plus 286 separate and additional color tests, we have developed a technique of lighting, photography and printing which we call Zivicolor, which produces an excellent color picture.

Zivicolor produces as well a fine compatible black and white picture. Our engineers and cameramen believe that it is superior to the black and white picture from black and white prints.

As a result, we now have the proof positive that color film made under the proper conditions is perfectly adaptable to the color television system. This is the resounding affirmative answer to the question you have heard so many times during the past two years—“Will color film work in color television?”

To all of us who have been literally head over heels in color during the past 18 months, another point has become clear, too. There has always been a wide gap between the production values possible in the best television film as opposed to the best television live shows. In color television, this gap becomes even wider and more pronounced. Painted backings and scenery look false. Process shots look faked and unreal. The wonderful color that exists naturally in the finest exterior locations just cannot be created artificially. Therefore, the mobility that has always been one of the great qualities of film, the ability to take cameras into distant exteriors, into practical and exciting interiors far removed from the studio, these will enable us to bring to the tube, through the medium of color film, an area of color excitement and interest beyond the reaches of the live camera.

And just one final word of caution. Let the entire industry not forget that color is a wonderful adjunct, a great and wonderful new addition to this modern theater that is television. But it is not an end in itself. A bad play in black and white will not suddenly become a good play simply because it is in color. Although the audience will find eye catching interest in the fact that the leading lady is wearing a beautiful red dress, they will quickly become much more interested in what that leading lady says. A good play on the other hand, becomes more thrilling and impressive by the addition of color presentation. We have seen with our own eyes one of our “Favorite Story” productions, which won much critical acclaim everywhere in black and white, become even more dramatic and satisfying in color.
Television Networks

- EXECUTIVE PERSONNEL
- MAPS
- ARTICLES
Major Steps Taken For Audience-Sponsor Approval

By ALEXANDER STRONACH, JR.
Vice-President in Charge
ABC-TV Network

The wonderful "magic" of television is no longer a parlor trick for the average American viewer. Electronically, it may still be "magic" to the average viewer—but selection-wise, it certainly is not. Viewers have become highly selective in their choice of programming. They now want a variety of good, substantial video fare—and what's more—they get it. And they get it because sponsors, stations and networks are well aware of this fact—that in order to gain the greatest number of viewers—a program must offer top quality entertainment—of a sort that will hold the viewer and bring him back week after week.

ABC-TV knows this too—and with this in mind, has set out to gain the hearty approval and endorsement of the public and sponsors alike. The network took major steps in this direction in 1953.

Nineteen hundred and fifty-three was a year of signal significance highlighted by the FCC-approved merger of the American Broadcasting Company with the United Paramount Theatres, Inc. (in February), which resulted in the formation of American Broadcasting-Paramount Theatres, Inc. The merger brought with it additional assets—personnel-wise and financial—to give ABC new vigor and still greater goals.

Immediately, the network embarked on a broad program of acquiring, creating and expanding its television facilities and programs. In rapid succession, ABC signed exclusive contracts for the services of such top-flight entertainers as Ray Bolger, Danny Thomas, George Jessel, Sammy Davis, Jr. and the Will Mastin Trio, Joel Grey, Paul Hartman, Bill Stern and Martin Block.

To help guide its course unfailingly toward an ever expanding horizon, ABC acquired the services of such brilliant executives as George T. Shupert to head up ABC's newly formed Film Syndication Division as Vice President; and John Daly, Vice President in charge of Television News, Special Events and Public Affairs.

The full effects of the merger unfolded with the fall program schedule, ABC's first major season since the merger.

Within a short period of time, ABC-TV established undisputed leadership in the field of drama. Four major drama series were added to the new program schedule. These are the United States Steel Hour, Kraft TV Theatre, The Motorola TV Hour and the new Sunday series, The Mask.

Advertisers, anxious to establish a franchise on the new ABC-TV, brought many new programs and stars to our audience. The fall program schedule attracted twenty-three new national advertisers who placed a record total of $20,000,000 in gross annual television billings—the greatest single volume ever placed with the ABC-TV Network. This peak figure does not include renewal orders. Gross time sales for the last quarter of the year were up 50 per cent over the previous year.

ABC Film Syndication, the company's newest division, within a week wrapped up a quarter million dollars of sales on two of its top rated properties, "Racket Squad" and "The Playhouse."

And so the network moves on to 1954, riding the crest of this contagious tide of success in every phase of its operations. What new developments will 1954 bring to ABC-TV?

First, the network will move into early morning programming on February 22 with a simulcast of Don McNeill and the ABC Breakfast Club, a 20-year favorite on radio.

Additional "star power" will be added to the network's talent roster with even greater frequency than that of 1953 in program vehicles designed to make the ABC-TV Network an even greater part of the every day American scene.
A. B. C. TELEVISION NETWORK

ROBERT M. WEITMAN
Vice President in Charge of Programming and Talent

One of the most valuable executives that the broadcasting-telecasting industry could acquire is ROBERT M. WEITMAN who joined ABC last year as a 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 Theatres, Inc. Bob Weitman is well known to the people in show business. His acumen as a showman and developer of outstanding talent had for reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation. He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company and its new era of "star power" in his executive capacity as vice president in charge of programming and talent.

GEORGE T. SHUPERT
Vice President in Charge of ABC Film Syndication

Rich with experience in both the motion picture and television industries, GEORGE T. SHUPERT joined ABC in August as vice president in charge of ABC's newly created Film Syndication division. His dynamic leadership and organizational ability have gained for him recognition in both industries as an outstanding executive in the visual media field. He has held executive positions with Paramount Pictures where he organized its Industrial Film Division; Paramount Television Productions where he organized the company's nationwide TV film supplying network; Peerless Television Productions, Inc., which he helped organize and United Artists Television Corporation. As vice president in charge of ABC Film Syndication, Shupert is responsible for the overall supervision of the division's purchasing, selling and servicing of television films to the entire television industry.

CHARLES R. ABRY
National Sales Director For the ABC-TV Network

Heading the ABC-TV sales department is CHARLES R. (CHICK) ABRY who last year was promoted to the position of national sales director 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. 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 Director 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.
AMERICAN BROADCASTING COMPANY
AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.
(Telephone Number: SU squehanna 7-5000)

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
Charles Underhill.............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 & Comptroller
John Daly.............Vice-President
Theodore I. Oberfelder.............Vice-President
George Shupert.............Vice-President
Alexander Stronach, Jr.............Vice-President
Thomas Velotta.............Vice-President
Robert M. Weitman.............Vice-President
Paul Whiteman.............Vice-President
Geraldine B. Zorbaugh.............Gen. Attorney and Secretary
Omar Elder.............Assistant Secretary & Asst. Gen. Counsel

FINANCE, PERSONNEL
Thomas J. Martinez.............Treasurer of WABC
Jason Robinovitz.............Assistant Comptroller
Walter C. Tepper.............Chief Accountant
Marie McWilliams.............Director of Personnel

Legal
Geraldine B. Zorbaugh.............Secretary & General Counsel
Omar Elder.............Assistant Secretary & Assistant General Counsel

Labor Relations
Murter Weinbach.............Director of Labor Relations

Program
Robert M. Weitman.............Vice-President in charge of Programming and Talent

Services
Robert L. Stone.............Dir. of Television Services Dept.
Gordon Kunz.............Production Manager of WABC
Robert Holland.............Manager of Film Services
John Dullaghan.............Mgr. of Technical & Film Oper.
Ruth K. Blainey.............Operations Manager
John L. Kelly.............Plant Superintendent
George Smith.............Mgr. of Station Clearance
James McNaughton.............Art Director
Harold Sobolov.............Studio Supervisor
Andrew Ross.............Director of Graphic Arts

Programming
Charles Underhill.............Vice-Pres. in Chg. of Program Department
Ardien B. Rodner.............Program Manager WABC
Freelon Fowler.............Film Program Manager
George Shupert.............Vice-Pres. in Chg. of ABC Film Syndication
Charles Holden.............Asst. National Director of the Program Department
Robert F. Lewine.............Eastern Program Director
Public Relations, Advertising & Promotion and Continuity Acceptance

John Pacey. Director of Public Rel. & Special Features
Ruth Crawford. Librarian
Mitchell DeGroot. Manager of Advertising & Promotion
Ernest E. Stern. Manager of Publicity
Ellen Heagerty. Sup. of Audience Information
Grace Johnsen. Dir. of Continuity Acceptance
Ruth Trexler. Exec. Prod. of Religious & Educational Programs

Sales

Charles Abry. National Director of Sales
Don Kearney. Sales Manager for Film Syndication
Jerome Harrison. Eastern Sales Manager
Don Durgin. Director of Network TV Sales Development
Malcolm B. Laing. Business Manager for Network Sales
Henry T. Hede. Administrative Manager 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
William Materne. Coordinator of Owned Radio & TV Stations
Alfred Beckman. National Director of Station Relations Department
Donald Buck. Director of Operations for Sales & Station Traffic
Alice Stamatis. Manager of Order Processing
Donald Coyle. Director of Research
William A. Wylie. Manager of Station Relations Department

DETROIT
1700 Stroh Building
Detroit 26, Mich.

James G. Riddell. President
John Pival. Mgr. WXYZ-TV
John Lee. Television Studio Manager
Joseph C. Cassel. Controller
Robert Baldrica. Advertising, Promotion, Publicity Director
Elizabeth Ashton. Traffic Manager
Ralph Dawson. Asst. TV Sales Mgr.
Charles Kocher. Chief Engineer

HOLLYWOOD
1539 North Vine Street
Hollywood 28, Calif.

Earl Hudson. Vice-Pres., Western Division
Donn B. Tatum. Dir. of TV, Western Division
John C. Wagner. Controller
Frank King. Manager, KECA-TV
Stanton Kramer. Dir. of TV Network Promotion Publicity
Elton Rule. Sales Mgr., KECA-TV
Sam Zelman. News Dir., Western Division
Florence Schiro. Personnel Director
Robert Forward. Program Mgr., KECA-TV
Dorothy Brown. Continuity Acceptance Editor, Western Division
Philip Caldwell. Mgr. of Engineering & General Services, Western Division
Cameron Pierce. TV Engineering Operations Supervisor

SAN FRANCISCO
420 Taylor Street
San Francisco 2, Calif.

James H. Connolly. Vice Pres. in Chg. of San Francisco Office
Vincent Francis. Manager, KGO-TV
William Hollenbeck. Program Manager for TV
Henry Saroyan. Auditor
David Sacks. Sales Manager, KGO-TV
William E. Williams. Mgr. of Publicity, Advertising, Promotion
A. E. Evans. Business Manager of San Francisco Office
Lorraine Duchene. Continuity Acceptance Editor
Edith Kirby. Manager Traffic Dept.
Vic Reed. Mgr. of News & Spec. Events
Harry Jacobs. Chief Engineer
Andrew E. Akamian. Merchandising Manager

WASHINGTON
1735 DeSales Street N.W.
Washington, D. C.

Robert H. Hinckley. Vice Pres. in Chg. of Washington Office
the big news
in the big 3 is
One year ago, a "new" TV network was born, rich in showmanship, know-how, ambition and (last but not least) in money.

Since that time, no network has come so far so fast. Or provided TV and business editors with so many headlines . . . like these, which recall some of the exciting things that happened at the new ABC in its first 12 months:

• Ray Bolger, Danny Thomas, George Jessel, Brandon DeWilde and Paul Hartman among many stars to sign with ABC.

• United States Steel, Motorola, Du Pont and Kraft place top dramatic shows on ABC.

• ABC-TV network expands with key affiliates...total is now 193.

• ABC-TV programs show steady rating growth.

• ABC's gain in new sponsors, new business, new billings lead all networks.

Even as this issue goes to press, news is made at ABC-TV. January '54 billings set a new record, 71% over the same month last year. This is the fifth straight month the network has shown an increase in billings. More important, 8 new advertisers are included in January's business.

It certainly looks like this year, too, the big news in the big 3 will be ABC-TV.

ABC Television Network
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ABC Television Network
Network Efforts Aimed At Daytime TV Audience

By J. L. VAN VOLKENBURG
President
CBS Television

In every way, 1953 has been an exciting year for CBS Television. Total advertising billings for the network enjoyed a 40 per cent increase over 1952, the greatest gain of any network. Station outlets for our programs were more than doubled, bringing to a total of 157 the stations which next year will carry CBS Television to the citizens of the United States, Mexico, Canada, Alaska, Honolulu and Cuba. Program quality was sustained throughout the year, with CBS Television dominating the top 10 shows on the air, month after month. But the most impressive development of the year has been the undisputed supremacy which CBS Television has gained in daytime programming.

From our year-end figures, we learned that, during 1953, CBS Television broadcast nearly twice as many sponsored hours of daytime television as the second network. On a basis of 10 a.m. to 5 p.m., Mondays through Fridays, CBS Television daytime billings averaged 50 per cent more than those of any other network. And since April, 1953, CBS Television has maintained a continuous rating leadership in the daytime, finishing the year with a 12-month average nearly 30 per cent higher than the second network.

This imposing record of growth could not exist without sales, which last year CBS Television delivered for sponsors on an unprecedented scale. Much of this merchandising success can be directly attributed to our great daytime team of personal salesmen — Arthur Godfrey, Garry Moore and Art Linkletter—all of whom set new individual records for moving their sponsors’ products during 1953. Their strength with the consumer is well testified to by the fact that all of the commercial time on their programs is sold for months to come. This hard-hitting team is rounded out with a fourth member, personable Robert Q. Lewis, who has moved into the 4:30 p.m. spot on the network with a new show of his own.

CBS Television has also built a strong feminine audience for its five daytime serials, “Valiant Lady,” “Love of Life,” “Search for Tomorrow,” “The Guiding Light,” and “The Brighter Day,” designed to provide the housewife with pleasant hours of diversion from her housework. All of these shows are solidly sponsored and provide a sound base for our afternoon programming.

During the coming year, advertisers will spend a record $8 billion to stimulate consumer buying. But for every dollar spent in network television, they will expect an unprecedented return in sales. Many advertisers with modest budgets will find the answer to their advertising requirements in daytime television which, now that receivers are installed in more than 28,000,000 homes, is becoming an increasingly profitable buy. For in this low-cost medium, the advertiser can demonstrate his product simultaneously to millions of potential consumers at the place where his product finds its ultimate use—the American home. With the aid of television’s top salesmen, he can build a direct pipeline to the greatest economic force in our society—the American housewife.

The advertiser who ventures into daytime television this year will be following an upward trend in the viewing habits of the nation. During 1953, average daytime viewing increased to 82 minutes daily, a rise of 34 per cent since the end of 1951. This increase is the direct result of better programs—strong entertaining network shows which hold the attention of audiences for a longer period each day, just as the highly creative efforts of our Program Department attract a constantly increasing number of viewers. To the job of producing more and more of this kind of daytime program, we will be ardently dedicated in 1954.
C. B. S. TELEVISION NETWORK

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.

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.

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 execu-}

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.

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NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 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, Chicago
Frank B. Falknor . . . . Vice President in Charge of Operations
Merle 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 Engineering
Edward Saxe . . . . . . . . . . . . . . . . V.P., Asst. to the President
Charles L. Glett . . . . Vice President in Charge of Network Services—Hollywood
William J. Flynn . . . . . . . . . . Comptroller

Network Sales

William H. Hylan . . . . Vice President in Charge of Network Sales
Thomas H. Dawson . . . . Sales Manager
George E. Klayer . . . . Chicago Sales Manager
Charles K. Sterritt . . . . . Detroit Sales Manager
Frank Samuels . . . . . . 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
James Shattuck . . . . . . Sales Manager, Color

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, Drama
Marlo Lewis . . . . Executive Producer, Music and Variety
Herbert Carlborg . . . . Director of Editing
Harry G. Ommerle . . . . Program Director
E. Carlton Winckler . . . . Production Manager
Louis T. Stone . . . . Program Budget Manager
R. Lewine . . . . Executive Producer, Color
John Hundley . . . . Mgr., Program Service

Network News and Public Affairs

Sig Mickelson . . . . Dir. of Network News & Public Affairs
Howard Kany . . . . Manager, CBS Television, News & News Film
Paul Levitan . . . . Manager of Special Events
Dallas Townsend . . . . Mgr. of News Broadcasts
Judson Bailey . . . . . Manager of Sports
George Crowthers . . . . Dir., Religious Broadcasts

Operations

Frank B. Falknor . . . . Vice President in Charge of Operations
Henry Grossman . . . . Director of Operations
Walter Pierson . . . . Operations Production Manager

808
Gilbert DeStefano. Manager of Stage Lighting
Anthony Boschetti. Manager of Procurement
George Lehmann. Mgr. of Scenery Construction
Herbert O. Phillips. Mgr. of Scenic Design
Kingdon Tyler. Construction Manager
William Vogel. Manager of Special Effects
H. C. Meier. Manager of Network Operations
H. Grant Theis. Manager of Film Service Operations
Al Raymond. Mgr. of Stage Operations
Paul Wittig. Mgr. of Special Production Dev.
R. C. 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
Robert Wood. Asst. Dir. 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
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
Hank Warner. Assistant Director
Jack Goldstein. Director of Exploitation
Dorothy Leffler. Director of Magazine Division

Research
Oscar Katz. Director
Philip Eisenberg. Director of Coverage and General Surveys
Rose Marie O'Reilly. Manager of Ratings
Tore Hallonquist. 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
Maurice Morton. Director of Business Affairs, Hollywood

Accounting
William J. Flynn. Comptroller
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 Television Spot Sales
Sam Cook Digges. General Sales Manager of CBS Television Spot Sales
Clark George. Eastern Sales Manager
Edward A. Larkin. Midwestern Manager
Warren Abrams. Detroit Manager
Maclean Chandler. San Francisco Manager
H. H. Holtshover. Atlanta Manager
J. Richardson Loughrin. Los Angeles 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 Director
Robert Patt. Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California
James T. Aubrey, Jr. General Manager
Edmund C. Bunker. Sales Manager
Donald M. Hine. Program Manager
Dean Linger. Promotion Manager

WBBM-TV, 410 North Michigan Ave., Chicago, Ill.
H. Leslie Atlass. Vice-President in Charge of Central Division, Gen. Mgr.
E. H. Shomo. Asst. General Manager
George J. Arkedis. Sales Manager
Thomas A. Bland. Program Director
C. W. Doebler. Promotion Manager
Television today is as much a part of American life as the great showboats were to the people of the big river towns.

It fills the same needs, brings the same excitement to more than 28 million families—who welcome it for almost five hours every day.

But whether a show reaches its audience by boat, by train, by theatrical van—or by electro-magnetic radiation—the most important thing to most people is the quality of the show itself.

And it's the show itself that matters most at CBS Television, where leadership in program popularity is the result of a continuous effort to secure and create programs that please people's tastes and sponsors' budgets.

In this 1953-1954 season alone it has presented 20 new programs to its audience …and started the season with a 21% higher average rating than any other network at night—a 35% lead during the day.*

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition—in the major markets where networks compete…and the audience has a choice of what to see.

Bringing this popularity into more and more markets, the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network bigger by 68%.

This ever-widening popularity explains why advertising billings on CBS Television are bigger than on any other network—and bigger today than ever in television history.

**CBS TELEVISION**
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CBS TELEVISION
1953 Groundwork Promises
Profits Rise for '54

By TED BERGMANN
Managing Director
Du Mont Television Network

In 1953 the Du Mont Television Network made excellent progress, most important of all in some phases which promise a substantial increase in billings for next year.

Heretofore, the Network needed two major items:
Production facilities which would enable it to handle the type of programs many of its sponsors wished to air.
Ability to clear sufficient stations to make such an investment a wise one. In 1953 both of these were attained.

Our new Tele-Centre, described by authorities as the finest production facility on the East Coast, went into use and has already proved its ability to mount the most elaborate productions on an efficient and economical basis. The Tele-Centre provides a smooth flow of production giving every possible advantage to cost-conscious advertisers.

Also in 1953, the Network developed the largest television station roster in the industry, with a total of 205 stations at the end of the year. These included 178 formal affiliates and 27 outlets on letter agreement. Through them the Network can now reach virtually every television set in the United States.

The Network's station clearances in 1953 were 50 to 100 per cent greater than the year before. This enabled Du Mont to put together some of the most extensive commercial networks in television.

In December, Du Mont purchased station KCTY in Kansas City—a move that enables all divisions of the corporation to pioneer in studying commercial and technical problems peculiar to UHF. Our organization thus became the first network to embrace the new medium.

Gross revenues of the Broadcasting Division in 1953 were 30 per cent greater than the year before, while Network billings rose 22 per cent—from $10,140,000 in 1952 to approximately $12,350,000 in 1953. Also, the Network was substantially ahead of 1952 in sponsors signed and in commercial hours telecast. Forty-three national advertisers were served.

Each of the three Du Mont owned and operated stations improved its position during the year. WABD, New York, applied a successful new sales formula for its participating programs, and had last-half net billings which were 24 per cent ahead of 1952, for the same months.

WABD became the city's third station in dollar billings. WTTG, Washington, moved into new and larger studios in the Raleigh Hotel, continued as leader in local programming with over 70 hours a week, and had billings in 1953 which were 32.9 per cent ahead of 1952. WDTV, Pittsburgh, prepared to move into ultra-modern studios in the new Gateway Centre early in 1954, and to increase its effective radiated power to 100 kilowatts. The station made the notable record of producing 127 local shows weekly in 1953.

Du Mont's substantial expansion of its station list in 1953 also sparked a considerable increase in activity in the cooperative program field, partly on telephone company facilities and partly through teletranscriptions. This field is a steadily growing enterprise which should continue to show gains in 1954.

The broadcasting division, which pioneered in the development of closed circuit television, expanded its activity by offering a complete service in connection with sales conferences, board meetings, demonstrations of the arts and sciences, entertainment programs and sporting events. The closed circuit department cooperated with the Atlantic Refining Company and the Esso Standard Oil Company in the use of this video service to launch new products before their national marketing organizations.

The film syndication department, in its second full year of operation, also saw considerable growth in the volume of its film sales to local stations and to advertisers.

All of the advances by the Du Mont organization in 1953 contributed greatly to the industry's magnificent service to the American people.
TED BERGMANN
Managing Director

TED BERGMANN became director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and managing director of the Du Mont Television Network on January 1, 1954. Joining the Du Mont Television Network's sales staff in 1947 as an account executive, the first TV network sales group in the industry, he rapidly became the web's top salesman and has had an effective hand in signing most of the major time contracts bought by national advertisers since that time. He was made the network director of sales in July, 1951, and its general manager in July, 1953. He established an impressive list of TV "firsts." His presentations were responsible for first bringing into television sponsorship such important time buyers as the P. Lorillard Company and Procter and Gamble. He helped develop the Drug Store Television project which laid the pattern for multiple-sponsorship of high-budgeted network programs which is now widely followed. More recently, he negotiated the contracts for the first nation-wide pro football TV game series for Westinghouse and a group of regional sponsors. As chairman of the Contract Standardization Committee of the NARTE, Mr. Bergmann was instrumental in helping to standardize TV time contracts for the industry. New York City-born, he started with NBC radio in 1941 and presently is, at the age of 33, the youngest man to head a major national TV organization.

JOHN H. BACHEM
General Manager

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an advertising salesman for Cosmopolitan, House and Garden, American Home, Smart Set and the Butterick quar- terlies, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.

DONALD H. McGANNON
Ass't. Dir., Allen B. DuMont Laboratories, Inc.—Gen. Mgr., 0 & O Stations

DONALD H. McGANNON, a member of the New York and Connecticut Bars and the Federal Bar, and an experienced industry representative in labor-management matters, is assistant director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and also general manager of the four DuMont Laboratories, Inc., and also general manager of the four Du Mont owned and operated television stations in New York, Washington, Pittsburgh and Kansas City. He came to Du Mont in February, 1952, as administrative assistant to the managing director of the network after several years of law practice. He was promoted to his present double-duty position in July, 1953. His responsibilities have been to a large measure centered about the development of the Du Mont station organization and the representation of Du Mont in various industrial negotiations, including AS-GAP and labor organizations. He is a graduate of Fordham College and Fordham Law School.
DuMONT TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, New York
Telephone: MU 8-2600

Network Executives
Ted Bergmann .................. Director
Donald H. McGannon .......... Assistant Director
John H. Bachem ............... General Manager
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
Morris A. Mayers Mgr. Closed Circuit Operations
Gerry Martin ............... Director of Sales
Werner Michel ................ Executive Producer
Lynn Cleary ............... Business Manager
Joseph Hess ............... Controller, Broadcasting Division
Donald H. McGannon .......... Manager, Owned and Operated Stations
Leslie G. Arries, Jr. ........ Manager of WTTG, Washington, D. C.
Harold C. Lund ............... Manager of WDTV, Pittsburgh, Pennsylvania
Norman Knight ............... Manager of WABD, New York, N. Y.
Donald Stewart ............... Manager of KCTY, Kansas City, Mo.

Network Sales
Gerry Martin ............... Director of Network Sales
Robert Guthrie .......... Mgr., Sales Service
Lynn Cleary ............... Business Mgr., Sales Dept.
Edward R. Eadeh .......... Manager of Research
Gordon Mills ............... Central Division Sales Mgr.
435 North Michigan Avenue, Chicago 11, Illinois
Robert Lethbridge & Robert H. Miller
Account Executives, Central Division, 435 North Michigan Avenue, Chicago 11, Illinois
William Koblenzer ............ Eastern Sales Manager
James F. Owens ............... Account Executive
Duncan R. Buckham .......... Account Executive
H. Malcolm Stuart .......... Account Executive
Richard B. Stark .......... Account Executive
Harry Pertka ............... Account Executive
John A. Thayer, Jr .......... Account Executive
Ted Douglas ............... Account Manager
Hank Opperman .......... Account Manager

Programming and Production
James L. Caddigan .......... Director of Programming and Production
Werner Michael ............... Executive Producer
A. L. Hollander ............... Mgr. Program Operations
Jay Merkle ............... Progam Facilities Mgr.
Joan Thompson ............... Religious Programs
Don Russell ............... Chief Announcer
Ed Lieberthal ............... Chief Coordinator
Elizabeth Mears ............... Casting Director
Dominick Celentano ........ Supervisor of Music Acceptance
David Heilweil ............... Supervising Producer
Ted Hammerstein .......... Supervising Producer
Frank Bunetta .......... Supervising Producer
Roger Gerry .......... Supervising Producer
Irwin Rosten .......... Supervising Producer
Frank Telford .......... Producer-Director
Frank Bunetta .......... Senior Director
Harry Coyle .......... Director & Sports Producer
Pat Fay ............... Director
H. Wesley Kenney .......... Director
Richard Eckler .......... Director
William Marceau .......... Director
Arnold Nocks .......... Director
Lee Polk ............... Director
David Lowe .......... Dir. & Supervising Producer
Barry Shear .......... Director
Operations
Milton Morel .................. Operations Manager
Saul Abraham ................. Supervisor, Adelphi Theater
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
Robert Brown & Arthur Denke Building Facilities Engineers
Ed Kavanaugh ............... Bldg. Maintenance Engineer
Eric Herud ................. Technical Operations Engineer
Malcolm Burleson .......... Chief Engineer, WTTG, Washington, D. C.
Raymond Rodgers .......... Chief Engineer, WDTV, Pitt.

Station Relations
Elmore B. Lyford .......... Dir. of Station Relations
Robert L. Coe .............. Mgr., Station Relations Dept.
Edwin G. Koehler .......... Area Super., Station Relations
Joseph R. Cox ............. Area Super., Station Relations
Jack Battey ............... Area Super., Station Relations
James O'Grady ............. 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
Paul O'Friel .............. Asst. Dir., Labor Relations

Advertising and Promotion
Norman S. Ginsburg ......... Manager, Advertising Program Promotion
Norman S. Brett .......... Manager, Sales Promotion

DuMont Owned and Operated Stations
WABD, New York
Norman Knight .............. Manager
James L. Caddigan .......... Program Director
Lawrence L. Wynn .......... Sales Manager
Mike Wurster .............. Sales Service Mgr.
Milton Morel .............. Manager of N. Y. Operations
Saul Abraham .............. Supervisor, Adelphi Theater
Sam Spachner ......... Supervisor, Ambassador Theater
S. W. Fairchild .......... Production Facilities Super.
James Graham ............ Prod. Facilities Super.

SALES ACCOUNT EXECUTIVES
William Walters
Lawrence Buck
Perry Frank
Maxine Cooper
Robert Dwyer
Robert F. Adams

WDTV, Pittsburgh
Harold C. Lund .............. Manager
Bill Burns ................. Director of News
George Baren Bregge ...... Sales Director
Raymond Rodgers .......... Chief Engineer
William A. Krough ......... Sales Service Manager
Paul P. Palangi .......... Personnel Manager
Dick Fortune ............. Publicity Manager
Byron Dowty .............. Program Manager
Shirley Gray .............. Traffic Manager
Dave Murray .............. News and Special Events
Richard Dreyfuss ......... Film Manager
Julian I. Drob ............ Stage Manager
George F. Marlick ....... Merchandising & Prom.

WTTG, Washington
Leslie Arries, Jr .......... General Manager
Roger M. Coelos .......... Program Manager
M. M. Burleson .......... Chief Engineer
George Flax ............. Publicity Director

KCTY, Kansas City
Donald Stewart .......... Manager
Richard Ostrander ......... Program Manager

817
SINCE THE END of the freeze the Du Mont Television Network has tripled in size! It now has 205 stations...and still continues to grow!

Leading this rise, in October 1953, Bishop Sheen's outstanding "Life Is Worth Living" program became the first network series to be scheduled over 165 stations. Du Mont's "Dollar A Second" program and weekly Professional Football broadcasts also topped 100 stations...setting another clearance record. Even this record was broken by the Professional Football Championship Game of December 27th with 131 live stations...the largest live clearance in network television history.

In its 57% average annual rise in billings since 1950...in its network growth...and in the creation of top programs...the rising success of the Du Mont Television Network reflects new pleasure for its public, new profits for its advertisers.

VISION is the Du Mont Dimension
Zooms Up!

AVERAGE RATING ALL NETWORK QUARTER HOURS 17.7*

1950-53...57% AVERAGE ANNUAL INCREASE IN BILLINGS

Since the end of the freeze the Du Mont Television Network has tripled in size! It now has 205 stations... and still continues to grow!

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VISION is the Du Mont Dimension

**AVERAGE RATING ALL NETWORK QUARTER HOUR**

1953...205 **STATION AFFILIATES**

1950-53...57% **AVERAGE ANNUAL INCREASE IN BILLINGS**

**Du Mont TELEVISION NETWORK**

315 Madison Avenue, New York 22, N.Y.

MUnray Hill 8-2000

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

MC 4-0262

A Division of The Allen B. Du Mont Laboratories, Inc.

"Magazine" Sales Concept Unfolds In TV Industry

By GEORGE H. FREY
National Broadcasting Company Vice President
In Charge of Television Network Sales

AN exciting sales plan that differs radically from the buying and selling design inherited from radio is unfolding in the television industry.

I'm writing, of course, about the "magazine concept," the flexible new sales pattern pioneered by NBC to help the large advertiser use TV more fully and effectively, offer the moderate budgeted manufacturer the opportunity to participate in the highest rated hits, and, above all, put network television on the media schedule of the small advertiser.

Make no mistake about it, the magazine concept has arrived.

Basically, the plan is designed to head the network advertiser away from single-program sponsorship to a broader use of the entire program schedule. Instead of putting all his TV budget into one limited audience show, the advertiser spreads it across the network's varied program fare to achieve greater audience penetration. His advertising might be positioned in a high circulation variety show, in a news program, perhaps a women's daytime show and in a special event of national interest. The total dollar value might equal what he would invest in a single show, but the effect is the same as if the advertiser branched out from the Saturday Evening Post and added the plus exposure of Good Housekeeping, Life, Better Homes & Gardens and Time. The advertiser's commercials can be rotated according to the market groups he is most interested in reaching; and in the ultimate pattern he can increase commercials when he needs that extra sales push and ease off at other times.

At NBC, "Today," the network's early morning news and special events television program, was deliberately designed and scheduled as a springboard for the magazine concept. "Today" works for advertisers of all shapes and sizes. Commercial time can be ordered as late as a day in advance of a "Today" show. The client may order one or more participations for any day or week of his choosing. Local station cut-in announcements can be arranged at nominal cost to provide the audience with where-to-buy-it price information.

Has the magazine concept as practiced on "Today" been successful? Look at the figures: In 1953, time billings on the program topped the $5,000,000 level. Ranging from little Appian Way Pizza Pie to giant General Motors, "Today" boasted of 90 different clients participating on the show during the year.

With "Today" a solid hit with audiences, clients and agencies, NBC-TV took a further step incorporating this new theory of selling television time with the introduction on March 1, 1954, of "Home" — the mid-morning, hour-long electronic magazine for women.

It is obvious that flexibility is a basic feature and attraction of the entire magazine concept operation. It is equally clear that the job of supplying the programs, or editorial content, in the magazine concept rests mostly with the network. Talent and production costs being what they are, and considering the rate at which television burns up material, it is necessary to centralize the source of programming to stay within reason. Only the network can divide up the operation into cost units that make sense and at the same time average out the hits and misses.

With such a system of centralized control, the network can afford to do far more program experimentation than in the past, trying out new ideas and testing new talent in the never ending search to enrich the service to the American audience. Certainly, few advertisers and no agencies can afford to run on-the-air laboratories, yet both are quick to agree that this experimentation is vital to a healthy future for television.

Under the system of program control that goes hand-in-hand with this stimulating new magazine concept, the networks will be able to assume the burden.
N. B. C. TELEVISION NETWORK

DAVID SARNOFF
Chairman of the Boards of RCA and NBC

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 manager. 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.

SARNOFF

SYLVESTER L. WEAVER, JR.
President of NBC

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

WEAVER, JR.

ROBERT W. SARNOFF
Executive Vice President of NBC

Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.
ORGANIZATION UNDER THE
PRESIDENT AND EXECUTIVE
VICE PRESIDENT

Sylvester L. Weaver, Jr. .. President
Robert W. Sarnoff .. Exec. Vice President

Finance and Services
Joseph V. Heffernan .. Vice Pres. in Chg. of Finance & Services
David C. Adams .. Administrative Vice President
Samuel Chotzinoff .. General Music Director

Engineering
O. B. Hanson .. Vice Pres. & Chief Engineer
William A. Clark .. Administrative Assistant
Edward R. Cullen .. Liaison Engineer
Joseph D’Agostino .. Liaison Engineer
Raymond F. Guy .. Mgr. of Radio & Allocation Engineering
George M. Nixon .. Mgr. of Engineering Development
Chester A. Rackey .. Mgr. of Audio-Video Engineering
Robert W. Shelby .. Dir. of Color TV Systems Development
James Wood, Jr. .. Mgr. of Technical Services

Station Relations
Harry Bannister .. V.P. in Chg. of Station Relations
Sheldon B. Hickox .. Dir. of Station Relations
Thomas Knolde .. Mgr. of Station Relations
Harry A. Woodman .. Mgr. of Traffic Dept.

Treasurer
Joseph A. McDonald .. Treasurer
William A. Williams .. Assistant Treasurer
Harry F. McKeon .. Dir. of the Tax Dept.
William D. Bloxham .. Manager of Purchasing

Integrated Services
William S. Hedges .. V.P. for Integrated Services

PRESS AND PUBLICITY
Sydney H. Eiges .. V.P. for Press & Publicity
Richard T. Connelly .. Dir. of Press Department
Don. Bishop .. Mgr. of Program Publicity
Ellis Moore .. Mgr. of Radio-TV Business Pub.
Kathryn Cole .. Manager of Information
Cornelius Sullivan .. Public Rel. Representative

TELEVISION NETWORK SALES
George H. Frey .. Vice Pres. in Chg. of TV Network Sales
Charles C. Barry .. Vice Pres. for Program Sales

Sales Department
John Lanigan .. Mgr. of Eastern Sales Division
Edward R. Hitz .. Mgr. of Central Sales Div.
John K. Williams .. Mgr. of Western Sales Div.

Sales Administration
Walter Scott .. Administrative Sales Manager
Stephen A. Flynn .. Manager of Sales Service
Robert McFadyen .. Dir. of Sales Development
Hamilton Robinson .. Mgr. of Office Services

Research and Planning Department
Hugh M. Beville .. Dir. of Research & Planning
Dr. Thomas E. Coffin .. Manager of Research
Allen R. Cooper .. Mgr. of Markets & Media
James H. Cornell .. Mgr. of Audience Measurement
Barry T. Rumpole .. Manager of Plans

Advertising and Promotion Department
Jacob A. Evans .. Dir. of Advertising & Promotion
John Porter .. Sales Promotion Manager
David Hedley .. Mgr. of Presentations
Pat Steel .. Advertising Manager
Clyde Clem .. Audience Promotion Manager
Fred Veit .. Mgr. of Art Production & Graphics

Merchandising Department
Fred Dodge .. Director of Merchandising
Murray Heilweil........ Manager of Merchandising
Loy Lee................ Asst. Mgr. of Merchandising
Gordon Lane............. Promotion Manager

TELEVISION NETWORK
PROGRAMS DIVISION

Thomas McAvidy..... Vice Pres. in Chg. of TV Network Programs Division

National Television Program
Department
Sam Fuller.......... Natl. TV Program Mgr.
Michael Dann........ TV Network Program Mgr.
Leroy Passman....... TV Network Program Admin. Manager

Production and Business Affairs
Department
Earl Rettig... In Chg. of Prod. & Business Affairs
Leonard Hole......... Director of Production
William V. Sargent ... Divisional Business Mgr.
Anthony M. Hennig.... Associate Dir. of Prod.
George McElrath..... Dir. of Technical Oper.
James A. Glenn...... Dir. of Plant Operations
Fred Shaw............. Dir. of Production Operations
Norman Grant......... Dir. of Design & Art Oper
J. Robert Myers..... Business Mgr. of Production
Edward J. Stegeman... Mgr. of Program Budgets
Thomas Loeb.......... Mgr. of the Business Unit
John J. Heywood..... Mgr. of Divisional Budgets

Public Affairs Department
Davidson Taylor....... Dir. of Public Affairs
William R. McAndrew.. Mgr. of News & Special Events

Thomas S. Gallery... Manager of Sports
Edward Stanley...... Mgr. of Public Service Programs
Eugene Juster....... Manager of Films
William Garden....... Sup. of Public Affairs Prod.

Talent Department
Gustav B. Margraf.... Vice Pres. for Talent
Hal Kemp............. Manager of Talent Office

FILM DIVISION
Carl M. Stanton...... Vice Pres. in Chg. of Film Div.
Edgar G. Sisson, Jr. Asso. Dir. of Film Div.
Charles Henderson... Director of Publicity
John B. Cron......... National Sales Manager
Stanton M. Osgood... Production Manager
Robert A. Anderson.. Business Manager
David Savage........ Mgr. of Film Procurement
Frank LePore.......... Film & Kinescope Operations & Service Manager

NBC OWNED STATIONS AND
NBC SPOT SALES DIVISION
Charles R. Denny...... Vice Pres. in Chg. of Owned Stations and Spot Sales
Henry T. Sjogren. Controller for Owned Stations
Charles H. Colledge.... Dir. of Technical Oper.
Charles C. Bevis........ General Executive
Robert F. Blake....... Director of Publicity

WNBT, New York
Hamilton Shea......... Gen. Mgr. of WNBT

Ernest de la Ossa..... Station Mgr. of WNBT
Richard M. Pack....... Dir. of Programs & Operations, WNBT
Peter Affe............. Mgr. of Operations for WNBT
Max Buck.............. Dir. of Advertising, Sales Promotion & Merchandising
Jay Heitin............ Television Sales Manager

WNBQ, Chicago
Harry C. Kopf......... V.P. & Gen. Mgr. of WNBQ
Jules Herbueaux.... Asst. General Manager
Charles Dress......... Director of Sales
George Heinemann.... Director of Programming
John F. Whalley..... Director of Operations
Howard C. Luttgens... Engineer in Charge

WNBK, Cleveland
Lloyd E. Yoder....... General Manager for WNBK
Samuel E. Leonard.... Engineer in Charge
Brooks Taylor........ Program Director

WNBW, Washington
Carleton D. Smith.... V.P. & Gen. Mgr. of WNBW
Joseph Goodfellow... Director of Sales
James Kovach......... Program Director
Lefferts A. McClelland. Director of Operations
John G. Rogers........ Engineer in Charge

KNBH, Hollywood
Donald A. Norman..... General Manager
James Parks............ Sales Manager
John Wehrheim....... Station Business Manager
John Knight........... Station Engineer

National Spot Sales
Thomas B. McFadden... Dir. of Natl. Spot Sales
Harold Shepard....... Sales Development Advertising & Promotion Manager
John Reber........... Natl. Mgr. for TV Spot Sales
Caroline Herbert..... Sales Service Mgr.

WASHINGTON AND PACIFIC
DIVISION OFFICES

Washington
Frank M. Russell....... Vice President, Washington
George Wheeler........ Asst. to the Vice President

Pacific Division
John K. West.......... Vice Pres. for the Pacific Div.
Frederic W. Wile, Jr. Vice Pres. in Chg. of TV Network Programs (Pacific Div.)
Frank Cleaver......... Program Mgr., TV Network (Pacific Division)
Thomas W. Sarnoff..... Production Dir., TV Network (Pacific Div.)
Frank Dellett......... Production Mgr. (Pacific Div.
Lewis S. Frost........ Director of Public Relations
Leslie Raddatz........ Mgr. of Press & Publicity

NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 282.
In these two words you'll find the crux of NBC Television's program philosophy. In application, it means that the subject of the program, whether it's news or a musical revue, should be created with pace and glamour, with all the showmanlike trappings that can be used. But also it should be designed to be an efficient selling vehicle which will make maximum use of television's special selling talents.

*To see how this policy is working, let's look at the record:*
Today
Home
Your Show of Shows
Philco-Goodyear Television Playhouse
Colgate Comedy Hour
Life of Riley
Dragnet
Ding Dong School
Howdy Doody
The Pinky Lee Show
NBC Opera Theatre
The Dennis Day Show
I Married Joan
Robert Montgomery Presents
Zoo Parade
Kukla, Fran and Ollie
Mister Peepers
Hallmark Hall of Fame

Last year 125 advertisers found NBC Television's showmanship and its salesmanship eminently suited to their needs. It can work efficiently for you too.

NBC TELEVISION
a service of Radio Corporation of America
SHOWMANSHIP
AND SALESMAHISP

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Colgate Comedy Hour
Life of Riley
Dragnet
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The Pinky Lee Show
NBC Opera Theatre
The Dennis Day Show
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Robert Montgomery Presents
Zoo Parade
Kukla, Fran and Ollie
Mister Peepers
Hallmark Hall of Fame

Last year 125 advertisers found NBC Television's showmanship and its salesmanship eminently suited to their needs. It can work efficiently for you too.
Over 28.5 million television receivers were shipped to dealers in the United States, Hawaii and Alaska during the eight year period from 1946 to the end of 1953. The bulk of the sets, according to statistics released by the Radio-Electronics-Television Manufacturers Assn., went to dealers in the United States. TV dealers in Hawaii received 25,308 receivers in 1953, while a total of 2,330 sets went to Alaska.

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>232,850</td>
<td>Nebraska</td>
<td>203,433</td>
</tr>
<tr>
<td>Arizona</td>
<td>88,940</td>
<td>Nevada</td>
<td>12,061</td>
</tr>
<tr>
<td>Arkansas</td>
<td>87,670</td>
<td>New Hampshire</td>
<td>85,966</td>
</tr>
<tr>
<td>California</td>
<td>2,611,981</td>
<td>New Jersey</td>
<td>1,162,698</td>
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<tr>
<td>Colorado</td>
<td>1,725,927</td>
<td>New Mexico</td>
<td>42,381</td>
</tr>
<tr>
<td>Connecticut</td>
<td>510,026</td>
<td>New York</td>
<td>4,100,448</td>
</tr>
<tr>
<td>Delaware</td>
<td>1,95,885</td>
<td>North Carolina</td>
<td>378,770</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>305,279</td>
<td>North Dakota</td>
<td>22,178</td>
</tr>
<tr>
<td>Florida</td>
<td>3,37,897</td>
<td>Ohio</td>
<td>2,236,969</td>
</tr>
<tr>
<td>Georgia</td>
<td>398,558</td>
<td>Oklahoma</td>
<td>310,388</td>
</tr>
<tr>
<td>Idaho</td>
<td>2,8,616</td>
<td>Oregon</td>
<td>133,563</td>
</tr>
<tr>
<td>Illinois</td>
<td>2,01,8,620</td>
<td>Pennsylvania</td>
<td>2,647,072</td>
</tr>
<tr>
<td>Indiana</td>
<td>812,578</td>
<td>Rhode Island</td>
<td>205,525</td>
</tr>
<tr>
<td>Iowa</td>
<td>1,07,832</td>
<td>South Carolina</td>
<td>125,577</td>
</tr>
<tr>
<td>Kansas</td>
<td>1,91,037</td>
<td>South Dakota</td>
<td>24,744</td>
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<tr>
<td>Kentucky</td>
<td>335,367</td>
<td>Tennessee</td>
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<td>Louisiana</td>
<td>2,15,015</td>
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<td>Maine</td>
<td>83,313</td>
<td>Utah</td>
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<td>Maryland</td>
<td>516,100</td>
<td>Vermont</td>
<td>26,298</td>
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<td>Massachusetts</td>
<td>1,257,588</td>
<td>Virginia</td>
<td>434,166</td>
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<td>Michigan</td>
<td>1,386,542</td>
<td>Washington</td>
<td>386,311</td>
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<td>Minnesota</td>
<td>428,080</td>
<td>West Virginia</td>
<td>216,998</td>
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<td>Mississippi</td>
<td>87,712</td>
<td>Wisconsin</td>
<td>532,857</td>
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<td>Missouri</td>
<td>714,062</td>
<td>Wyoming</td>
<td>7,123</td>
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<tr>
<td>Montana</td>
<td>12,808</td>
<td>Grand Total</td>
<td>28,168,818</td>
</tr>
</tbody>
</table>

828
Television
Allocations
Of The FCC

- Alphabetically
  By State — City
- Commercial
- Educational
### OFFICIAL FCC TV ALLOCATIONS

#### ALABAMA

<table>
<thead>
<tr>
<th>City</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andalusia</td>
<td>29</td>
</tr>
<tr>
<td>Anniston</td>
<td>70</td>
</tr>
<tr>
<td>Auburn</td>
<td>56</td>
</tr>
<tr>
<td>Bessemer</td>
<td>48</td>
</tr>
<tr>
<td>Birmingham</td>
<td>48</td>
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<td>Brewton</td>
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<td>Clanton</td>
<td>14</td>
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<tr>
<td>Cullman</td>
<td>60</td>
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<tr>
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### OFFICIAL FCC TV ALLOCATIONS

| Channel No. | Carbondale | Centralia | Champaign-Urbana | Chicago | Danville | Decatur | De Kalb | Dixon | Elgin | Freeport | Galesburg | Harrisburg | Jacksonville | Joliet | Kankakee | Kewanee | La Salle | Lincoln | Macomb | Marion | Mattoon | Moline (see Davenport, Iowa) | Mt. Vernon | Oelwein | Pekin | Peoria | Quincy | Rock Island (see Davenport, Iowa) | Springfield | Streator | Urbana (see Champaign) | Vandalia | Waukegan |
|-------------|------------|-----------|-----------------|---------|----------|---------|---------|-------|-------|----------|-----------|------------|--------------|--------|---------|--------|---------|---------|--------|--------|--------|---------|-----------------------------|------------|--------|------|-------|-------|-----------------------------|-------------|--------|----------|--------|--------|

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### KANSAS

| Channel No. | Abilene | Arkansas City | Atchison | Chanute | Coffeyville | Colby | Concordia | Dodge City | El Dorado | Esopus | Fort Scott | Garden City | Goodland | Great Bend | Hays | Hutchinson | Independence | Iola | Junction City | Larned | Lawrence | *11 re | Leavenworth | Liberal | McPherson | Manhattan | Newton | Olathe | Ottawa | Parsons | Pittsburg | Pratt | Salina | Tongva | Wellington | Wichita |
|-------------|---------|--------------|----------|--------|------------|------|----------|-----------|----------|--------|------------|-------------|---------|-----------|------|-------------|--------------|-----|--------|---------|--------|-------|--------|--------|---------|--------|--------|--------|---------|---------|---------|--------|---------|
|             | 31      | 49           | 60       | 50     | 33         | 22   | 47        | 2, 23     | 56      | 39     | 27        | 9, 11       | 31      | 2        | 7     | 12         | 20            | 29  | 15      | 15      | 17      | 11     | 58      | 26     | 29      | 52     | 21      | 46      | 7      | 36      | 34      | 48      | 24      | 3, 10, 18 | 43    |

### IOWA

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## OFFICIAL FCC TV ALLOCATIONS

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* Denotes Channel reservation for non-commercial educational use.

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* Denotes Channel reservation for non-commercial educational use.

### O R E G O N

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### R H O D E I S L A N D

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#### SOUTH DAKOTA

| Aberdeen      | 9, 17 |
| Belle Fourche | 8, 25 |
| Brookings     | 7, 17 |
| Hot Springs   | 12, 15|
| Huron         | 12, 15|
| Lead          | 12, 25|
| Madison       | 5, 20 |
| Mitchell      | 27    |
| Mobridge      | 5, 15 |
| Pierre        | 11, 13, 38, 44 |
| Rapid City    | 3, 35 |
| Sioux Falls   | 20    |
| Sturgis       | 4, 27 |
| Vermillion    | 21    |
| Watertown     | 20    |
| Winner        | 17    |
| Yankton       | 17    |

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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.

| Brownwood | 19 |
| Bryan     | 54 |
| Childress | 40 |
| Cleburne  | 57 |
| College Station | 21 |
| Conroe    | 20 |
| Corpus Christi | 6, 10, 16, 22, 43 |
| Corsicana | 47 |
| Crockett  | 56 |
| Crystal City | 28 |
| Cuero     | 25 |
| Dalhart   | 18 |
| Dallas    | 4, 8, 13, 23, 29, 73 |
| Del Rio   | 16 |
| Denison   | 52 |
| Denton    | *2, 17 |
| Eagle Pass | 20 |
| Edinburg  | 29 |
| El Campo  | 27 |
| El Paso   | 16 |
| Falfurrias | 52 |
| Floydada  | 45 |
| Fort Stockton | 22 |
| Fort Worth | 5, 10, 20, 26 |
| Gainesville | 49 |
| Galveston | 11, 35, 41, 17 |
| Gonvlew   | 24 |
| Greenville | 69 |
| Harlingen (also see Brownsville-Harlingen-Weslaco) | 23 |
| Henrietta | 29 |
| Henderson | 42 |
| Hereford  | 19 |
| Hillsboro | 63 |
| Houston   | 8, 18, 23, 29, 39 |
| Huntsville | 15 |
| Jacksonville | 36 |
| Jasper    | 49 |
| Kermit    | 14 |
| Kilroe    | 59 |
| Kingsville | 40 |
| Lampasas  | 30 |
| Laredo    | 8, 13, 15 |
| Levelland | 38 |
| Littlefield | 32 |
| Longview  | 32, 38 |
| Lubbock   | 3, 11, 13, 20, 28 |
| Lufkin    | 3, 28 |
| McAllen   | 20 |
| McKinney  | 65 |
| Marfa     | 10 |
| Marshall  | 16 |
| Mercedes  | 32 |
| Mexia     | 50 |
| Midland   | 2, 18 |
| Mineral Wells | 38 |

* Denotes Channel reservation for non-commercial educational use.
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**UTAH**

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| Cedar City                     | 5   |
| Logan                          | 12, 20, *24 |
| Ogden                          | 9, *18, 24 |
| Price                          | 6   |
| Provo                          | 11, 22, *28 |
| Richfield                      | 13  |
| St. George                     | 18  |
| Salt Lake City                 | 2, 4, 5, *7, 20, 26 |
| Tooele                         | 44  |
| Vernal                         | 3   |

**VERMONT**

| Bennington                     | 33  |
| Brattleboro                    | 17  |
| Burlington                    | 12, 23 |
| Montpelier                    | 3, 40 |
| Newport                       | 46  |
| Rutland                       | 49  |
| St. Albans                    | 34  |
| St. Johnsbury                 | 30  |

**VIRGINIA**

| Blacksburg                    | *60 |
| Bristol (see Bristol, Tenn.)  |     |
| Charlottesville                | *45, 64 |
| Covington                     | 44  |
| Danville                      | 24  |
| Emporia                       | 25  |
| Farmville                     | 19  |
| Fredericksburg                | 47  |
| Front Royal                   | 39  |

* Denotes Channel reservation for non-commercial educational use.
### OFFICIAL FCC TV ALLOCATIONS

#### WISCONSIN

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* Denotes Channel reservation for non-commercial educational use.

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**WHY IS AP THE BEST?**

**BECAUSE—** AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

---

839
See how they run
(and re-run, too!)

All eleven of these television film shows give you the best possible run for your money—high ratings and high-quality production at low cost.

Two of them are in Telepulse’s first seven syndicated shows, nation-wide. All rate high, wherever they go. Second or third run, they’re doing as good as or better than on the first. Sample: one show almost doubled its rating, third run over second, in San Francisco.

You’re ’way out front with the showmanship and technical craftsmanship of such producers as Bing Crosby Enterprises and Flying A Pictures . . . not to mention our sales-building merchandising kits and on-the-spot counsel.

See how they run yourself. Ask your CBS Television Film Sales representative today for a private showing and the whole story. You’ve never seen such buys in your life.

**CBS Television Film Sales**
New York, Chicago, Los Angeles, San Francisco, Atlanta and Dallas

*Telepulse multi-market ratings for September 1963*
Television Stations

ALPHABETICALLY LISTED BY CITIES—CALL LETTERS

PERSONNEL

FACILITIES
EMPHASIS on color research and equipment development will continue in 1954 and laboratory equipment will be installed and operated in a few major market stations capable of the financial luxury of color telecasts with few receivers. The basic pattern of expansion will be in the direction of added stations, higher power transmission in both UHF and VHF, higher quality film and recorded program transmission and additional accessory equipment designed to simplify operations.

The increasing availability of higher powered UHF transmitters and improved UHF television receivers may mark 1954 as the year when the terms UHF and VHF become just plain television to the viewing public and the UHF broadcaster becomes competitive with VHF for the advertising dollar on an equal basis.

Du Mont in 1953 proved that with higher power and careful installation UHF could be competitive with VHF. The fruits of the study made at WGLV in Easton, Pa., increased the assurance to the UHF broadcaster of financial success.

It takes little imagination to realize that a truly nationwide competitive television broadcast system is largely dependent upon UHF for success. The reason is simple. The Federal Communications Commission plans to license many more UHF stations than VHF. Of the approximately 2,000 stations now possible under the FCC allocation plans, more than two-thirds will be UHF. In order that television service may reach the nationwide scope planned, it is vital for UHF stations to provide strong area coverage.

Until recently, the rapid expansion of UHF had been retarded by the lack of high-power UHF transmitters and the resulting inability of UHF stations to provide strong local coverage. With high-power UHF now available, stations in the upper frequencies are now able to transmit signals which are as strong, as reliable, and as free from interference as are VHF signals.

Advertisers therefore know that their dollars spent for commercials and time are resulting in sharp reproduction of their programs and messages. Manufacturers are finding a stronger demand for UHF receivers. Television networks can rest assured that UHF affiliates can be worthy and strong affiliates. And most important, the American public on an increasing scale is getting to know that UHF provides good reception. Educational television is also beginning to see its opportunities for service realized.

Therefore, major expansion for the equipment industry will have to be in this field. Transmitter power then becomes the hub for continued growth and 1954 may mark the first year of maturity for UHF transmission.

Color problems will not seriously disrupt the television broadcast equipment industry in this year of transition. The broadcasters' demand for color equipment should not be great considering the projected limited hours of programming and receivers that will be available. It would appear that the major problem lies in the receiver which must meet the public's requisites of large screen, simple operation and price, the combination of which represents a goal not obtainable in 1954.

The coming year will undoubtedly continue the growth trend of this industry extending the nationwide service through black and white. When color receivers meet the needs of the public and are capable of reproducing black and white reception equal to that of a standard monochrome receiver, the great rush will be on. This will not be in 1954. An excellent example of the public's attitude may be found in the action of a Wyoming man who wired associates in New York his answer to the FCC's approval of color. His wire read, "Color television? Hell, we just want television, period."

By HERBERT E. TAYLOR, JR.
Manager, Communication Products Division, Allen B. Du Mont Laboratories, Inc.
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</table>
# TV Stations in the United States

## Alabama

**TV Homes**: 280,500

**Population**: 3,184,000

**Stations in State**: 5

### WABT

**Birmingham**—1949—

**ABC-CBS-DuM**

- Channel: 13  AP: 190 Kw. VP: 316 Kw.
- Owned-Oper. By: Television Corp.
- Business Address: Protective Life Bldg.
- Phone Number: 4-2506
- Representative: CBS Television Spot Sales
- President: Henry P. Johnston
- V.P.-Sta. Mgr: C. P. Persons
- Sales Manager: Charles F. Grisham
- Technical Dir: J. V. Sanderson

### WBRC-TV

**Birmingham**—1949—

**NBC**

- Channel: 6 AP: 17 Kw. VP: 35 Kw.
- Bus.-Studio Address: P. O. 2311
- Phone Number: 4-4701
- Transmitter Location: Red Mountain
- Air Time: 17 hours daily
- News Service: AP, INS
- Representative: Paul H. Raymer Co.
- President: George S. Storer
- Station Manager: J. Robert Kerns
- Program Director: M. D. Smith, 3rd

### WALA-TV

**Mobile**—1953—

**ABC-CBS-NBC**

- Channel: 10 VHF. AP: 235 Kw. VP: 316 Kw.
- Address: 210 Government St.
- Representative: Headley-Reed
- President: William Pape

### WKAB-TV

**Mobile**—1952—

**DuM-CBS**

- Channel: 48 UHF. AP: 12 Kw. VP: 22.5 Kw.
- Owned-Oper. By: Pursley Bcstg. Service

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## Arizona

**TV Homes**: 108,000

**Population**: 816,000

**Stations in State**: 6

### KOOL-TV

**Phoenix**—1953—

**ABC-CBS-NBC-DuM**

- Channel: 20 AP: 8.9 Kw. VP: 17.9 Kw.
- Business Address: Box 1029
- Phone Number: 3-2318
- Air Time: 8 hours daily
- News Service: UP
- Representative: O. L. Taylor
- Membership: NARTB
- President: O. P. Covington
- General Manager: Hugh Smith
- Operations Mgr: Carl Junker
- Commercial Manager: Morris South
- Dir. of News: Bob Underwood
- Publicity Director: Phil Taylor
- Chief Engineer: W. D. Weatherly

---

**Address**: 525 Donald St.

**Representative**: Forjoe

**General Manager**: Robert H. Moore

**Program Director**: H. J. Grant

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**ARIZONA**

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**KOOL-TV**

**PHOENIX**—1953

**Channel**: 20...AP: 8.9 Kw....VP: 17.9 Kw.

**Owned-Oper. By**: Capitol Bcstg. Co.

**Business Address**: Box 1029

**Phone Number**: 3-2318

**Air Time**: 8 hours daily

**News Service**: UP

**Representative**: O. L. Taylor

**Membership**: NARTB

**President**: O. P. Covington

**General Manager**: Hugh Smith

**Operations Mgr**: Carl Junker

**Commercial Manager**: Morris South

**Dir. of News**: Bob Underwood

**Publicity Director**: Phil Taylor

**Chief Engineer**: W. D. Weatherly

---

**Address**: 525 Donald St.
KOY-TV

PHOENIX—1953
Channel: 19...AP:16.7...VP: 33.5
Business Address: 511 West Adams St.
Phone Number: Alpine 3-3121
Air Time: 8 hours daily
News Service: UP Representative
Membership: NARTB
President: John L. Hogg
General Manager: Albert D. Johnson
Station Manager: Richard E. Goebel
Chief Engineer: Cliff Miller

KPHO-TV

PHOENIX—1949—CBS-DuM-ABC
Channel: 5 VHF...AP: 8.7 Kw...VP: 17.5 Kw.
Owned-Oper. By: Meredith Engineering Co.
Business Address: 631 N. First Ave.
Phone Number: Alpine 8-4511
Representative: Julian M. Kaufman
Station Manager: Richard B. Rawls
TV Dir.: Payson Hall
Film Director: Robert T. Martin
Commercial Director: G. L. McClanathan
Chief Engineer: Walter J. Stiles

KOPO-TV

TUCSON—1953—CBS-DuM
Channel: 13...AP: 16.5 Kw...VP: 33 Kw.
Business Address: 115 W. Drachman St.
Phone Number: 4-0431
Representative: Forjoe
General Manager: E. S. Mittendorf
Program Director: Bus Williams
Chief Engineer: Walter J. Stiles

KVOA-TV

TUCSON—1953—ABC-NBC
Channel: 4 VHF...AP: 5.5 Kw...VP: 11 Kw.
Business Address: 209 West Elm St.
Phone Number: 3-2555
Air Time: 10 hours daily
Representative: Paul H. Raymer
Pres.-Gen. Mgr.: R. B. Williams
Business Manager: Harper M. Phillips
Sales Manager: John C. Underwood
Program Director: Ben L. Slack, Jr.
Chief Engineer: Raymond H. Holsetlaw
Consulting Engineer: George C. Davis

KIVA

YUMA—1953
Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.
Owned-Oper. By: Valley Telecasting Co.
Business Address: Box 1708
Phone Number: 3-8311
Representative: Forjoe, Grant
V.P. in Chg.: Park Dunford

General Manager: Jack Fleet
Sales Manager: Bill Geddes
Chief Engineer: R. J. Schofield

ARKANSAS

TV HOMES 102,000
POPULATION 2,000,000
STATIONS IN STATE 3

KFSA-TV

FORT SMITH—1953—DuM-NBC-ABC-CBS
Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By: Little Rock Telecasters Inc.
Business Address: 620 N. Beech St.
Phone Number: 3-9126
Representative: Weldon Stamps
General Manager: Roland Hundley
Program Director: Paschal Porta
Chief Engineer: Robert W. Platt, Jr.

KRTV

LITTLE ROCK—1953—CBS-DuM-NBC
Channel: 17 UHF...AP: 11 Kw...VP: 21 Kw.
Owned-Oper. By: Little Rock Telecasters Inc.
Business Address: 620 N. Beech St.
Phone Number: 3-9401
Representative: Avery-Knodel Inc.
General Manager: Kenyon Brown
Station Manager: John H. Fugate
Program Director: George Hill
Chief Engineer: Jack Tudor

KATV

PINE BLUFF—1953—CBS-ABC-NBC
Channel: 7 VHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By: Central South Sales Co.
Business Address: 100 Williams Road
Phone Number: 3880
Representative: Avery-Knodel Inc.
President: John T. Griffin
V.P.: James C. Leake
Sec.-Treas.: Bryan Mathes
General Manager: James P. Walker
Com. Manager: Bruce B. Compton
Program Manager: Roy Pickett
Chief Engineer: Louis Brown
U.S. TELEVISION STATIONS

CALIFORNIA
TV HOMES 2,846,500
POPULATION 12,479,000
STATIONS IN STATE 27

KBAK
BAKERSFIELD—1953—DuM
Channel: 29 UHF, AP: 10.5 Kw, VP: 20 Kw.
Business Address: 2013 Chester Ave.
Phone Number: 5-9401
Air Time: 8½ hours daily
News Service: UP Representative: Forleo
President: Sheldon Anderson
Station Manager: Naum Healy
Commercial Manager: John Barrett
Production Manager: Jimmy Morrison
Publicity Director: Marlin E. Smythe
Consulting Engineer: Ron Oakley

KERO-TV
BAKERSFIELD—1953—ABC-CBS-NBC
Channel: 10 VHF, AP: 15.2 Kw, VP: 33.4 Kw.
Owned-Oper. By: Kern County Bcstg. Inc.
Business Address: 1420 Truxton Ave.
Phone Number: 4-4548
Air Time: 10 hours daily
News Service: UP Representative: Avery-Knodel
Membership: NARTB, BAB
Pres., Gen. Mgr.: Gene DeYoung
Sales Manager: Edward Urner
Operations Director: Kenneth Cross
Production Manager: Kenneth Michaels
Publicity Director: John Tomerlin
Chief Engineer: Edwin Andress

KHSL-TV
CHICO—1953—CBS-NBC
Owned-Oper. By: Box 303
Phone Number: Filesise 2-5614
Air Time: 7 hours daily
News Service: UP Representative: W. S. Grant
Membership: NARTB
President: Mrs. Hugh McClung
Sta. Com. Mgr.: M. F. Woodling
News, Prog. Dir.: Martin Jacobson
Publicity Dir.: Frank Wood
Chief Engineer: E. P. Milburn
Consulting Engr.: Kear & Kennedy

Kiem-TV
EUREKA—1953—CBS-NBC-DuM
Channel: 3 VHF, AP: 7.3 Kw, VP: 14.6 Kw.
Business Address: Foot of Bay St.
Phone Number: Hillside 2-5754
Air Time: 7 hours daily
News Service: UP Representative: Blair
Membership: NARTB
President: William B. Smullin
Manager: John G. Bauersiedel
Program Director: Jerry Poulos
Film Manager: Harriet Nixon
Consulting Engineers: Lohnes & Culver

KBID-TV
FRESNO—1954
Channel: 53 UHF, AP: 235 Kw, VP: 470 Kw.
Owned-Oper. By: John Poole Bcstg. Co.
Business Address: 1117 N St.
Phone Number: 6-0791
Representative: Meeker
President: John H. Poole
General Manager: Robert H. Wesson
Program Director: Hal Davis
Production Manager: James Lilly
Chief Engineer: Ralph Smith

KJEO-TV
FRESNO—1953—ABC
Channel: 47 UHF, AP: 18.5 Kw, VP: 37 Kw.
Business Address: Box 1708
Phone Number: 7-8405
Air Time: 9 hours daily
News Service: UP Representative: Branham
Membership: NARTB
President: J. E. O’Neill, Sr.
Vice Pres.: Joe Drilling, Charles Theodore
Program Director, Prod. Mgr.: Jack Shepard
Promotion Director: Francis Quinn
Publicity Director: George Engstrom
Film Manager: Jay Mermond

KMJ-TV
FRESNO—1953—NBC
Channel: 24 UHF, AP: 16.5 Kw, VP: 33 Kw.
Owned-Operated By: McClatchy Bcstg. Co.
Address: Van Ness & Calaveras Sts.
Representative: Raymer
President: Eleanor McClatchy
Station Mgr.: Perry Nelson
Consulting Engineer: George C. Davis
Buy the Southern California Market at the LOCAL level...

Buy the ONE television station that LOCALIZES your sales message in every one of the 225 communities within its coverage pattern...

K COP
TELEVISION
LOS ANGELES

• represented nationally by the katz agency, inc.
KCOP-TV
HOLLYWOOD—1953
Channel: 13...AP: 15.75 Kw...VP: 31.4 Kw.
Owned-Oper. By...The Copley Press, Inc.
Bus.-Studio Address: 1000 N. Cahuenga Blvd.
Phone Number: HUDSON 2-7311
Air Time: 10 hours daily
News Service: INS. UP
Representative: Katz Agency Inc.
Vice President, Gen. Mgr.: Jack Heitz
Commercial Manager: Dave Lundy
Program Director: Warren Earl
Film Mgr.: Mattie Tippit
Chief Engineer: Marvin Wentworth
Consulting Engr.: Craven, Lohnes & Jorgensen

KTHJ-TV
LOS ANGELES—1948—MBS
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: Hollywood 2-2133
Transmitter Location: Mt. Wilson
Air Time: 11½ hours daily
News Service: AP, UP
Representative: (Don Lee, Div.)
V-P, Business-Studio: Willet H. Brown
Film Mgr.: James H. Love
Station Mgr.: John Reynolds
Program Director: James Higson
Chief Engineer: Robert Arne

KNBH
HOLLYWOOD—1949—NBC
Channel: 4 VHF. AP: 13.32 Kw...VP: 25.25 Kw.
Owned-Oper. By...National Broadcasting Co.
Bus.-Studio Address: Sunset & Vine St.
Phone Number: Hollywood 9-6181
Air Time: 15 hours daily
News Service: AP, INS. UP
Membership: NARTB
Station Mgr.: Thomas C. McCray
Comm. Mgr.: James Parks
Prog am Dir.: Harmon Nelson
Dir. of News & Spec. Events: Roy Neal
Promotion Dir.: J. C. Kenaston
Publicity Director: Robert Pelgram
Film Director: George Burke
Chief Engineer: John B. Knight

(See Page 846)

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: 16 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: Frank La Tourette
Chief Engineer: Lester H. Bowman

KLTA
LOS ANGELES—1947 PARAMOUNT
Channel: 5...AP: 15 Kk...VP: 30 Kw.
Owned-Oper. by...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. & V-P, Paramount
T-V Prods.: Klaus Landsberg
Sales Manager: Robert Mohr
Publicity Director: Howard Wormser
Production Coordinator: J. Gordon Wright
News Editor: Gilbert Martyn
Film Director: Leland G. Muller

(See Page 852)

KTTV
LOS ANGELES—1949—DuM
Channel: 11 VHF...AP: 16.6 Kw...VP: 30.9 Kw.
Owned-Oper. By...KTTV, Inc.
Business Address: 5746 Sunset Blvd.
Phone Number: Hollywood 2-7111
Air Time: 16 hours daily
News Service: AP
Representative: Blair-TV, Inc.
Membership: NARTB
President: Norman Chandler
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.: Val Conte
Publicity Dir.: Reavis Winkler
Film Manager: Richard Woollen
Chief Engineer: Edward Benham
THE MOST HONORED TELEVISION STATION IN THE NATION

YOUR BEST SALESMAN IN LOS ANGELES • CHANNEL 5

KTLA Offices and Studios
5451 Marathon St., Los Angeles 38 • Hollywood 9-3181
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
KMBY-TV
MONTEREY-SALINAS—1949—
CBS-ABC-DuM-NBC
Channel: 8 VHF .. AP: 5 Kw .. VP: 11.5 Kw.
Business Address .......... 468 Calle Principal
Phone Number .......... 2-4541
Representative .......... Hollingbery
Manager ............... S. M. Aston
Program Director ........ Bruce Ariss
Chief Engineer .......... George Freeman

KCCC-TV
SACRAMENTO—1953—
CBS-NBC-ABC-DuM
Channel: 40 UHF .. AP: 87 Kw .. VP: 174 Kw.
Owned-Oper. By . Capital City TV Corp.
Business Address .......... Senator Hotel
Phone Number .......... GI 3-4843
Air Time ............... 9 hours daily
News Service .......... UP
Representative .......... Weed
President .............. Harry W. McCart
Vice President .......... Frank Hurd
General Manager .......... Ashley L. Robison
Commercial Manager ........ John J. Kehoe
Program Director ........ Kenneth Michael
Publicity Director ........ Clarence P. Talbot

KSFW-TV
SALINAS—1953—
ABC-CBS-NBC-DuM
Channel: 8 VHF .. AP: 5.9 Kw .. VP: 11.5 Kw.
Phone Number .......... 2-6422
News Service .......... AP
Representative .......... Hollingbery Co.
Membership .......... NARTB, BAB
President .......... John Cohan
Comm. Manager .......... W. M. Oates
Film Manager .......... Peg Miner
Chief Engineer .......... George Freeman
Consulting Engineer .......... Robert Hammett

KFMB-TV
SAN DIEGO—1949—ABC-CBS
DUMONT
Channel: 8 VHF .. AP: 13.7 Kw .. VP: 27 Kw.
Business Address .......... Fifth & Ash Sts.
Phone Number .......... Main 2-2114
Air Time .......... 17½ hours daily
Representative .......... Petry
News Service .......... AP, UP
Membership .......... NARTB, BAB
President .......... Jack D. Wrather

To completely cover isolated SAN DIEGO, (America's Fastest Growing Billion Dollar Market)

You Must Buy KFMB-TV

SAN DIEGO'S MOST-WATCHED AND FIRST TV STATION!
General Manager ............................................. George Whitney
Gen., Sales Manager ..................................... Robert Hoag
Dir. of News & Spec. Events ........................... Paul W. White
Production Mgr. .............................................. Hal Coddon
Prom., Pub. Rel. ............................................. William C. Miller
Prog., Film Manager ....................................... Bill Fox
Chief Engineer ............................................... Charles Abel

KFSD-TV
SAN DIEGO—1953—NBC
Channel: 10 VHF, AP: 35.4 Kw., VP: 63 Kw.
Owned-Oper. By .............................................. Aftan Radio Corp.
Business Address ........................................... U. S. Grant Hotel
Phone Number .............................................. Woodcrest 8-7151
Representative ............................................... Katz
President ....................................................... Thomas E. Sharp
Manager ....................................................... John Merino
Program Manager ......................................... Jack Tolen
Production Manager ....................................... Charles Baldour
Chief Engineer ............................................... Leroy Bellwood

KBAY-TV
SAN FRANCISCO—1954
Channel: 20 UHF, AP: 9.6 Kw., VP: 17.8 Kw.
Owned-Oper. By .............................................. Lawrence A. Harvey
Business Address .......................................... 321 S. Beverly Dr.
President ....................................................... Lawrence A. Harvey
Chief Engineer ............................................... Harold W. Jury

KGO-TV
SAN FRANCISCO—1949—ABC
Channel: 7 VHF, AP: 12.6 Kw., VP: 25.4 Kw.
Business Address ............................................ 420 Taylor
Phone Number ............................................... Graystone 4-5656
Air Time ......................................................... 14 hours daily
Representative ............................................... Petry
President (ABC) ............................................. Robert E. Kintner
General Mgr. .................................................. James H. Connolly
Station Mgr. .................................................... Vincent Francis
Comm. Mgr. ..................................................... David Sacks
Promotion Director ......................................... Gordon Grannis
Dir. of News and Spec. Events ........................ Vic Reed
Production Manager ....................................... Bill Hollembiek
Publicity Director .......................................... Gordon Grannis
Film Manager ............................................... George Green
Chief Engineer ............................................... A. E. Evans

KPIX
SAN FRANCISCO—1948—CBS
Channel: 5 VHF, AP: 50 Kw., VP: 100 Kw.
Owned-Oper. By .............................................. KPIX, Inc.
Address ......................................................... 2655 Van Ness Ave.
Phone Number ............................................... Prospect 6-5100
Air Time ........................................................ 15½ hours daily
News Service ................................................... INS, AP
Representative ............................................... Katz
Membership ..................................................... NARTB
President ....................................................... Wesley E. Dumm
Gen. Mgr. ....................................................... Philip E. Lasky
Commercial Manager ..................................... Lou Simon
Dir. of Prog., News, Spec. Events; Film Mgr. ....... R. W. Wassenberg
Production Manager ....................................... George Mathiesen
Film Director ................................................... William Roay
Dir. of Engineering ......................................... A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV
SAN FRANCISCO—1949—NBC
Channel: 4 VHF, AP: 50 Kw., VP: 100 Kw.
Business Studio Address .................................. 501 Mission St.
Phone Number ............................................... Garfield 1-100
News Service ................................................... AP
Representative ............................................... Free and Peters
Membership ..................................................... NARTB
President ....................................................... G. T. Cameron
General Manager .......................................... Charles Thierlot
Station Manager ............................................. Harold P. See
Comm. Mgr. ..................................................... Norman Louvau
Program Dir. ................................................... Douglas Elleson
Prom. Dir. ....................................................... R. Irving
Chief Engineer ............................................... L. Berryhill
Consulting Engineer ....................................... Robert Hammett

KVEC-TV
SAN LUIS OBISPO—1953—DuM
Channel: 6 VHF, AP: 12.97 Kw., VP: 19.8 Kw.
Owned-Oper. By .............................................. The Valley Electric Co.
Business Address: 787 Higuera St.
Phone Number: San Luis Obispo 1100
Air Time: 7 hours daily
News Service: AP
Representative: W. S. Grant Co.
President: Christina Jacobson
Gen. Sta. Mgr.: Les Hacker
Commercial Mgr.: Jack Wasson
Program Director: Robert S. Wilton
Chief Engineer: Edwin W. Franklin

K E Y - T
SANTA BARBARA—1953—
ABC-CBS-MBS
Channel: 3 VHF. AP: 25.1 Kw. VP: 50.1 Kw.
Owned-Oper. By: Santa Barbara Bcast. TV Co.
Business Address: 750 Miramonte Drive
Phone Number: 8-5833
Air Time: 12 hours daily
News Service: UP
Representative: Hollingbery
Membership: NARTB
President, Gen. Mgr.: Colin M. Selph
Operations Director: Russell L. Furse
Sales Manager: R. Hill Carruth
Program Director: Mary Ann Casey
Promotion Director: Joe Costantino
Chief Engineer: Lloyd M. Jones

K T V U
STOCKTON—1953
Channel: 36 UHF. AP: 260 Kw. VP: 525 Kw.
Owned-Oper. By: San Joaquin Telecasters
Business Address: 2293 East Main
Air Time: 6 hours daily
News Service: UP
Representative: George P. Hollingbery
Membership: NARTB
President: Warren Brown, Jr.
General Manager: Knox La Rue
Operations Manager: D. M. Greene
Program Director: Donald Russell
Promotion Director: Richard Block
Chief Engineer: C. W. McGee

K C O K - T V
TULARE—1953—DuM
Channel: 27 UHF. AP: 81.3 Kw. VP: 151 Kw.
Owned-Oper. By: Sheldon Anderson
Business Address: 1385 East Tulare St.
Phone Number: Tulare 6-3481
Air Time: 9 hours daily
News Service: UP
Representative: For Joe
Membership: NARTB, BAB
President: Sheldon Anderson
Manager: Stanley S. Simpson
Program Director: Bob Merrifield
Publicity Director: Marcia Drake
Chief Engineer: Ron Oakley

C O L O R A D O
TV HOMES 199,500
POPULATION 1,558,000
STATIONS IN STATE 8

K K T V
COLORADO SPRINGS—1952—
ABC-CBS-DuM
Channel: 11 VHF. AP: 31 Kw. VP: 62 Kw.
Owned-Operated By: TV Colorado, Inc.
Address: 512 South Tejon St.
Representative: Hollingbery
Pres., Gen. Mgr.: James D. Russell
Sales Manager: Bob Ellis
Chief Engineer: Stan Sievers

K R D O - T V
COLORADO SPRINGS—1953—NBC
Channel: 13 VHF. AP: 5.65 Kw. VP: 13.31 Kw.
Business Address: 399 South Eighth St.
Phone Number: 2-1515
Air Time: 7½ hours daily
News Service: AP, UP
Representative: McGivra
President: Joseph H. Rohrer
Station Manager: Paul C. Crozier
Commercial Manager: Harry W. Hoth
Program Director: Jean Gilz
Promotion Director: Patricia Colt
Chief Engineer: Herbert W. Schubarth

K B T V
DENVER—1953—ABC-CBS
Channel: 9 VHF. AP: 141 Kw. VP: 282Kw.
Owned-Operated By: Colo. TV Corp.
Address: 1089 Bannock St.
Representative: Free & Peters
General Manager: Joseph Herold
Sales Manager: Jerry Lee
Program Manager: Sam Worsham
Film Manager: W. L. Murray
Chief Engineer: James Butts

K F E L - T V
DENVER—1952—DuM
Channel: 2 VHF. AP: 50.1 Kw. VP: 100 Kw.
Owned-Operated By: Eugene P. O'Fallon, Inc.
Address: 550 Lincoln St.
Representative: Blair-TV
Pres., General Manager: Gene O'Fallon
Sales Manager: Bill Conklin
If you want coverage, full coverage of the richest buying area in the United States — Stamford, Norwalk, New Haven, Bridgeport area — plus neighboring Long Island, WICC-TV is definitely the station to use. Check WICC-TV’s Coverage Map shown here. See the rich cities, towns and counties WICC-TV covers. Call your nearest Adam J. Young, Jr. representative, Consult your Standard Rate & Data or contact WICC-TV direct.

* Based on a study by Sales Management Magazine
**KLZ-TV**
**DENVER—1953—CBS**
Channel: 7 VHF...AP: 6 Kw...VP: 10 Kw.
Owned-Oper. By: Aladdin Radio & TV Inc.
Address: 131 Speer Blvd.
Phone Number: Main 4271
Air Time: 12 hours daily
News Service: AP, INS, UP
Representative: Katz
Membership: NARTB, BAB
Pres., Gen. Mgr.: Hugh B. Terry
Commercial Manager: Jack Tipton
Program Director: Clayton Brace
Dir. of News: Sheldon Peterson
Film Manager: William Witt
Chief Engineer: Eugene Jenkins

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**KOA-TV**
**DENVER—1953—NBC**
Channel: 4 VHF...AP: 15 Kw...VP: 25 Kw.
Owned-Oper. By: KOA, Inc.
Address: 1625 California
Phone Number: Main 6211
Representative: Don Searle
Exec. V.P., Gen. Mgr.: Jud Woods
Com. Manager: Hank Henry
Promotion Manager: Dick Harris
Film Director: Harlan Mendenhall
Chief Engineer: Bob Owen

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**KCSJ-TV**
**PUEBLO—1953—NBC**
Channel: 5 VHF...AP: 10.6 Kw...VP: 17.5 Kw.
Address: 211 W. 5th St.
Phone Number: 8522
News Service: UP
Representative: Avery Knodel
Membership: NARTB
President: Douglas D. Kahle
Commercial Mgr.: Robert L. Clinton
Program Director: Larry Godon
Promotion Director: Tim O’Connell
Production Manager: Bob Wilver
Chief Engineer: Dale Redlingshafer

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**KDZA-TV**
**PUEBLO—1953**
Channel: 3 VHF...AP: 16.7 Kw...VP: 8.3 Kw.
Address: 3011 Elizabeth
Phone Number: 1255
Air Time: 4 hours daily
Representative: McGivney
Membership: NARTB, BAB
President: Dean B. Crouch
Commercial Mgr.: Bill Beck
Program Director: Mary Smith
Dir. of News: Paul Hines
Prod. Film Mgr.: Bob Culver
Chief Engineer: William Willig

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**CONNECTICUT**

**TV HOMES 485,000**

**POPULATION 2,097,000**

**STATIONS IN STATE 4**

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**WICC-TV**
**BRIDGEPORT—1953—ABC**
Channel: 43 UHF...AP: 91 Kw...VP: 182 Kw.
Address: Box 9140
Air Time: 9 hours daily
News Service: AP
Representative: Adam Young
Membership: BAB
Pres., Gen. Mgr.: Philip Merriman
Prog. Mgr., Dir. TV Oper.: Wallie Dunlap
Comm. Mgr.: Manning Slater
Pub. Dir.: Joan Fisher
Dir. of News & Spec. Events: Bill Whalen
Film Ed.: Irving Magilnick

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**WKNB-TV**
**NEW BRITAIN—1952**

**CBS Primary**

Channel: 30 UHF...AP: 10 Kw...VP: 20 Kw.
Address: 213 Main St.
Phone Number: Baldwin 3-3603
Air Time: 9 hours daily
Representative: Bolling
President: Julian Gross
S’lion Mgr.: Peter B. Kenney
Commercial Mgr.: David Scott
Publicity Dir.: Dean Bafford
Film Manager: Elliott Weisman
Chief Engineer: John Shipley
Consulting Engineer: George C. Davis

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**WNHC-TV**
**NEW HAVEN—1953—CBS, NBC-DuM-ABC**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By: Elm City Bcstg. Co.
Address: 1110 Chapel St.
Phone Number: SPruce 7-3611
Air Time: 17 hours daily
News Service: AP, INS
Representative: Katz
Membership: NARTB
President: Patrick J. Goode
Gen. Mgr.-Sec-Treas.: Aldo DeDominicis
Exec. V.P.: Edward D. Taddel
Station Manager............. Edward C. Obrist
Commercial Mgr............. J. Vincent Callahan
Program Director........... James W. Evans

WATR-TV
WATERBURY—1953—ABC-DuM
Channel: 53. AP: 12.5 Kw. VP: 24.5 Kw.
Owned-Oper. By............. WATR, Inc.
Business Address........... 440 Meadow St.
Phone Number............... 5-1121
Air Time................... 10 hours daily
News Service............... UP
Representative.............. Rambeau, Bannan
Membership.................. NARTB
President................... Harold Thomas
Gen. Sta. Mgr.............. Samuel Elman
Prog. Prog. Mgr............ Edmund Waller
Promotion Dir.............. Wally King
Dir. of News................ Phil Corvo
Film Manager............... Astrid Curtis
Chief Engineer............... Russel Jensen

DELAWARE

TV HOMES 76,000
POPULATION 324,000
STATIONS IN STATE 1

WDEL-TV
WILMINGTON—1949—NBC-DuM
Channel: 12 VHF. AP: 1.25 Kw. VP: 2.5 Kw.
Owned-Oper. By............. WDEL, Inc.
Business-Studio Address... 10th & King Sts.
Phone Number............... 6-2587
Representative.............. Meeker
Station Executive........... Clair R. McCollough
Station Manager............ Barton K. Feree
National Sales Manager..... J. Robert Gulick
Chief Engr.................. J. E. Mathioli

DIST. OF COLUMBIA

TV HOMES 201,500
POPULATION 834,000
STATIONS IN STATE 4

WMAL-TV
WASHINGTON, D. C.—1947—ABC
Channel: 7 VHF... AP: 12 Kw... VP: 22 Kw.
Address..................... 4461 Connecticut Ave., N.W.
Phone Number............... Kelloog 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
Dir. of Sales.............. Neal J. Edwards
Dir. of News & Spec. Events... Richard Rendell
Production Mgr........... David Davis
Chief Engineer............... Frank Harvey

WNBW
WASHINGTON—1947—NBC
Channel: 4.. AP: 50 Kw.... VP: 100 Kw.
Business-Studio Address... Wardman Park Hotel
Phone Number............... 4-5400
Air Time.................. 115% hours Weekly
News Service............... AP, INS, UP
Representative.............. NBC Television Spot Sales
Membership.................. NARTB, BAB
V.P., General Manager...... Carleton D. Smith
Dir. of Sales.............. Joseph Goodfellow
Commercial Manager........ Charles de Lozier
Press. Ad., Prom. Spvrs... Robert Adams
Dir. News & Spec. Events... Cassius Keller
Film Dir.................... George Dorsey
Chief Engineer............... John G. Rogers

WTOP-TV
WASHINGTON—1949—CBS
Channel: 9 VHF... AP: 14.4 Kw... VP: 27.3 Kw.
Owned-Oper. By............. WTOP, Inc.
Business Address........... Broadcast House
Phone Number............... Emerson 2-9300
Air Time.................. 18 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
Dir. of News & Spec. Events... William Wood
Production Mgr............... H. Thomas Tausig
Pub. & Prom. Director...... Cody Pansletlah
Film Director............... H. Thomas Tausig
V.P., Chief Engr............ Clyde Hunt

WTG
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 3-5300
Air Time.................. 14½ hours daily
News Service............... UP
Representative ........................................ Blair-TV
Membership ........................................ NARTB
President ........................................... Dr. Allen B. DuMont
General Manager ............................... Leslie G. Arries, Jr.
Comm. Mgr. ......................................... Neal J. Edwards
Dir. of Spec. Events .................. Weston J. Harris
Prom., Pub. Dir. ............................... George Flax
Program Director ......................... Roger Coelos
Film Director .................................. Vincent DeMaria
Chief Engineer ................................. Malcolm M. Burlsan

**FLORIDA**

**TV HOMES 397,500**

**POPULATION 3,192,000**

**STATIONS IN STATE 11**

**WFTL-TV**

**FT. LAUDERDALE—1953—ABC-NBC**

Channel: 23 UHF  AP: 10 Kw.  VP: 20 Kw.
Business Address ............... 229 S. E. First Avenue
Phone Number ....................... 3-6531
Air Time ...................................... 8 hours daily
News Service .......................... AP
Representative ..................... Weed
Membership ..................... NARTB
President ................................. J. W. Dickey
Gen., Sta. Mgr. ................. Noran E. Kersta
Program Director .......... John J. Crosby
Dir. of News .......................... Robert LeFevre
Publicitl Director .......... John E. Broderick
Chief Engineer ................. Richard Northev

**WMBR-TV**

**JACKSONVILLE—1949—ABC-CBS-DuM**

Channel: 4 VHF  AP: 60 Kw.  VP: 100 Kw.
Owned-Oper. By ................... Washington Post
Business Address ............. 605 S. Main
Phone Number ....................... 9-4475
News Service .......................... UP
Representative ..................... Avery-Knodel
President ............................... Philip L. Graham
Vive Pres. ............................. John S. Hays
Station Manager ............. Glenn Marshall, Jr.
Comm. Mgr. ............................. Charles Stone
Program Dir. ...................... Harry Kalkines
Dir. of News & Spec. Events .. Bill Grove
Chief Engineer .................... Ernest Vondermark

**WITV**

**FT. LAUDERDALE—1953—ABC-DuM**

Channel: 17 UHF  AP: 215 Kw.  VP: 430 Kw.
Owned-Oper. By .................. Gerico Investment Co.
Bus. Address ................. 5500 Hallandale Beach Blvd.
Phone Number ....................... 6650
Air Time ...................................... 14 hours daily
News Service .......................... UP
Representative ..................... O. L. Taylor
Membership ..................... NARTB
President ................................. Mortimer W. Loewi
General Manager ............. Robert W. Standart
Operations Manager .......... J. R. Troxel
Commercial Manager ........ Wallace E. Stone
Asst. Prog. Dir. .............. Jean Sceurman
Chief Engineer .................... William M. Latham

**WINK-TV**

**FORT MEYERS—1954—ABC**

Channel: 11 VHF  AP: 8 Kw.  VP: 12 Kw.
Business Address ............. 54 Palm Beach Blvd.
Phone Number ....................... 4-1341

**WJHP-TV**

**JACKSONVILLE—1953—NBC-DuM—ABC**

Channel: 36 UHF  AP: 138 Kw.  VP: 276 Kw.
Business Address ............. 4038 Phillips Hwy.
Phone Number ....................... 98-9898
News Service .......................... UP
Representative ..................... Perry
Membership ..................... NARTB
President ................................. John H. Perry, Jr.
Commercial Mgr. .............. W. Bill Frake
Program Director .......... C. Speed Veal
Promotion Director .......... Martha Thomas
Chief Engineer .................... Beecher Hayford

**WTVJ**

**MIAMI—1949—ABC-CBS-DuM**

Channel: 4 VHF  AP: 89 Kw.  VP: 100 Kw.
Address ..................... 316 N. Miami Ave.
Phone Number ....................... Miami 2-6262
Air Time ...................................... 17½ hours daily
News Service .......................... UP
Representative ..................... Free & Peters
President ................................. Mitchell Wolson
Vive Pres. ............................. Lee Ruwitch
Program Director .......... Lee Waller
Pub. & Prom. Director .... Burt Topping
Production Mgr. ............. Ashe Dawes
Sales Mgr. ............................ Stan Gordoni
Dir. of News & Spec. Events .. Ralph Lenick
Chief Engineer .................... Earl W. Lewis

**WJDM**

**PANAMA CITY—1953—ABC-NBC**

Channel: 7 VHF  AP: 5.36 Kw.  VP: 10.7 Kw.
WEAR-TV
PENSACOLA—1953—ABC
Channel: 3... AP: 33 Kw. VP: 55 Kw.
Owned-Oper. By: Gulfport Bc'g. Corp.
Business Address: Box 1188
Phone Number: 3-4449
Representative: Hollenberg
General Manager: Mel Wheeler
Station Manager: George C. Blackwell
Program Director: Jerry Williams
Chief Engineer: Jim Smith

WPFA-TV
PENSACOLA—1953—CBS-DuM
Channel: 15 UHF AP: 11 Kw. VP: 20.4 Kw.
Owned-Oper. By: WPFA-TV, Inc.
Business Address: North "O" & Loletta Sts.
Phone Number: 3-1141
News Service: AP
Representative: Adam Young
Membership: NARTB
President: Charles W. LaMar, Jr.
V.P. & Gen. Mgr.: F. E. Busby
Prog. Prom. Dir.: Howard Gordon
Dir. of News: Max L. Anderson
Publicity Director: Elizabeth D. Hayter
Film Manager: M. C. Saviak
Chief Engineer: N. V. Pieler

WSUN-TV
ST. PETERSBURG—1953—ABC-CBS-NBC-DuM
Channel: 38 UHF AP: 11.02 Kw VP: 20.42 Kw.
Owned-Oper. By: City of Petersburg
Business Address: Box 240
Phone Number: 5-4121
Representative: Weed
Manager: George D. Robinson
Commercial Mgr.: Vera New
Program Director: Charles W. Vaughan, Jr.
Film Editor: Monte Gurwit
News Dir.: Tom Eynon
Chief Engineer: Louis J. Link

WIRK-TV
WEST PALM BEACH—1953—ABC
Channel: 21 UHF AP: 10 Kw. VP: 18.6 Kw.
Owned-Oper. By: WIRK-TV, Inc.
Business Address: Box 2148
Phone Number: 3-6836
Representative: Weed
Manager Oper.: Arthur L. Gray
Chief Engineer: William P. Heitzman

GEORGIA
TV HOMES 392,500
POPULATION 3,890,000
STATIONS IN STATE 10

WAGA-TV
ATLANTA—1949—CBS-DuM
Channel: 5 AP: 50 Kw. VP: 100 Kw.
Bus.-Studio Address: 1018 W. Peachtree, N.W.
Phone Number: Vernon 3553
Air Time: 14 hours daily
News Service: AP
Representative: Katz
President: George B. Storer
Managing Dir.: Glenn C. Jackson
Commercial Manager: John W. Collins, Jr.
Program Dir.: Don Naylor
News Director: Dale Clark
Promotion Mgr.: Charles E. Trainer
Chief Engineer: Hugo Bondy

WLW-A
ATLANTA—1951—ABC-DuM
Channel: 11 VHF AP: 12.5 Kw VP: 23.8 Kw.
Owned-Oper. By: Crosley Bcstg. of Atlanta Inc.
Business Address: 1611 West Peachtree St.
Phone Number: Cypress 6676
Air Time: 17 hours daily
News Service: AP, UP
Representative: Crosley National Sales
President: W. P. Robinson
Program Director: John Sever
Prom., Pub. Dir.: W. B. Colvin
Dir. of News: Bob Hendrickson
Film Manager: George Brimer
Chief Engineer: Harvey J. Adershold

WSB-TV
ATLANTA—1948—NBC
Channel: 2 VHF AP: 50 Kw VP: 100 Kw
Owned-Oper. By: The Atlanta Newspapers
Address: 1601 Peachtree Phone Number: Atwood 3827
Air Time: 17 hours daily  
Newspaper Affiliations: Atlanta Newsp., Inc.  
News Service: AP  
Representative: Petry  
Membership: NARTB  
Managing Director: J. Leonard Reinsch  
General Manager: John M. Quilter, Jr.  
Station Manager: Marcus Bartlett  
Promotion Director: Walter Paschall  
Dir. of News & Spec. Events: Don Elliott  
Production Manager: Mark Toulson  
Publicity Director: Wayne Anderson  
Film Director: Jean Hendrix  
Chief Engineer: C. F. Daugherty

**WJBF-TV**  
**AUGUSTA—1953—NBC-ABC-DuM**  
Channel: 6  
AP: 11.8 Kw.  
VP: 23.8 Kw.  
Business Address: Box 129  
Phone Number: 7-7767  
Representative: Hollingbery  
V.P.-Gen. Mgr.: J. H. Manning  
V.P.-Sg’s Mgr.: Donald M. Kelly, Jr.  
Program Director: Thomas J. Hennessy  
Chief Engineer: John Jopling

**WDAK-TV**  
**COLUMBUS—1953—ABC-CBS-NBC-DuM**  
Channel: 28 UHF.  
AP: 10 Kw.  
VP: 16.8 Kw.  
Owned-Oper. By: Television Columbus  
Business Address: 1st Avenue  
Phone Number: 2-8829  
Air Time: 6 hours daily  
News Service: AP  
Representative: Headley Reed  
Membership: NARTB  
President: Allen Woodall  
Gen. Mgr.: E. F. MacLeod  
Operations Dir.: Jack Rathbun  
Commercial Mgr.: Ed Hennessy  
Promotion Dir.: John Hugenberg  
Dir. of News: Bill Henry  
Production Mgr.: George Land  
Chief Engineer: Reeve Owen

**WRBL-TV**  
**COLUMBUS—1953—CBS**  
Channel: 14 VHF.  
AP: 14.7 Kw.  
VP: 27.4 Kw.  
Owned-Oper. By: Columbus Bcastg. Co.  
Business Address: 1350 13th St.  
Phone Number: 2-0601  
Air Time: 9 hours daily  
News Service: UP  
Representative: Hollingbery  
Membership: NARTB, BAB  
Operations Dir.: George A. Gingell  
Com. Mgr.: B. Ed. Johnson  
Program Dir.: Ridley Bell  
Publicity Dir.: George Jenkins  
Consulting Engr.: George C. Davis

**WMAZ-TV**  
**MACON—1953—CBS-DuM**  
Channel: 13 VHF.  
AP: 30 Kw.  
VP: 60 Kw.  
Business Address: Bankers Insurance Bldg.  
Phone Number: 2-7373  
Air Time: 12 hours daily  
News Service: UP  
Representative: Katz  
President: George Rankin, Jr.  
General Manager: Wilton E. Cobb  
Station Manager: Herman Hatton  
Promotion Dir.: Ed Pendleton  
Dir. of News: Ben Chatfield  
Production Mgr.: Norman Gray  
Publicity Dir.: Nelle Smith

**WNEX-TV**  
**MACON—1953—NBC**  
Channel: 47 UHF.  
AP: 9 Kw.  
VP: 16.8 Kw.  
Owned-Oper. By: Macon Television Co.  
Business Address: Box 664  
Phone Number: 3-9355  
Air Time: 14 hours daily  
News Service: AP  
Representative: Headley Reed  
President: William A. Fickling  
Exec. Vice-Pres.: Alfred Lowe  
Comm. Manager: Carl Williams  
Asst. Mgr.: John A. Hicks  
Promotion Dir.: Don Young  
Dir. of News: Bob Sagarra  
Publicity Dir.: David Reeves  
Chief Engineer: Charlie Walker

**WROM-TV**  
**ROME—1953**  
Channel: 9 VHF.  
AP: 15.5 Kw.  
VP: 30.9 Kw.  
Owned-Oper. By: WROM-TV, Inc.  
Business Address: 121 Broad St.  
Phone Number: 2-0833  
Representative: Weed  
President: Dean Covington  
General Manager: Ed McKay  
Commercial Manager: Charles Doss  
Chief Engineer: T. H. Robertson

**WTOC-TV**  
**SAVANNAH—1954—CBS-NBC-DuM**  
Channel: 11 VHF.  
AP: 30 Kw.  
VP: 60 Kw.  
Business Address: 515 Abercom St.  
Phone Number: 2-0127  
News Service: UP  
Station Representative: Katz  
Membership: NARTB  
President: William T. Knight, Jr.  
General Manager: F. Schley Knight  
Commercial Mgr.: Ben B. Williams  
Program Director: Dwight T. Bruce  
Promotion Dir.: Courtenay Knight  
Chief Engineer: Kyle Goodman
Results That Count...

A LOCAL AGENCY told WGN-TV:
"The leads developed from a single announcement on your program were better than four times any other television show we have utilized."

A NATIONAL ADVERTISER said:
"Out of five markets used in this promotion, WGN-TV delivered 40% of the returns."

Whether you're large or small
...if you want RESULTS in Chicago
...make WGN-TV your Best Buy

WGN-TV
CHANNEL 9 - CHICAGO
The Chicago Tribune Television Station
## U. S. Television Stations

### Idaho

**TV Homes**: 27,500  
**Population**: 600,000  
**Stations in State**: 3

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Network</th>
<th>Population</th>
<th>Population Rank</th>
<th>News Service</th>
<th>Time</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KBOI</strong></td>
<td>Boise</td>
<td>2</td>
<td>CBS</td>
<td>77,300</td>
<td>1</td>
<td>UP</td>
<td>71 hours daily</td>
<td>Free &amp; Peters</td>
<td>Robert Howell</td>
</tr>
<tr>
<td><strong>KIDO-TV</strong></td>
<td>Boise</td>
<td>7</td>
<td>ABC-NBC-DuM</td>
<td>40,000</td>
<td>5</td>
<td>UP</td>
<td>5 hours daily</td>
<td>NARTB</td>
<td>Harold Toedtemeier</td>
</tr>
<tr>
<td><strong>WASS</strong></td>
<td>Boise</td>
<td>6</td>
<td>CBS</td>
<td>30,000</td>
<td>8</td>
<td>UP</td>
<td>5 hours daily</td>
<td>NARTB</td>
<td>Bill Seiber</td>
</tr>
<tr>
<td><strong>KOIQ</strong></td>
<td>Idaho Falls</td>
<td>4</td>
<td>ABC-NBC-DuM</td>
<td>10,000</td>
<td>17</td>
<td>UP</td>
<td>5 hours daily</td>
<td>NARTB</td>
<td>Dick Sabin</td>
</tr>
</tbody>
</table>

### Illinois

**TV Homes**: 1,962,000  
**Population**: 9,273,000  
**Stations in State**: 16

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Network</th>
<th>Population</th>
<th>News Service</th>
<th>Time</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WBLN</strong></td>
<td>Bloomington</td>
<td>15</td>
<td>DuM</td>
<td>100,000</td>
<td>UP</td>
<td>863</td>
<td>100 hours weekly</td>
<td>Jack Link</td>
</tr>
<tr>
<td><strong>WCIA</strong></td>
<td>Champaign</td>
<td>3</td>
<td>CBS-NBC</td>
<td>25,000</td>
<td>UP, INS</td>
<td>863</td>
<td>100 hours weekly</td>
<td>Leonard N. Davis</td>
</tr>
<tr>
<td><strong>WBBM</strong></td>
<td>Chicago</td>
<td>2</td>
<td>DuM</td>
<td>12,700</td>
<td>UP, INS, AP</td>
<td>863</td>
<td>100-110 hours weekly</td>
<td>John Van Volkenburg</td>
</tr>
<tr>
<td><strong>WGN</strong></td>
<td>Chicago</td>
<td>9</td>
<td>DuM</td>
<td>60,000</td>
<td>UP, INS, AP</td>
<td>863</td>
<td>100-110 hours weekly</td>
<td>Peter Goren</td>
</tr>
</tbody>
</table>
**U. S. TELEVISION STATIONS**

**WGN, 5**  
**AnOrder**  
**W**  
**N**  
**G**  
**R**  
**E**  
**H**  
**D**  
**A**  
**N**  
**G**  
**In**  
**Inc.**  

**Business Address**  
**441 N. Michigan Ave**  
**Phone Number**  
**701-0100**  

**Air Time**  
**85-100 hours weekly**

**Newspaper Affiliation**  
**Chicago Tribune**

**News Service**  
**AP, UP, INS**

**Representative**  
**George P. Hollingbery**

**President**  
**Col. Robert R. McCormick**

**Station Manager**  
**Frank P. Schreiber**

**Asst. Manager**  
**Robert Hibbard**

**Program Director**  
**J. E. Faraghan**

**Sales Manager**  
**Ted Weber**

**Newsreel Director**  
**Spencer Allen**

**Operations Director**  
**George E. Pettersson**

**Promotion Director**  
**Charles A. Wilson**

**Publicity Director**  
**James Hanlon**

**Film Director**  
**Elizabeth Bain**

**Director of Remotes**  
**Donald Cook**

**Chief Engineer**  
**Carl J. Meyers**

**WBKB**  
**Chicago—1948—ABC**

**Channel**  
**7 VHF, AP: 57 Kw., VP: 114 Kw.**

**Owned-Operated By**  
**American Broadcasting Co.**

**Business-Studio Address**  
**20 N. Wacker Dr.**

**Phone Number**  
**ANDover 3-0800**

**Air Time**  
**17 hours daily**

**News Service**  
**AP, INS**

**Representative**  
**Blair-TV**

**Membership**  
**NARTB, BAB**

**General Manager**  
**S. C. Quinlan**

**Sales Manager**  
**J. Beach**

**Promotion Dir.**  
**W. Smutzer**

**Dir. of News & Spec. Events**  
**Cornelius O’Dea**

**Publicity Director**  
**Elliott Henry**

**Film Director**  
**G. Rice**

**Chief Engineer**  
**W. Kusack**

**WNBQ**  
**Chicago—1949—NBC**

**Channel**  
**5 VHF, AP: 37.5 Kw., VP: 75 Kw.**

**Owned-Operated By**  
**National Broadcasting Co.**

**Business-Studio Address**  
**Merchandise Mart**

**Phone Number**  
**SUPERIOR 7-8300**

**Air Time**  
**17:45 hours daily**

**News Service**  
**AP, INS, UP**

**Representative**  
**NBC Spot Sales**

**Membership**  
**NARTB**

**V.P. & Gen. Mgr.**  
**Harry Kopf**

**Commercial Manager**  
**John J. McPartlin**

**Program Director**  
**George Heinemann**

**Promotion Director**  
**John Keys**

**Dir. of News & Spec. Events**  
**William B. Roy**

**Publicity Director**  
**Chet Campbell**

**Film Procurement**  
**Isabel Cooney**

**Chief Engineer**  
**Howard C. Luttgens**

**WDBA**  
**DANVILLE—1953—ABC**

**Channel**  
**19 UHF, AP: 10 Kw., VP: 20 Kw.**

**Owned-Oper. By**  
**Northwestern Publishing Co.**

**Business Address**  
**1500 N. Washington Ave.**

**Phone Number**  
**701-0100**

**Air Time**  
**5 hours daily**

**Newspaper Affiliation**  
**The Commercial News**

**News Service**  
**AP**

**Representative**  
**Everett-McKiinney, Inc.**

**Membership**  
**NARTB, BAB**

**General Manager**  
**Robert J. Broow**

**Commercial Manager**  
**John Eckert**

**Program Director**  
**Honore Ronan**

**Director of News**  
**Max Shaffer**

**WTVP**

**DECATUR—1953—ABC-CBS-DuM**

**Channel**  
**17 UHF, AP: 9.3 Kw., VP: 17.1 Kw.**

**Owned-Oper. By**  
**Prairie Television Co.**

**Business Address**  
**Box 108**

**Phone Number**  
**5-4304**

**Air Time**  
**9 hours daily**

**News Service**  
**UP**

**Representative**  
**Clark**

**President**  
**W. L. Shidlerbarger**

**General Manager**  
**Harold G. Cowgill**

**Commercial Manager**  
**Downey Hewey**

**Program Director**  
**Paul K. Taft**

**Director of News**  
**James Crowell**

**Chief Engineer**  
**James C. Wulliman**

**WSIL-TV**

**HARRISBURG—1953**

**Channel**  
**22 UHF, AP: 3.72 Kw., VP: 7.41 Kw.**

**Owned-Oper. By**  
**Turner-Farrar Assn.**

**Business Address**  
**21 W. Poplar St.**

**Phone Number**  
**7-373**

**Representative**  
**President**

**Representative**  
**Walter**

**Program Director**  
**Jim Bolen**

**Chief Engineer**  
**Charles Gilliam**

**WEEK-TV**

**PEORIA—1953—NBC**

**Channel**  
**43 UHF, AP: 88 Kw., VP: 175 Kw.**

**Owned-Oper. By**  
**West Central Broadcasting Co.**

**Address**  
**1000 Comm. Nat’l Bank Bldg.**

**Representative**  
**Headley-Reed**

**President**  
**Robert S. Kerr**

**General Manager**  
**Fred C. Mueller**

**Sales Manager**  
**William J. Flynn**

**Film Director**  
**Robert Kroepel**

**Chief Engineer**  
**Wayne Lovely**

**WTVH-TV**

**PEORIA—1953—ABC**

**Channel**  
**19 UHF, AP: 10 Kw., VP: 20 Kw.**

**Owned-Oper. By**  
**Hilltop Broadcasting Co.**

**Business Address**  
**410 Fayette Bldg.**

**Phone Number**  
**6-8771**

**Representative**  
**Petry**

**General Manager**  
**Hugh R. Norman**

**Production Mgr.**  
**Don Roper**

**Commercial Mgr.**  
**George Norman**

**News Dir.**  
**Jerry Dunphy**

**Sports Director**  
**Morton Cantor**

**Chief Eng.**  
**W. Wurz**
WGEM-TV
QUINCY—1953—ABC-NBC
Channel: 10 VHF, AP: 25 Kw., VP: 50.2 Kw.
Phone Number: 6840
Air Time: 71/2 hours daily
Newspaper Affiliation: Quincy Herald-Whig
Representative: Walker
Membership: NARTB
President: T. C. Oakley
General Manager: J. S. Bonansinga
Commercial Mgr.: James E. Muse
Program Director: Paul J. McClelland
Promotion Director: William C. Herbert
Chief Engineer: Frank E. Laughlin

WREX-TV
ROCKFORD—1953—ABC-CBS
Channel: 13. AP: 22.9 Kw., VP: 45.7 Kw.
Owned-Oper. By: Greater Rockford TV, Inc.
Business Address: Auburn & Winnebago Rds.
Phone Number: 8-1813
News Service: UP
Representative: H-R Representatives
Membership: NARTB
President: L. E. Caster
Gen. Mgr.: Soren Munkhof
Program Director: Elden Anspach
Promotion Director: Charles Olson
Director of News: Robert Clyde
Chief Engineer: Howard Elliott

WTVO
ROCKFORD—1953—DuM-NBC
Channel: 39 VHF, AP: 9.8 Kw., VP: 19.5 Kw.
Owned-Oper. By: Winnebago Television Corp.
Business Address: Meridian Rd.
Phone Number: 3-5413
Representative: Weed
Manager: Harold Froelich
Production Mgr.: John W. Kelin
Chief Engineer: Herbert Eckstein
Film Director: Carl P. Stemler

WHBF-TV
ROCK ISLAND—1950—ABC-CBS
DuM
Channel: 4. AP: 50 Kw., VP: 100 Kw.
Bus-Trans. Address: Telco Bldg., 231 18th St.
Phone Number: R.I. 6-5441
Air Time: 14 hours daily
Newspaper Affil.: "The Argus"
News Service: INS
Representative: Avery-Knoedel, Inc.
Membership: NARTB, BAB
President: Ben H. Potter
Gen. Mgr.: Leslie C. Johnson
Commercial Manager: Maurice Corke
Program Director: Forest W. Cooke
Prom. Publ. Director: (Miss) Fern Hawks
Chief Engineer: Robert J. Sinnott
Consulting Engineer: E. C. Page

WICS
SPRINGFIELD—1953—ABC-NBC
DuM
Channel: 20 UHF, AP: 10 Kw., VP: 18 Kw.
Owned-Oper. By: Plains Television Corp.
Business Address: 523 E. Capitol Ave.
Phone Number: 5-0465
Air Time: 41/2 hours daily
News Service: AP
Representative: Adam Young
President: L. G. Pefferle
Sta. Com. Mgr.: Milton D. Friedland
Program Director: James Harelson
Promotion Director: John Begue
Director of News: Malden Jones
Production Manager: Robert Steffan
Chief Engineer: Bazil O'Hagan

INDIANA

TV HOMES 830,000
POPULATION 4,252,000
STATIONS IN STATE 9

WTTV
BLOOMINGTON—1949
ABC-CBS-NBC-DuM
Channel: 10 VHF, AP: 13.45 Kw., VP: 26.9 Kw.
Owned-Oper. By: Sarkes Tarzian, Inc.
Address: 535 S. Walnut St.
Phone Number: 2-1407
Air Time: 121/2 hours daily
Representative: Robert Meeker Assoc.
President: Sarkes Tarzian
Gen. Mgr.: Robert Lemos
Sales Manager: Norman Cissmo
Program Manager: Robert Petrano
Traffic Director: Susan Bartlett
Dir. of News & Spec. Events: Edward Keating
Production Mgr.: Steve Briggs
Film Manager: Warren Perney
Chief Engineer: Morton L. Welge

WSJV
ELKHART—1954—ABC
Channel: 52 UHF, AP: 105 Kw., VP: 195 Kw.
Business Address: 416 S. 2nd St.
Phone Number: 3-1960
WFIE
EVANSVILLE—1953—NBC-ABC
DuM
Channel: 62 UHF. AP: 11.75 Kw. VP: 23.5
Owned-Oper. By: Premier Television, Inc.
Business Address: 1115 Mount Auburn Rd.
Phone Number: 5-6201
Air Time: 12 hours daily
News Service: UP
Membership: NARTB, BAB
President: Jesse D. Fine
Commercial Mgr.: Jack D. Walker
Program Director: Frederick W. Smith
Promotion Director: Bud Johnson
Director of News: Fred Rollison
Chief Engineer: Harvey Shellito

WKJG-TV
FORT WAYNE—1953—ABC-CBS
NBC-DuM
Channel: 33 UHF. AP: 145 Kw. VP: 277 Kw.
Business Address: 220 E. Jefferson St.
Phone Number: Anthony 2295
News Service: AP, UP
Representative: Paul H. Raymer
Membership: NARTB
President: Clarence L. Schust
General Manager: Edward G. Thoms
Commercial Mgr.: Carleton B. Evans
Program Director: Calo Mahlock
Chief Engineer: Eugene A. Chase
Asst. Manager: Hilliard Gates
Consulting Engineer: George Gautney

WFBM-TV
INDIANAPOLIS—1942
ABC-CBS-NBC-DuM
Channel: 6 AP: 18.1 Kw. VP: 30.5
Owned-Operated By: WFBM, Inc.
Bus-Studio Address: 1330 N. Meridian St.
Phone Number: Lincoln 8521
Air Time: 19 hours daily
News Service: AP, INS
Representative: Katz
Membership: NARTB, BAB
Comm. Manager: William F. Kiley
Film Director: Hugh Kibbey
Promotion Director: Bernard Carney
Dir. of News: Gilbert Forbes
Production Mgr.: Carl Belles
Chief Engineer: Harold S. Holland

WFAM-TV
LAFAYETTE—1953—DuM
Channel: 59 UHF. AP: 10.5 Kw. VP: 20 Kw.
Owned-Oper. By: WFAM, Inc.
Business Address: McCarty Lane
Phone Number: 2-4300
Air Time: 5½ hours daily
News Service: UP
Representative: Rambeau
Membership: BAB
President: O. E. Richardson
Gen., Sta. Mgr.: David F. Milligan
Program Director: Richard Long
Promotion Director: Pat Roberts
Chief Engineer: Richard Cochran

WLBC-TV
MUNCIE—1953—ABC-CBS-NBC
DuM
Channel: 49 UHF. AP: 8.7 Kw. VP: 17.4 Kw.
Owned-Oper. By: Tri-City Radio Corp.
Business Address: Box 271
Phone Number: 4403
Air Time: 15 hours daily
News Service: AP, UP
Representative: Holman, Walker
President: Don Burton
Com. Prom. Dir.: Bill Craig
Program Director: Lee Allerton
Director of News: Fred Hinshaw
Production Mgr.: George Marks
Chief Engineer: Maury Crain

WRAY-TV
PRINCETON—1953
Channel: 52 UHF. AP: 250 Kw. VP: 500 Kw.
Owned-Oper. By: Southern Indiana Tele-Casting, Inc.
Business Address: Outer West Broadway
Phone Number: 52
Air Time: 8 hours daily
News Service: INS
Representative: Walker
Membership: BAB
President: M. R. Lankford
Gen., Sta. Mgr.: Robert L. Epstein
Prog. Prom. Dir.: Warren O. Wittekind
Director of News: Gene C. Peterson
Publicity Director: Ray J. Lankford
Film Manager: Harold S. Bass
Chief Engineer: Ray Shigley
Consulting Engineer: Everett Dillard

WSBT-TV
SOUTH BEND—1952—ABC-CBS
NBC-DuM
Channel: 34 UHF. AP: 88 Kw. VP: 170 Kw.
Owned-Operated By: South Bend Tribune
Address: 225 W. Colfax Ave.
Representative: Raymer
President: F. A. Miller
General Manager: Neal B. Welch
Program Director: R. J. Drain
Prom., Pub. Dir.: R. H. Swinets
Consulting Engineer: Millard M. Garrison
**U. S. TELEVISION STATIONS**

**IOWA**

**TV HOMES 422,000**

**POPULATION 2,647,000**

**STATIONS IN STATE 8**

**WOI-TV**

AMES—1950—ABC-CBS-NBC-DuM

Channel: 5 VHF.. AP: 50.1 Kw... VP: 100 Kw.
Owed-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...... Dr. James Hilton
General Manager...... Richard B. Hull
Oper. Manager...... Robert Mulhall
Program Director...... Chris Donaldson
Prog. Devel. Supervisor...... Edward Wegener
Prom. Pub. Dir...... Marguerite Theobald
Dir. of News & Spec. Events...... George Halsey
Film Manager...... Dona DeCamp
Chief Engineer...... Keith Ketcham

**K C R I - T V**

CEDAR RAPIDS—1953—ABC-DuM

Channel: 9 VHF.. AP: 16.5 Kw... VP: 33 Kw.
Owed-Oper. By...... Cedar Rapids Television Co.
Business Address...... Miller Bldg.
Phone Number...... 44194
Air Time...... 7½ hours daily
Representative...... H. R.
Membership...... NARTB
President...... Sootherland Dows
General Manager...... Wade S. Patterson
Sales Director...... Robert Z. Morrison, Jr.
Program Director...... Ralph D. Willey
Promotion Director...... Beth Rochefort
Chief Engineer...... Carl Rollert
Consulting Engineers...... Kear & Kennedy

**W M T - T V**

CEDAR RAPIDS—1953—CBS-DuM

Channel: 2 VHF.. AP: 50.1 Kw... VP: 100 Kw.
Owed-Oper. By...... American Bstg. Stations
Business Address...... 807 Barr Building
Phone Number...... Cedar Rapids 6127
Air Time...... 7½ hours daily
News Service...... AP, INS, UP
Representative...... Katz
Membership...... NARTB, BAB
President...... Wm. B. Dolph

**W O C - T V**

DAVENPORT—1949—NBC

Channel: 6... AP: 60.3 Kw... VP: 100 Kw.
Business Address...... 805 Brady St.
Phone Number...... 3-3661
Air Time...... 15 h. s. daily
News Service...... UP
Representative...... Free & Peters, Inc.
Membership...... NARTB
President...... Col. B. J. Palmer
Vice-Pres. & Treas...... D. D. Palmer
Exec. Vice-Pres...... Ralph Evans
Secretary...... William D. Wagner
Vice-President...... Paul Loyet
Resident Manager...... Ernest Sanders
Resident Sales Mgr...... Mark Woodlinge
Program Director...... Raymond Guth
Sales Prom. Mgr...... Fred Reed
Chief Engineer...... Paul Arvidson

**K G T V**

DES MOINES—1953—ABC-CBS-NBC DuM

Channel: 17 UHF.. AP: 10 Kw... VP: 18.5 Kw.
Owed-Oper. By...... Rib Mt. Radio Inc.
Business Address...... 2d Ave. & Hobson Dr.
Phone Number...... 8-6751
Air Time...... 6 hours daily
News Service...... INS
Representative...... Hollingerby
Membership...... NARTB
President...... W. C. Bridges
General Manager...... S. H. McGovern
Asst. Gen. Mgr...... J. W. Bartikoski
Commercial Mgr...... J. C. Cosgrove
Program Director...... T. J. Kelly
News Director...... Jim McGovern
Production Mgr...... V. Fletcher
Film Manager...... Jim Moon
Chief Engineer...... W. M. Greely

**K Q T V**

FORT DODGE—1953

Channel: 21 UHF.. AP: 11 Kw... VP: 18 Kw.
Owed-Oper. By...... Northwest Television Co.
Business Address...... Warden Bldg.
Phone Number...... WAlnut 3761
News Service...... INS
Representative...... Pearson
Membership...... BAB
President...... Edward Breen
Pgm., News Dir...... Drexel Peterson
Production Mgr...... James Spear
Film Manager...... Leonard Greene
Chief Engineer...... David Sinclair
U. S. TELEVISION STATIONS

KVTV
SIoux City—1953—CBS-NBC-DuM
Channel: 9 VHF . AP: 15.6 Kw . VP: 28.95 Kw.
Business Address . 614 Pierce Street
Phone Number . 2-2711
Air Time . 13 hours daily
Newspaper Affiliation . Register & Tribune
News Service . AP, UP
Representative . Katz
Membership . NARTB, BAB
President . Gardner Cowles, Jr.
General Manager . Robert R. Tinscher
Station Manager . Arthur J. Smith
Commercial Mgr. . Donald D. Sullivan
Program Director . Norman L. Bacon
Promotion Director . Joan Monfore
Film Manager . E. Barton Jewell
Chief Engineer . Jack Iverson

KOAM-TV
Pittsburg—1953—NBC-CBS ABC-DuM
Channel: 7 VHF . AP: 49 Kw . VP: 98 Kw.
Owned-Oper. By . Mid-Continental Telecasting
Business Address . Professional Bldg.
Phone Number . 2165
Representative . Katz
President . E. V. Baxter
Program Director . Louis R. Martin
Chief Engineer . Leo Stafford
Consulting Engineer . T. A. M. Craven

KWWL-TV
Waterloo—1953—NBC-DuM
Channel: 7 VHF . AP: 25.1 Kw . VP: 50.1 Kw.
Business Address . Hotel Russell Lamson
Phone Number . 4404
News Service . UP
Representative . Headley-Reed
President . Ralph J. McElroy
Commercial Mgr. . Don E. Iman
Prog., Prom. Dir. . Charles R. Freburg
Director of News . Ed Falk
Production Mgr. . Jack Turley
Film Manager . Gene Bennett
Chief Engineer . Ralph Mlaska
Consulting Engineer . Frank McIntosh

WIBW-TV
Topeka—1953—ABC-CBS-DuM
Channel: 13 VHF . AP: 5.35 Kw . VP: 10.7 Kw.
Business Address . 1035 Topeka Blvd.
Phone Number . 3-2377
News Service . AP, UP
Representative . Capper
President . Henry Blake
General Manager . Ben Ludy
Station Manager . Art Holbrook
Commercial Mgr. . H. Iton Hodges
Production Mgr. . Claude Mann
Publicity Director . Allan Young
Chief Engineer . Gilbert Volles

In LOUISVILLE
CHOOSE
WKLO-TV
CHANNEL 21
represented by
VENARD, INC.

KANSAS
TV HOMES 215,500
POPULATION 1,943,000
STATIONS IN STATE 4

KVTH
Hutchinson—1953—CBS
Channel: 12 VHF . AP: 10 Kw . VP: 20 Kw.
Owned-Oper. By . Hutchinson TV, Inc.
Business Address . 217 East First
Phone Number . 5-5502-3
Representative . H-R
General Manager . Howard O. Peterson
Program Director . Ray Huffer
Promotion Manager . Wm. S. Ritchie
Regional Sales . Doug Hough
Traffic Manager . H. F. Means
Chief Engineer . Robert B. Marye
Production Mgr. . Ben Butler
KEDD
WICHITA—1953—ABC-NBC
Channel: 16 UHF. AP: 11 Kw. VP: 20.4 Kw.
Owned-Oper. By... KEDD, Inc.
Business Address... Box 1740
Phone Number... 7Emple 8-3021
Air Time... 10 hours daily
Newspaper Affiliation... Wichita Beacon
Representative... Petey
President... Stanley H. Durwood
V.P., Gen., Sta. Mgr... Ben B. Baylor Jr.
Commercial Mgr... John E. North
Program Director... Robert C. Currie
Promotion Director... Ben K. West
Director of News... Richard Hickox
Production Mgr... Don Markley
Film Manager... C. K. Bloomquist
Chief Engineer... George Smith

LOUISIANA
TV HOMES 281,500
POPULATION 2,738,000
STATIONS IN STATE 7

KENTUCKY
TV HOMES 359,500
POPULATION 3,004,000
STATIONS IN STATE 4

WEHT
HENDERSON—1953—CBS
Channel: 50 UHF. AP: 8.77 Kw. VP: 16:25 Kw.
Owned-Oper. By... Ohio Valley Television Co.
Business Manager... Box 418
Phone Number... Henderson 9566
Air Time... 12 hours daily
News Service... UP
Representative... Meeker
Membership... NARTB
President... Hecht S. Lackey
Commercial Mgr... William Vogel
Progress Director... Chester T. Behrmann
Promotion Director... Marye Klasner
Director of News... Ralph Smith
Chief Engineer... Robert M. Cleveland

WAVE-TV
LOUISVILLE—1948—ABC-NBC-DuM
Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Operated By... WAVE, Inc.
Address... 334 East Broadway
Phone Number... Wabash 2201
Air Time... 17 hours daily
News Service... AP, UP
Membership... NARTB, BAB
Representative... NBC Spot Sales
President... George W. Norton, Jr.
Gen., Sta. Manager... Nathan Lord
Commercial Manager... Ralph Jackson
Prog., Film Dir... George Patterson
Prom., Pub. Dir... Charles Hill
Director of News... Rodney Ford
Chief Engineer... Wilbur Hudson
Consulting Engineer... R. C. Ring

WHAS-TV
LOUISVILLE—1950—CBS
Channel: 11 AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By... WHAS, Inc.
Address... 525 W. Broadway
Phone... Wabash 2211
Representative... Harrington, Righter, Parsons
News Service... AP
Membership... NARTB
President... Barry Bingham
Vice-Pres., Director... Victor A. Sholls
Station Manager... Neil D. Cline
Sales Director... Albert J. Gillen
Program Director... Ralph Hansen
Promotion Director... William Loader
Director of News... Richard Oberlin
Film Manager... Charles McDaniel
Chief Engineer... Orrin W. Towne

WKLO-TV
LOUISVILLE—1953—ABC-DuM
Channel: 21 UHF. AP: 129 Kw. VP: 251 Kw.
Owned-Oper. By... Mid-America Bcstg. Corp.
Business Address... Henry Clay Hotel
Phone Number... Clay 4441
Representative... Venard Inc.
Pres., Gen. Mgr... Joe Eaton
Sales Manager... John E. Scott
Program Director... Jack Everbach
Chief Engineer... D. C. Summerford

WAFB-TV
BATON ROUGE—1953—ABC-CBS
NBC-DuM
Channel: 28 UHF. AP: 11.5 Kw. VP: 22.5 Kw.
Owned-Oper. By... Modern Bcstg. Co, of Baton Rouge
Business Address... 844 Government St.
Phone Number... 4-8571
Representative... Adam Young
President... Jack S. Burk
Vice-Pres., Gen. Mgr... T. E. Gibbens
"MARYLAND'S MOST HONORED TELEVISION STATION"

WAAM 13

Channel

THE GEORGE FOSTER PEABODY AWARD TO
"THE JOHNS HOPKINS SCIENCE REVIEW"

Produced at WAAM in co-operation with The Johns Hopkins University for the Du Mont Television Network, twice honored by the Peabody Committee for "excellence in television."

THE ALFRED I. DUPONT AWARD TO
GERALD W. JOHNSON

WAAM's fearless commentator, famous newspaperman, essayist, biographer and historian. Another example of WAAM's use of community materials to build for nationally respected programs.

WAAM 13

Channel

TELEVISION HILL • BALTIMORE, MD.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.
KTAG-TV
LAKE CHARLES—1953—CBS-ABC
DuM
Channel: 25 UHF. AP: 11 Kw. VP: 20.4 Kw.
Owned-Oper. By: KTAG-TV, Inc.
Business Address: Box 173
Phone Number: 9-8413
Representative: Adam Young
General Manager: James W. Lucas
Sales Manager: Quitman Henley
Chief Engineer: Maurice Wynne

KFAZ
MONROE—1953
Channel: 43 UHF. AP: 10 Kw. VP: 20 Kw.
Owned-Oper. By: Delta Television Inc.
Business Address: 2107 Forsythe Ave.
Phone Number: 2-4442
Representative: Pearson
President: J. O. Willet
Vice-President: Justin Wilson
General Manager: John Ferguson
Sales Manager: Robert Clegg

KNOE-TV
MONROE—1953—CBS-NBC-ABC
DuM
Channel: 8 VHF. AP: 115 Kw. VP: 230 Kw.
Owned-Oper. By: James A. Nee
Business Address: Box 1713
Phone Number: 8155
Representative: H. R.
Vice-Pres., Gen. Mgr.: Paul H. Goldman
Program Director: Harry Arthur
Operations Mgr.: Pete McCusland
Chief Engineer: Jack Ratliff

WDSU-TV
NEW ORLEANS—1948
ABC—CBS—NBC—DuM
Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw
Business-Studio Address: 520 Royal St.
Phone Number: TUlane 4371
Air Time: 119 hours weekly
News Service: AP, UP
Representative: Blafr
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
Prog. Operations Mgr.: Stanley Holiday
Chief Engineer: Lindsey Riddle
Consulting Engineer: E. C. Page

WJMR-TV
NEW ORLEANS—1953—ABC-DuM
Channel: 61 UHF. AP: 25 Kw. VP: 50 Kw.
Business Address: 1500 Canal St.
Phone Number: Canal 0558
Representative: J. Bolling
Vice-Pres., Gen. Mgr.: James E. Gordon
Commercial Mgr.: Patrick J. Shannon
Program Director: Tom Abbott
Film Buyer: Ernest McKenna
Exec. V.P., Chief Engr.: George A. Mayoral

KSLA
SHREVEPORT—1953—NBC-CBS
ABC-DuM
Channel: 12 VHF. AP: 6.5 Kw. VP: 13 Kw.
Owned-Oper. By: Interim Television Corp.
Business Address: Box 848
Phone Number: 2-0697
Representative: Paul H. Raymer
Associate Managers: Deane Flett
Owens Alexander, J. H. Pace
Program Director: Henry Davis
Film Director: Hugh Pickert
Chief Engineer: Morris C. Barton

MAINE
TV HOMES 69,000
POPULATION 922,000
STATIONS IN STATE 5

WABI-TV
BANGOR—1953
ABC-CBS-NBC-DuM
Channel: 5 VHF. AP: 0.35 Kw. VP: 1.9 Kw.
Owned-Oper. By: Community Telecasting Serv.
Address: 57 State St.
Phone Number: 8255
National Rep.: George P. Hollingbery
New England Rep.: Kettell-Carter
President: Horace Hildreth
Chief Engineer: Walter L. Dickson
BALTIMORE'S NEIGHBORS

From the Blue Ridge to the blue Atlantic, Maryland's communities have been bound into a closer kinship to Baltimore through WMAR-TV's 100,000 watts of maximum "super power" . . . and each of the indicated neighbors has been "saluted" in a continuing series of half hour programs that combine film sequences with personal appearances by leading personalities of each locality.

HAGERSTOWN 60 mi.
BRUNSWICK 50 mi.
WESTMINSTER 26 mi.
FREDERICK 40 mi.
REISTERSTOWN 16 mi.
SYKESVILLE 18 mi.
ELLIOTT CITY 9 mi.
LAUREL 17 mi.
GLEN BURNIE 8 mi.
ANNAPOLIS 21 mi.
PRINCE FREDERICK 48 mi.

FIRST WITH MAXIMUM POWER

WMAR-TV, Sunpapers Television station in Baltimore, became the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST WITH LOCAL COLOR

The first broadcast of color slides using the new WMAR-TV color originating equipment took place in the early morning hours (after regular sign-off at 2 A.M.) on December 30th, and continued for several nights thereafter. The first announced telecast went on December 31st and on January 5th, 1954, WMAR-TV initiated regular daily color telecasts.

IN MARYLAND MOST PEOPLE WATCH

WMAR TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
MARYLAND

TV HOMES 601,500
POPULATION 2,366,000
STATIONS IN STATE 4

WAAM-TV
BALTIMORE—1948—ABC-DuM
Channel: 13 VHF, AP: 120 Kw., VP: 240 Kw.
Owned-Operated By... Hearst Corporation
Business Studio Address... 2610 N. Charles
Phone Number... Hopkins 7-3000
News Service... INS, UP, AP
Representative... Edward Petry
Vice Pres. & Exec. Dir... Charles B. McCabe
Vice-Pres. & Gen. Mgr... D. L. Provost
Vice-Pres. (Engineering)... John T. Wilner
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

See Page 870

WBAL-TV
BALTIMORE—1948—NBC
Channel: 11 VHF, AP: 120 Kw., VP: 240 Kw.
Owned-Operated By... Hearst Corporation
Business Studio Address... 2610 N. Charles
Phone Number... Hopkins 7-3000
News Service... INS, UP, AP
Representative... Edward Petry
Vice Pres. & Exec. Dir... Charles B. McCabe
Vice-Pres. & Gen. Mgr... D. L. Provost
Vice-Pres. (Engineering)... John T. Wilner
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

WAM-TV
BALTIMORE—1947—CBS
Channel: 2 VHF, AP: 50 Kw., VP: 100 Kw.
Owned-Operated By... The A. S. Abell Co.
Address... Old Sun Bldg.
Phone Number... MULberry 5870
Air Time... 15 hours daily
News Service... AP

WCSH-TV
PORTLAND—1953—NBC
Channel: 6 VHF, AP: 50 Kw., VP: 100 Kw.
Owned-Oper. By... Congress Square Hotel Co.
Business Office... 157 High Street
Phone Number... 2-0181
Air Time... 9 1/2 hours daily
News Service... UP
Representative... Weed
Membership... NARTB, BAA
President... Adeline B. Rines
General Manager... William H. Rines
Program Manager... Daniel H. Smith
Promotion Director... Linwood T. Pitman
Director of News... Philip N. Johnson
Production Manager... Burnell Poole

WGANTV
PORTLAND—1954
Channel: 13 VHF, AP: 127.3 Kw., VP: 238.8 Kw.
Owned-Oper. By... Guy Gannett Bcastg. Services
Business Address... 390 Congress St.
Phone Number... 2-7423
Representative... Avery-Knodel
General Manager... C. E. Gatchell

WPMT
PORTLAND—1953—ABC-NBC-CBS
DuM
Channel: 53 UHF, AP: 11.5 Kw., VP: 22.2 Kw.
Owned-Oper. By... Portland Telecasting Corp.
Business Address... Columbia Hotel
Phone Number... 2-8327
Air Time... 9 hours daily
News Service... AP
Representatives... Everett-McKinney, Kettel-Carter
President... Frank H. Hoy
Station Manager... George E. Curtis, Jr.
Comm., Prom. Dir... Gerald T. Higgins
Prog. Prod. Mgr... William Gildersleeve
Director of News... Parker Hoy
Chief Engineer... Fred Crandon
Consulting Engineer... George Adair

LEWISTON—1953—ABC-CBS-DuM
Channel: 17 UHF, AP: 8.54 Kw., VP: 15.7 Kw.
Owned-Oper. By... Lewiston-Auburn Bcastg.
Business Address... 129 Lisbon Street
Phone Number... 4-5401
Air Time... 7 hours daily
News Service... AP
Representatives... Everett-McKinney, Kettel-Carter
President... Elden H. Shute, Jr.
General Manager... Frank S. Hoy
Comm., Prom. Dir... Gerald T. Higgins
Program Director... Lester J. Richards
Director of News... F. Frank Hoy
Chief Engineer... Henry G. Root

(See Page 870)
Representative ........................................ ... Katz
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. Stickle
Production Mgr. ...................................... Edwin B. Mick
Film Director ......................................... David V. R. Stickle
Chief Engineer ....................................... Carlton G. Nopper

MASSACHUSETTS

TV HOMES 1,190,500
POPULATION 4,738,000
STATIONS IN STATE 7

WMGT-TV

ADAMS—1953—DuM
Channel: 74 UHF, AP: 150 Kw., VP: 300 Kw.
Business Address ...................................... 8 Bank Row
Phone Number ........................................ Pittsfield 2-1553
Air Time ................................................... 8 hours daily
Representative ......................................... Walker
Membership ............................................. NARTB, BAB
President ................................................ Leon Podolsky
General Manager ...................................... John T. Parsons
Commercial Mgr. ...................................... William Geary
Program Director ..................................... Edward Pearson
Director of News ....................................... Larry Vaber
Film Manager .......................................... Richard Bolander
Chief Engineer ......................................... Leonard Lavendol
Consulting Engineer ................................. James C. McNary

WBZ-TV

BOSTON—1948—NBC
Channel: 4 .............................................. AP: 50 Kw., VP: 100 Kw.
Owned-Oper. By ......................................... Westinghouse Radio Stations, Inc.
Address .................................................. 1170 Soldiers Field Rd.
Phone Number ......................................... ALgonquin 4-5670
News Service ........................................... INS, AP, UP
Representative ......................................... NBC Spot Sales
President ................................................ Chris J. Witting
Gen. Sta. Mgr. ........................................... W. C. Swartley
Sales Manager .......................................... C. Herbert Masse
Promotion Manager .................................... Richard E. Farmham
Program Manager ..................................... W. Gordon Swan
News Dir. ................................................ F. Whitmarsh
Film Manager .......................................... R. Duffield
Chief Engineer ......................................... W. H. Hauser
Production Mgr. ....................................... Iran Berlow

WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)
Channel: 7 VHF, AP: 158 Kw., VP: 316 Kw.
Owned-Oper. By ......................................... General Teleradio, Inc.
Business-Studio Address .......................... 21 Brookline Ave.
Phone Number ........................................ COmmonwealth 6-0800
Air Time .................................................. 15 hours daily
News Service ........................................... INS, UP
Representative ......................................... H-R Reps, Inc.
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

WTAO-TV

BOSTON—1953—ABC-DuM
Channel: 56 UHF, AP: 10 Kw., VP: 22 Kw.
Owned-Oper. By ......................................... Middlesex Bcstg. Corp.
Business Office ........................................ 439 Concord Ave.
Phone Number ........................................ EL 4-0500
News Service ........................................... UP
Representative ......................................... Everett-McKinney
President ................................................ Frank J. Lyman, Jr.
General Manager ..................................... Frederic S. Bailey
Commercial Mgr. ...................................... John H. Kimball, Jr.
Program Director ..................................... Theodore B. Pitman, Jr.
Film Manager .......................................... Fred Stein
Chief Engineer ......................................... Leonard Pray

WHYN-TV

SPRINGFIELD-HOLYOKE—1953
CBS-DuM
Owned-Oper. By ......................................... Hampden-Hampshire Corp.
Business Address ...................................... 1300 Liberty St.
Phone Number ......................................... Springfield 4-1126
Air Time .................................................. 11 hours daily
News Service ........................................... UP
Representative ......................................... Branham, Weed
Membership ............................................ NARTB, BAB
General Manager ..................................... Charles N. DeRose
Commercial Mgr. ..................................... Patrick J. Montague
Program Director ..................................... Ken Smith
Chief Engineer ......................................... Harold Schumacher
Consulting Engineers ............................... Kear & Kennedy
**WWLP**

**SPRINGFIELD—1953—ABC-NBC**


Business Office: 61 Chestnut St.
Phone Number: Springfield 2-4181
Representative: Hollingsbery
President: Roger L. Putnam
Treasurer: William L. Putnam
V.P., Comm. Mgr.: Alan C. Tindal
Program Director: Milton R. Slater
Promotion Manager: Howard S. Keeffe
Chief Engineer: George R. Townsend

**WWOR-TV**

**WORCESTER—1953—ABC-DuM**

Channel: 14 UHF. AP: 16.2 Kw. VP: 8.71 Kw. Business Office: P. O. Box 609
Phone Number: 7-8374
Air Time: 6 hours daily
News Service: UP Representative: Paul H. Raymer, Bannan
Membership: NARTB President: John Z. Buckley
General Manager: Ansel E. Gridley
Commercial Mgr.: Leonard V. Corwin
Program Director: Thomas C. Sawyer
Promotion Director: Rupert Neily
Director of News: Frank Knight
Production Mgr.: Richard Huntley
Film Manager: Norman "Cy" Locke
Chief Engineer: Donald P. Wise

**WNEM-TV**

**BAY CITY-SAGINAW—1954—NBC DuM**

Business Address: 814 Adams St., Bay City
Phone Number: 3-5269 Representative: Headley-Reed
President: James Gerity, Jr.
Exec. V.P.: O. William Myers
Manager: John Bone
Commercial Manager: Harley M. West, Jr.
Chief Engineer: Lee Stevens

**WWTV**

**CADILLAC—1953—CBS-DuM**

Business Address: 214 N. Mitchell St.
Phone Number: Prospect 5-3478 Representative: Weed
President: John Smith
Vice-President: L. T. Matthews
Sales Manager: John Cundiff
Program Director: Keith Adams
Film Editor: Don Cunningham
Chief Engineer: Allen W. Daubendick

**WJBK-TV**

**DETROIT—1948—CBS-DUMONT**

Business-Studio Address: 500 Temple
Phone Number: Temple 3-7900
Air Time: 16 hours daily
News Service: INS, UP Representative: Katz
Make Sure of More in ’54

with

WJBK-TV

CHANNEL 2

FACT No. 1
POWER
Farthest reaching TV signal in the Michigan area... gigantic 1,057 foot tower with maximum 100,000 watt E.R.P... plus favored Channel 2 dial position add up to
MAXIMUM CIRCULATION

FACT No. 2
PROGRAMMING
Daytime and nighttime, viewers customarily turn to Channel 2 for the best in entertainment, news and sports. And that means
MAXIMUM VIEWING

FACT No. 3
RATINGS
Consistently leading with high-rated CBS, Dumont and local programs. For example, Pulse ratings for December, ’53, show 9 out of the 15 top shows on WJBK-TV. And that gives you
MAXIMUM IMPACT

WJBK-TV
Detroit

BASIC CBS NETWORK & DUMONT

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Eliminate guesswork when you’re buying TV time in the rich Great Lakes area. Make your money go farther, literally and figuratively, on WJBK-TV, Detroit’s only full power station. Look at the facts! Prove to yourself that Channel 2 is the place for you. Get maximum return for your TV dollars on WJBK-TV.
### U.S. Television Stations

#### WWJ-TV
**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
- Telephone Number: Woodward 2-2000
- Newspaper Affiliation: The Detroit News
- News Service: UP, AP
- Representative: Hollingsbery
- Membership: NARTB
- General Manager: Edwin K. Wheeler
- Ass't. Gen. Mgr.: Don DeGroot
- Prog. Prod. Dir.: James Schiavone
- Pub. Affairs Dir.: James Eberle
- Publicity Director: Harman R. Kates
- Film Editor: Frank Picard
- Chief Engineer: Edgar J. Love
- Consulting Engineer: Millard F. Garrison

#### WXYZ-TV
**Detroit—1948—ABC**
- Channel: 7 VHF. AP: 57 Kw. VP: 114 Kw.
- Owned-Operated By: WXYZ, Inc.
- Business Address: 1700 Mutual Bldg.
- Phone Number: Woodward 3-8321
- Time: 18 hours daily
- News Service: AP, INS Representative: Blair-TV
- Membership: NARTB, BAB
- President: James G. Riddell
- Station Manager: John Pival
- Prog. Prod. Dir.: John Lee
- Production Mgr.: Ford Vandervoort
- Promotion Dir.: Robert Baldrica
- Dir. of Spec. Events & News: Richard Femmel
- Film Director: Ken Simms
- Chief Engineer: Charles Kocher

#### WTAC-TV
**Flint—1953—ABC**
- Channel: 16 UHF. AP: 8.4 Kw. VP: 17.4 Kw.
- Owned-Oper. By: Trendle Campbell Bcastg. Corp.
- Business Address: 740 S. Saginaw St.
- Phone Number: 2-1136
- News Service: UP
- President: George W. Trendle
- General Manager: H. Allen Campbell
- Gen. Mgr. (AM-TV): J. R. McKinley
- Station Manager: Rubin Weiss
- Program Director: James A. Washburn
- Film Director: Paul H. Toeppe
- Production Mgr.: Cecil Ruffin
- Consulting Engineer: James A. Gimbel

#### WOOD-TV
**Grand Rapids—1951—ABC-CBS-NBC-DuM**
- Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
- Address: McKay Tower
- Phone Number: 9-4125
- Representative: Katz
- General Manager: Willard Schroeder
- Program Director: Franklin Sisson
- Sales Manager: Art Swift
- Sales Service Mgr.: John Clay
- Promotion Dir.: John Dragomire
- Asst. Prog. Dir.: Clark Grant
- Chief Engineer: Louis Bergenholtz

#### WKZO-TV
**Kalamazoo—1950—ABC-CBS-NBC-DuM**
- Channel: 3 VHF. AP: 40 Kw. VP: 81 Kw.
- Address: 124 W. Michigan Ave.
- Phone Number: 3-1223
- Air Time: 15 hours daily
- News Service: AP Representative: Avery-Knodel, Inc.
- Membership: NARTB, BAB
- Pres., Gen., Sta. Mgr.: John E. Fezter
- Sales Director: Donald W. DeSmitt, Jr.
- Program Director: Charles Lynch
- Managing Director: Carl Lee
- Chief Engineer: Arthur E. Covell

#### WILS-TV
**Lansing—1953—ABC-DuM**
- Channel: 54 UHF. AP: 20 Kw. VP: 10 Kw.
- Business Address: 407 N. Washington Ave.
- Phone Number: 2-1655
- Air Time: 8 hours daily
- News Service: UP Representative: O. L. Taylor
- Membership: NARTB
- President: W. A. Pomeroy
- Commercial Manager: Walter Dennis
- Prog. Prod. Film Mgr.: James Pollock
- Promotion Dir.: Walter Braeger
- Director of News: John Maters
- Chief Engineer: John Poboroy
- Consulting Engineer: Frank Macintosh

#### WJIM-TV
**Lansing—1950—ABC-CBS-DuM**
- Channel: 6 VHF. AP: 17 Kw. VP: 31 Kw.
- Owned-Oper. By: WJIM, Inc.
- Address: Bank of Lansing Bldg.
- News Service: UP
- Phone: 2-1333
- Representative: H-R Representatives
President: Harold F. Gross  
Station Manager: Willard Waldbridge  
Prog. News Dir.: Howard Finch  
Film Director: Phil Sherck  
Chief Engineer: Charles Wallace

**W KNX-TV**

**SAGINAW—1953**

Channel: 57 UHF . AP: 10 Kw ... VP: 19 Kw. 
Owned-Operated By: Lake Huron Bcsig. Co.  
Address: 221 S. Wash. Ave.  
Phone Number: 3-4471  
Representative: Gill-Perna  
Membership: NARTB, BAB  
General Manager: William J. Edwards  
Station Manager: Howard Wolfe  
Program Director: Thomas A. Taylor  
Chief Engineer: Max W. Thomas

**MINNESOTA**

**TV HOMES 439,000**

**POPULATION 3,127,000**

**STATIONS IN STATE 7**

**K M M T**

**AUSTIN—1953—ABC-CBS-DuM**

Channel 6 VHF . AP: 3.4 Kw ... VP: 18.7 Kw.  
Business Office: Minnesota-Iowa Television Co.  
Business Address: 405½ North Main St.  
Phone Number: 8336  
Air Time: 6 hours daily  
News Service: AP  
Representative: Pearson  
President: Harry Smith  
Gen., Sta. Mgr.: L. L. McCurnin  
Commercial Mgr.: Don Jones  
Program, Film Dir.: Tom Steensland  
Prom., Prod. Mgr.: Ken Bryant  
Director of News: Ken Cessna  
Chief Engineer: Glen Klein  
Consulting Engineer: Fred O. Grimwood, Inc.

**W F T V**

**DULUTH—1953**

**ABC-CBS-NBC-DuM**

Channel: 38 UHF . AP: 10 Kw ... VP: 20 Kw. 
Owned-Oper. By: Great Plains Television  
Business Address: 232 East Superior St.  
Phone Number: 7-6881  
Air Time: 10 hours daily  
News Service: AP  
Representative: Adam Young  
Membership: NARTB

**W C C O - T V**

**MINNEAPOLIS—1949**

**CBS-DuM**

Channel: 4 . AP: 50 Kw ... VP: 100 Kw.  
Owned-Oper. By: Mid-Continent Radio-TV Inc.  
Bus.-Studio Address: Radio City—50 S. 9th St.  
Phone Number: Lincoln 0552  
News Service: AP, UP, INS  
Representative: Free & Peters  
President: Robert B. Ridder  
Exec. V.P. & Gen. Mgr.: F. Van Konyenburg  
Station Manager: Sherman Headley  
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

**W T C N**

**MINNEAPOLIS—1953—ABC**

Channel: 11 VHF . AP: 42 Kw ... VP: 70 Kw. 
Owned-Oper. By: Minnesota Television Public Service Corp.  
Business Address: 2925 Dean Blvd.  
Phone Number: Mohawk 9-6771  
News Service: AP, UP  
Representative: Blair  
Membership: NARTB  
President: Robert Butler  
General Manager: Edward G. Smith  
Commercial Mgr.: Ken Light  
Program Director: George Hudak  
Director of News: John Ford  
Production Mgr.: Robert Colburn  
Film Manager: Eugene Wecker  
Chief Engineer: Mike Fleming

**K R O C - T V**

**ROCHESTER—1953—NBC-DuM**

Channel: 10 VHF . AP: 53 Kw ... VP: 100 Kw. 
Business Address: 100 - 1st Ave. Bldg.  
Phone Number: 3924  
Air Time: 9 hours daily  
News Service: UP  
Representative: Meeker  
Membership: NARTB, BAB  
President: Mrs. C. P. Gentiling  
Gen. Comm. Mgr.: G. David Gentiling  
Station Manager: Willard Lamppman  
Program Director: Ray Skaran  
Director of News: Ray Thompson  
Film Manager: Jerry Kimerly  
Chief Engineer: Robert Cross

878
KSTP-TV
ST. PAUL-MINNEAPOLIS—1948
NBC
Channel: 5 VHF...AP: 17.3 Kw...VP: 24.7 Kw.
Owned-Operated By: KSTP, Inc.
Bus., Trans. Lo.: 3415 University Ave., St. Paul
Phone Number: Prior 2717
Air Time: 17 1/2 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 Di.: William R. Brazil
Program Di.: Del Franklin
Promotion Di.: Joseph C. Cook
Chief Engineer: Wm. S. Sadler
Consulting Engineer: Andrew D. Ring

KSTP-TV
ST. PAUL—1953—ABC-DuM
Channel: 11 VHF...AP: 42 Kw...VP: 70 Kw.
Business Address: 538 Hamm Building
Phone Number: Garfield 1361
Air Time: 5 hours daily
News Service: AP
Representative: H-R
Membership: NARTB
President: N. Lawrence Bensong
Commercial Mgr.: Frank M. Devaney
Prog. Dir., Prod. Mgr.: Fred H. Kaufman
Prom., Pub. Dir.: Thomas W. Letcher
Director of News: Stuart A. Lindman
Film Manager: Oscar Backlund
Chief Engineer: Warren Fritz

WMIN-TV
ST. PAUL—1953—ABC-DuM
Channel: 11 VHF...AP: 42 Kw...VP: 70 Kw.
Business Address: 538 Hamm Building
Phone Number: Garfield 1361
Air Time: 5 hours daily
News Service: AP
Representative: H-R
Membership: NARTB
President: N. Lawrence Bensong
Commercial Mgr.: Frank M. Devaney
Prog. Dir., Prod. Mgr.: Fred H. Kaufman
Prom., Pub. Dir.: Thomas W. Letcher
Director of News: Stuart A. Lindman
Film Manager: Oscar Backlund
Chief Engineer: Warren Fritz

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. Wilmitte

WSTP-MERIDAN—1953—ABC-CBS-DuM
Channel: 11 VHF...AP: 15.5 Kw...VP: 31.2 Kw.
Business Address: Threefoot Bldg.
Phone Number: 7714
Pres., Gen. Mgr.: Withers Gavin

WTOK-TV
MERIDAN—1953
ABC-CBS-NBC-DuM
Channel: 30 UHF...AP: 134 Kw...VP: 252 Kw.
Owned-Oper. By: Southern Television Corp.
Business Address: Southern Bldg.
Phone Number: 3-1441
Air Time: 10 hours daily
News Service: AP
Representative: Headly-Reed
Membership: NARTB
President: Robert F. Wright
Commercial Manager: W. B. Crooks
Program Director: Cecil Germany
Promotion Dir.: Jerry Kerns
Dir. of News, Prod. Mgr.: George Shannon
Chief Engineer: Joe Saxon
Consulting Engineer: George E. Gautney

MISSOURI
TV HOMES 681,500
POPULATION 4,034,000
STATIONS IN STATE 14

KOMU-TV
COLUMBIA—1953
ABC-CBS-NBC-DuM
Channel: 8 VHF...AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By: Curators of Univ. of Mo.
Business Address: Highway 63 South
The ONE and ONLY television station in the nation's 9th largest market which operates with the MAXIMUM POWER authorized by the Federal Communications Commission...

KSD-TV
The St. Louis Post-Dispatch Television Station

...100,000 WATTS on easy-to-tune Very High Frequency Channel 5

KSD-TV is America's FIRST completely postwar equipped television station... established on February 8, 1947... and the FIRST CHOICE of advertisers who have products and services to sell to the St. Louis Market.

NBC TELEVISION NETWORK

National Advertising Representative: NBC SPOT SALES
U. S. TELEVISION STATIONS

KHQA-TV  HANNIBAL—1953—CBS-DuM
Channel: 7 VHF . AP: 18.3 Kw . VP: 36.8 Kw.
Phone Number . 6200
Air Time . 9 hours daily
News Service . AP, UP
Representative . J. E. Gray
President . Lee P. Loomis
General Manager . Walter Rothschild
Program Director . K. M. Miller
Promotion Director . Gene Terry
Director of News . Don Nicholson
Production Mgr. . Tom Roby
Film Manager . Charles Lotz
Chief Engineer . Duane M. Weise
Business Address . 222 W. 11th St.
Phone Number . Harrison 2650
News Service . AP, UP
President . Arthur B. Church
Managing Director . George J. Higgins
Program Director . Roderick B. Cupp
Promotion Director . Harold W. Storm
Production Mgr. . John Q. Quigley
Chief Engineer . Kenneth H. Cook

WDAF-TV  KANSAS CITY—1949
Channel: 4 . AP: 50 Kw . VP: 100 Kw.
Business Number . 1729 Grand Ave.
Phone Number . Harrison 1200
News Service . AP, UP
Representative . Harrington, Rightor & Parsons
Manager Director . H. Dean Fitzter
Commercial Manager . E. M. Russo
Station Manager . Bill Bates
Chief Engineer . Joseph Flaherty
Program Dir . Al Christy
News Dir . Randall Jesse
Film Mgr . John Krivas

KCMO-TV  KANSAS CITY—1953—ABC-DuM
Channel: 5 VHF . AP: 42.6 Kw . VP: 71.1 Kw.
Owned-Oper. By . Meredith Engineering Co.
Business Address . 125 East 31st St.
Phone Number . 6789
News Service . AP
Representative . Katz
President . E. T. Meredith
General Manager . E. K. Hartenbower
Program Director . S. B. Trembls
Promotion Director . F. C. Strawn
Director of News . James Monroe
Production Mgr . Kenneth Heady
Film Manager . T. R. Thompson
Chief Engineer . Karl Troeglen

WHB-TV  ST. JOSEPH—1953—CBS-DuM
Channel: 14 UHF . AP: 14.7 Kw . VP: 23.3 Kw.
Business Address . Scarritt Bldg.
Phone Number . 7109
Representative . Blair
Pres., Comm. Mgr . Donald D. Davis
Station Manager . Morris Greiner
Promotion Manager . Ed Schultz, Jr.
Chief Engineer . Henry Goldenberg

KMB-C TV  ST. LOUIS—1953—CBS
Channel: 5 VHF . AP: 60 Kw . VP: 100 Kw.
"Big Mo" Captures St. Louis!

THE ONLY UHF STATION IN ST. LOUIS

275,000 WATTS NON-DIRECTIONAL POWER

ABC BASIC CBS INTERCONNECTED

STUDIO AND OFFICE LOCATED IN THE VERY HEART OF ST. LOUIS

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTVMT

CHANNEL 36 SAINT LOUIS
U. S. TELEVISION STATIONS

KSTM-TV
ST. LOUIS—1953—ABC
Channel: 36 UHF. AP: 125 Kw. .. VP: 250 Kw.
Owned-Oper. By: Broadcast House Inc.
Business Address: 5915 Berthold Ave.
Phone Number: .. Sterling 3636
Representative: .. . H. R. Pres.
Gen., Sta. Mgr. .. Marshall H. Pengra
Commercial Mgr. .. Alvin M. King
Program Manager: .. Myron Bennett
Promotion Director: .. Frank E. Heaston
Chief Engineer: .. Ted Favors

WTVI
ST. LOUIS—1953—DuM
Channel: 54 UHF. AP: 124 Kw. VP: 248 Kw.
Owned-Oper. By: Signal Hill Telecasting Corp.
Business Address: Boatmen's Bank Bldg.
Phone Number: .. .. Geneva 5454
Representative: .. .. Weed
Pres., Gen. Mgr. .. Bernard T. Wilson
Vice-Prs., Comm. Mgr. .. John I. Hyatt
Program Manager: .. Ted Wescott
Production Mgr. .. Robert Holl
Chief Engineer: .. Richard J. Trompeter

Kdro-TV
SEDALIA—1954
Channel: 6 VHF. AP: 8.71 Kw. VP: 16.2 Kw.
Owned-Oper. By: Milton J. Hinlein
Business Address: 2100 W. Broadway
Phone Number: .. 4004
Representative: .. Forjoe
General Manager: .. Herb Brandes
Commerci-al Mgr. .. James Glenn
Chief Engineer: .. Bob Smith

Ktts-TV
SPRINGFIELD—1953—CBS-DuM
Channel: 10 VHF. AP: 6.78 Kw. VP: 12.76 Kw.
Business Address: Box 1716
Phone Number: .. 2-7474
Air Time: .. 10 hours daily
News Service: .. AP, UP
Representative: .. .. Weed
Membership: .. NARTB
President: .. J. H. G. Cooper
Gen., Sta. Mgr. .. G. Pearson Ward
Program Director: .. Kevin McAndrews
Director of News: .. William Bowers
Chief Engineer: .. William F. Curry
Consulting Engineer: .. J. C. McNary

KYTV
SPRINGFIELD—1953—ABC-NBC
Channel: 3 VHF. AP: 31 Kw. VP: 61 Kw.
Owned-Oper. By: Springfield Television Inc.
Business Address: .. 999 W. Sunshine
Phone Number: .. 6-2766
Representative: .. . Hollingsbery
Gen., Comm. Mgr. .. J. Gordon Wardell
Film Director: .. .. Carl Fox
Chief Engineer: .. E. Dennis White

MONTANA
TV HOMES 10,500
POPULATION 597,000
STATIONS IN STATE 4

KOOK-TV
BILLINGS—1953—CBS-DuM-ABC
Channel: 2 VHF. AP: 8.8 Kw. VP: 17.5 Kw.
Owned-Oper. By: Montana Network
Business Address: 7002 S. Billings Blvd.
Phone Number: .. 9-2382
Representative: .. .. Headley-Reed
General Manager: .. V. V. Clark
Commercial Mgr. .. John Connor
Prog. am. Director: .. Edmund Peiss
Chief Engineer: .. Grant French

KOPR-TV
BUTTE—1953—CBS-ABC
Channel: 4 VHF. AP: 7.3 Kw. VP: 14.5 Kw.
Owned-Oper. By: Copper Bcstg. Co.
Business Address: .. Hotel Finlen
Phone Number: .. 6546
Representative: .. .. Hollingsbery
Vice-Prs., Gen. Mgr. .. .. Ed Cooney
Commercial D'r: .. .. S. John Schile
Chief Engineer: .. John Gort

KXLF-TV
BUTTE—1953—NBC-DuM
Channel: 6 VHF. AP: 1 Kw. VP: 2 Kw.
 Owned-Oper. By: Pacific Northwest Broadcasters
Business Address: Box 1956
Phone Number: .. 2-6968
Air Time: .. 5 hours daily
Representative: .. Walker
President: .. E. B. Craney

883
WTVI ... "the POWER!"

-SERVES and SELLS ALL of the GREATER SAINT LOUIS AREA with the...

MOST POWERFUL TRANSMITTER EVER BUILT for UHF-TV... the "G-E 12"

For Availabilities, ask WEED TELEVISION DUMONT AND CBS SHOWS!

Channel 54
KFFB-TV
GREAT FALLS—1954—CBS-DuM
Channel: 5 VHF. AP: 12.6 Kw. VP: 21.5 Kw.
Owned-Oper. By........Buttrey Broadcast Inc.
Business Address.........Box 1139
Phone Number..............4-4377
Representative............Weed
Pres., Gen. Mgr................Joseph P. Wilkins
TV Director...............Robert Froemming
Chief Engineer............Wilbur Myhre

KOMA—1949—ABC-CBS-DuM
Channel: 3 AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By............Meredith WOW, Inc.
Bus.-Trans. Address.........2615 Farnam St.
Phone Number...............WEBster 9800
Air Time.....................15 hours daily
News Service...............UP
Representative.............Edward Petry & Co.
Membership.................NARTB
President.................Edward W. May
V.P., Gen. Mgr............Owen Saddler
Commercial Manager........Arden Swisher
Program Director............Glenn Harris
Promotion Dir................Joe Baker
Dir of News and Spec. Events...Floyd Kalber
Production Director........Lew Jeffrey
Chief Engineer..............R. J. Schroeder
Consulting Engineer........Robert M. Stillman

KFAN—1949—ABC-CBS-DuM
Channel: 6 VHF. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By............Meredith WOW, Inc.
Business Address.........Insurance Bldg.
Phone Number...............WEBster 9800
Air Time.....................17½ hours daily
News Service...............UP, INS
Representative..............Blair TV
Membership.................NARTB
Chairman of Board............Fred Bohem
President....................E. T. Meredith, Jr.
General Manager............Frank P. Fogarty
Sales Mgr..................Fred Ebener
Program Director............Bill McBride
Promotion Dir................Bob Selitzer
Film Manager...............Lyle DeMoss
Dir. of News & Spec. Events...Ray Clark
Production Manager.........Vern Reynolds
Dir. of Engineering..........Wm. J. Koter
Chief Engineer..............Glenn Flynn
serving ALL
of the Metropolitan
New York - New Jersey market
National Representatives
WEED TELEVISION CORP.
**NEVADA**

**TV HOMES 12,500**

**POPULATION 176,000**

**STATIONS IN STATE 2**

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**KLAS-TV**

**LAS VEGAS—1953**

**ABC-CBS-DuM**

Channel: 8 VHF. AP: 14.5 Kw. VP: 29 Kw.

Owned-Oper. By... Las Vegas Television Inc.

Business Address: Box 711

Phone Number: 7138

Air Time: 9 hours daily

News Service: UP

Representative: Weed

Membership: NARTB

President: R. G. Jolley

General Manager: Bob Gardner

Promotion Dir.: Marian Y. Komar

Program Director: Ray Gallagher

Director of News: Jim Hart

Publicity Director: Lois Carpenter

Film Manager: Don Mumford

Chief Engineer: Les Nelson

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**WMUR-TV**

**MANCHESTER—1954**

**ABC-CBS-DuM-NBC**

Channel: 9 VHF. AP: 87.6 Kw. VP: 112 Kw.

Owned-Oper. By... Radio Voice of N. H. Inc.

Business Address: 1819 Elm St.

Phone Number: 5-5788

Representative: Weed

President: Francis P. Murphy

General Manager: Hervey Carter

Commercial Mgr.: Gordon Moore

Chief Engineer: Vincent Chandler

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**NEW JERSEY**

**TV HOMES 1,375,000**

**POPULATION 5,228,000**

**STATIONS IN STATE 3**

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**WR-TV**

**ASBURY PARK—1953**

**Channel:** 58 UHF. AP: 9.12 Kw. VP: 17.10 Kw.

**Owned-Oper. By:** Atlantic Video Corp.

**Business Address:** 710 Mattison Ave.

**Phone Number:** Asbury Park 2-7200

**President:** Walter Reade, Jr.

**Vice-Pres., Mgr.:** Harold C. Burke

**Commercial Mgr.:** Allen Previle

**Production Mgr.:** Richard Behrman

**Film Director:** William Branham

**Chief Engineer:** Donald Volkman

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**WFPG-TV**

**ATLANTIC CITY—1952—ABC-NBC CBS-DuM**

Channel: 46 UHF. AP: 9 Kw. VP: 18 Kw.

**Owned-Operated By:** Neptune Bcastg. Corp.

**Address:** Steel Pier

**Representative:** Pearson

**Pres., Gen. Mgr.:** Fred Weber

**Sales Manager:** Russell Truex

**Prog., Prom. Dir.:** Ed Davis

**Milm Manager:** Elaine Bartholomel

**Chief Engineer:** Blair K. Thron

**Consulting Engineer:** Craven, Lohnes & Culver

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**WATV**

**NEWARK—1948**

**Channel:** 13 VHF. AP: 105 Kw. VP: 180 Kw.

**Owned-Oper. By:** Bremer Bcastg. Corp.

**Business-Studio Address:** 1020 Broad St.

**Phone Number:** Mitchell 2-6400

**Air Time:** 13 hours daily

**Representative:** Weed
U. S. TELEVISION STATIONS

New Mexico

TV Homes 51,000
Population 760,000
Stations in State 4

K G G M - T V
Albuquerque—1953—CBS
Channel: 13 VHF...AP: 45 Kw...VP: 89 Kw.
Owned-Oper. By...New Mexico Bcstg. Co.
Business Address...1414 West Coal Ave.
Phone Number...3-4543
Air Time...8 hours daily
News Service...AP, UP
Representative...Weed
President...A. R. Habenstreit
Commercial Mgr...Jonny Graff
Program Director...Ed Sanchez
Promotion Director...Bob Van Driel
Chief Engineer...Leonard Dodds

KOAT - T V
Albuquerque—1953—ABC-DuM
Channel: 7 VHF...AP: 12.9 Kw...VP: 28.8 Kw.
Owned-Oper. By...Alvarado Television Co.
Business Address...122 S.E. Tulane Dr.
Phone Number...5-8716
Representative...Hollingbery
Vice-Pres., Gen. Mgr...Phil Hoffman
Program Director...Ted Snider
Chief Engineer...Bill Carman

KOB - T V
Albuquerque—1948
NBC-DuM
Channel: 4 VHF...AP: 5.6 Kw...VP: 11Kw.
Owned-Oper. By...Albuquerque Bcstg. Co.
Bus-Studio Address...234 So. 5th
Phone Number...3-4411
Air Time...10 hours daily
Representative...Brannam
Membership...NARTB
President...Wayne Coy
Station Manager...J. I. Myerson
Program Director...Dorothy B. Smith
Film Mgr...Millard Williams
Chief Engineer...George S. Johnson

KSWS - T V
Roswell—1953—ABC-DuM
Channel: 8 VHF...AP: 57.5 Kw...VP: 115 Kw.
Owned-Oper. By...John A. Barnett
Business Address...1723 W. Second St.
Phone Number...3737
Air Time...7 hours daily
News Service...AP
Representative...Mrs. Meeker
Owner...John A. Barnett
General Manager...J. C. Porter
Commercial Mgr...Paul B. McEvoy
Program Director...Jack Shafer
Chief Engineer...Ray Summersgill
Consulting Engineer...George Gautney

WROW - T V
Albany—1953—ABC-DuM-CBS
Channel: 41 UHF...AP: 138 Kw...VP: 269 Kw.
Owned-Oper. By...Hudson Valley Bcstg. Co.
Business Address...Box 4100
Phone Number...3-2225
Air Time...9 hours daily
News Service...UP
Representative...Bolling
Membership...NARTB, BAB
President...Dean P. Taylor
General Manager...Harry L. Goldman
Station Manager...Isabella Arden
Commercial Mgr...Reed Gordon
Program Director...Charles Pogan
Promo’ion Dir...Hilda Nauman
Production Mgr...Al Strauss
Chief Engineer...Charles Heisler
Consulting Engineer...Frank McIntosh

WNBF - T V
Binghamton—1943
ABC-CBS-NBC-DuM
Channel: 12...AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By...Clark Associates, Inc.
Business Address...P. O. Box No. 48
Phone Number...3-7311
Air Time...14 hours daily
Representative...Bolling
Membership...NARTB, BAB
General Manager...C. D. Mastin
Sales Manager...Stanley N. Heslop

888
**U. S. TELEVISION STATIONS**

**W B E N - T V**

BUFFALO—1948—NBC


**W B U F - T V**

BUFFALO—1953—ABC-CBS-DuM


**W E C T**

ELMIRA—1953—NBC


**W T V E**

ELMIRA—1953—ABC-CBS-DuM


**W K N Y - T V**

KINGSTON—1954—CBS-NBC-DuM


**W A B C - T V**

NEW YORK—1948—ABC


**W A B D**

NEW YORK—1944—DuM


889
The Nation's Greatest Sports Station!

EXCLUSIVE TELECASTS:

... All home games, N. Y. Yankees
... All home games, N. Y. Giants
... Madison Square Garden
  Knicks Basketball
  Rangers Hockey
  International Horse Show
  Westminster Kennel Club Dog Show

TOPS IN SPORTSCASTERS:

... Jimmy Powers, Mel Allen, Jim Woods,
  Russ Hodges, Bob Delaney, "Red" Barber,
  Frankie Frisch, Bud Palmer

For over five years, New Yorkers have been turning to Channel Eleven for the best in sports.

The Station of Champions
Air Time .................................................. 13 hours daily
News Service ............................................ INS
Membership ............................................. NARTB
Director .................................................. Ted Bergmann
Station Manager ................................. Norman Knight
Pgm., Prod. Dir. ........................................ James L. Caddigan
Chief Engineer ......................................... Rodney D. Chipp
Publicity Director ............................. Gerald Lyons
Sales Prom. Mgr. ................................. Norman S. Brett

W CBS TV
NEW YORK—1941—CBS
Channel: 2 VHF . AP: 22 Kw . VP: 43 Kw.
Owned-Oper. By . . . . Columbia Bcstg. System
Business Address ........................................... 485 Madison Ave.
Phone Number ........................................ Plaza 1-2345
Air Time .................................................. 19 hours daily
News Service ............................................ AP, INS, UP
Representative ........................................ CBS TV Spot Sales
Membership ............................................ NARTB
President (CBS Inc.) ......................... Frank Stanton
President (CBS TV) ...................... J. L. Van Volkenburg
General Manager ......................... Craig Lawrence
Asst. to Gen. Mgr. ............................. Clarence Worden
Sales Manager ............................... George Dunham
Program Director ..................... Hal Hough
Promotion Manager .................. Robert G. Patt
Asst. Prog. Dir., Prod. Mgr. ............ Dan Gallagher
Publicity Director ......................... Bob Fuller
Film Manager ...................................... Wm. C. Lacey
Chief Engineer ...................................... Robert G. Thompson

WNBT
NEW YORK—1941—NBC
Channel: 4 . AP: 7.25 Kw . VP: 14.5 Kw.
Business Address ........................................... 30 Rockefeller Plaza
Phone Number ........................................ Circle 7-8300
Air Time .................................................. 17 hours daily
News Service ............................................ AP, INS, UP
Representative ........................................ NBC Spot Sales Dept.
Membership ............................................ NARTB, BAB
President ............................................... David Sarnoff
General Manager ............................. Hamilton Shea
Station Manager .............................. Ernest de la Ossa
Commercial Manager .................... Jay Heitin
Program Director ...................... Richard Pack
Promotion Dir. ....................................... John Hurlbut
Operations Mgr. ............................ Peter Aflle
Publicity Dir. .......................................... Bob Blake
Mgr., Publicity Dept. ....................... Wm. Anderson
Chief Engineer ...................................... Alf Jackson

WOR-TV
NEW YORK—1949
Owned-Oper. By . . . . General Teleradio, Inc.
Business Address ........................................... 1440 Broadway
Phone Number .......................................... Longacre 4-8000
Air Time .................................................. 7 hours daily
News Service ............................................ UP
Station Representative ........................ H.R Reps.
Membership ............................................ NARTB
President ............................................. Thomas F. O'Neil
V. P. in Charge ....................................... Gordon Gray
Commercial Director .................... Robert C. Mayo
Promotion Director ..................... Robert Sullivan
Dir. News & Spec. Events ............ George Brown
Production Manager ................ Ivan Reiner
Publicity Director ....................... Richard Jackson
Film Manager ...................................... Millard Fenster
Chief Engineer .................................... Charles Singer

WPX
NEW YORK—1948
Channel: 11 VHF . AP: 51 Kw . VP: 100 Kw.
Owned-Oper. By . . . . N. Y. Daily News
Address .............................................. 220 E. 42nd St.
Phone Number ...................................... MU 2-6500
Air Time .................................................. 11 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. ................. F. M. Thrower
Operations Mgr. ............................. L. Pope
Program Director .................. Louis B. Ames
Director of News ....................... Walter Engels
Publicity Director ............................. L. A. Hollingsworth
Promotion Director ................... M. Kraemer
Chief Engineer ...................................... O. Freeman
Film Mgr. .......................................... Carol Levine
Consulting Engineer .................. A. D. Ring

WHAM-TV
ROCHESTER—1949
ABC-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 ...................................... Culver 7240
Air Time .................................................. 17 hours daily
News Service ........................................... UP
Representative ........................................ Hollingsbery
Membership ............................................ NARTB
Commercial Manager .............. John W. Kennedy, Jr.
Program Director ................ Charles W. Siverson
Promotion, Pub. Dir. ............... Terry David
Director of News ....................... David E. Kessler
Production Mgr. ......................... James Trayhern
Film Director ............................. David Manning
Chief Engineer ...................................... Kenneth Gardner

WHEC-TV
ROCHESTER—1953—ABC-CBS
Channel: 10 VHF . AP: 5 Kw . VP: 10 Kw.
Owned-Oper. By . . . . WHEC, Inc.
Business Address ......................................... 40 Franklin St.
Phone Number ...................................... Baker 6740
Air Time .................................................. 14 hours daily
News Service ........................................... AP
Representative ........................................ Everett-McKinney, Bolling
Membership ............................................ NARTB, BAB
President ............................................. Frank Gannett
General Mgr. ........................................... Glover DeLaney
Commercial Mgr. ...................... LeMoine C. Wheeler
Program Director ....................... William J. Adams
Promotion Dir. ................................. Ruth Bauer
In its 15th year—and STILL GROWING!

from
16 KW
832 feet above average terrain
channel 4
Very High Frequency
to
93 KW
1020 feet above average terrain
channel 6
Very High Frequency

On January 4, 1954, WRGB increased its power from 16 KW to 93 KW; its antenna height from 832 feet to 1020 feet above average terrain, and, at the direction of the FCC, switched from channel 4 to channel 6. Now transmitting with the maximum signal permitted by the FCC, WRGB still sells the rich capital district, as it has for more than 14 years, plus Northeastern New York and Western New England. The more powerful signal adds some 10,000 square miles and more than 500,000 people to the old coverage area that previously delivered 301,750 sets.

The General Electric Station, Schenectady, N. Y.

Represented Nationally by NBC Spot Sales
U.S. TELEVISION STATIONS

Director of News: Warren Doremus
Production Mgr.: Douglas Tillett
Film Manager: James Reidenbach
Chief Engineer: Bernard C. O'Brien

W V E T - T V
ROCHESTER—1953—CBS-ABC
Channel: 10 VHF. AP: 20 Kw. VP: 40 Kw.
Business Office: 17 Clinton Ave. S.
Phone Number: Hamilton 4820
Representative: Bolling
Pres.: Gen. Mgr.: Ervin F. Lyke
Vice-Gen. Mgr.: Paul C. Louther
Commercial Mgr.: Arthur Murrellwright
Operations Manager: F. Chase Taylor
Chief Engineer: Ray Jobes

W R G B
SCHENECTADY—1939
ABC-CBS-NBC-DuM
Channel: 6 VHF. AP: 47 Kw. VP: 93 Kw.
Owned-Oper. By: General Electric Co.
Business-Studio Address: 1 River Road
Phone Number: Schenectady 7-2281
Air Time: 17 1/2 hours daily
News Service: UP
Representative: NBC Spot Sales
Membership: NARTB, BAB
Vice-President: Chester H. Lang
General Manager: R. B. Hanna, Jr.
Station Manager: R. W. Welpott
Commercial Mgr.: Robert F. Reid
Program Director: Albert G. Zink
Station Manager: R. W. Welpott
Production Supervisor: Merl Galusha
Prom. Dir.: James Cobb
Chief Engineer: Willard J. Purcell

W T R I
SCHENECTADY—1954
Channel: 35 VHF. AP: 112 Kw. VP: 214 Kw.
Business Address: 432 State St.
Phone Number: 4-8008
Representative: Headley-Reed
General Manager: Richard B. Whelker
Asst. Manager: Paul L. Jacobson
Chief Engineer: Albert Chismark

W H E N
SYRACUSE—1948—ABC-CBS-DuM
Channel: 8 VHF. AP: 100 Kw. VP: 190 Kw.
Owned-Oper. By: Meredith Syracuse TV Corp.
Address: 101 Court St.
Phone Number: 74-5711
Air Time: 15 1/2 hours daily
News Service: UP
Representative: Katz
Membership: NARTB
Pres.: Gen. Mgr.: Paul Adanti
Commercial Mgr.: W. H. Bell

P R O M O T I O N D I R E C T O R: Robert G. Peel
Program Director: Gordon J. Alderman
Chief Engineer: Frank Spain

W S Y R - T V
SYRACUSE—1950—NBC
Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By: Central N. Y. Bcastg. Corp.
Business Address: 224 Harrison St.
Phone Number: 3-7111
News. Affil... Post & Standard, Herald-Journal
News Service: UP
Representative: Headley-Reed, Kettell-Carter
Membership: NARTB
Pres.: Gen. Mgr.: E. R. Vadeboncoeur
Dir. of Sales: W. R. Alford, Jr.
Program Director: William V. Rothrum
Prom., Pub. Dir.: Thomas Mccollum
Dir. of News & Spec. Events: Fred Hillegas
Production Manager: James McDonald
Chief Engineer: A. G. Belle Isle
Consulting Engineer: Craven, Lohnes & Culver

W K T V
UTICA—1949—ABC-CBS-NBC-DuM
Channel: 13 VHF. AP: 100 Kw. VP: 186.9 Kw.
Owned-Oper. By: Copper City Bcastg. Corp.
Business Address: P. O. Box 386
Phone Number: 3-0404
Air Time: 17 hours daily
News Service: UP
Representative: Donald Cooke, Inc.
President: Myron J. Kallet
General Manager: Michael C. Fusco
Program Director: Jack Freidicker
Prom. Di.ector: Martin Kovacs
Production Mgr.: Edwin Whittaker
Film Director: Joseph Casaletta
Chief Engineer: DeForest T. Layton, Jr.
Consulting Engineer: George P. Addir

NORTH CAROLINA

TV HOMES 398,000
POPULATION 4,224,000
STATIONS IN STATE 9

W I S E - T V
ASHEVILLE—1953—NBC
Channel: 62... AP: 13 Kw. VP: 6 Kw.
Owned-Operated By: WISE, Inc.
Address: 100 College St.
Representative: Bolling
General Manager: Harold H. Thoms

893
EVERYWHERE YOU GO THEY’RE WATCHING...

In Paris they’re watching... in Texas, and Delhi, and in more than 250 similar communities in Central New York. Exotic place names notwithstanding, they’re all good New York Staters, 2¼ million of them, but they’ve ridden the magic carpet of Channel 8, and they’re all cosmopolitans, too.

(P.S. A little more worldly than their forebears, perhaps, but it’s still good old American dollars that they spend. WHEN shows 'em what to buy... and where... and how!)

SYRACUSE    NEW YORK
Commercial Mgr. ...................... Loyd B. Leonard
Program Director ..................... Art Waller
Chief Engineer ........................ John Randolph

WAYS-TV  
CHARLOTTE—1953—ABC-NBC-DuM
Channel: 36 UHF. AP: 12 Kj., VP: 24 Kj.
Owned-Oper. By...................... Inter-City Advt. Co.
Business Address ...................... 3229 South Blvd.
Phone Number ......................... 3-7173
Air Time ................................ 5 hours daily
News Service .......................... UP
Representative ......................... Bolling
President ................................ George W. Dowdy
Gen. Sta. Mgr. ......................... James P. Poston
Promotion Dir. ......................... Don Matney
Chief Engineer ......................... J. C. Stewart
Consulting Engineer .................. Craven, Lohnes, Culver

WBTV  
CHARLOTTE—1949  
ABC-CBS-NBC-DuM  
Channel: 3 VHF. AP: 60.3 Kj., VP: 100 Kj.
Business Studio Address ............ Wilder Bldg.
Phone Number ......................... 3-8839
Air Time ................................ 15 hours daily
News Service .......................... UP, AP
Representative ......................... TV Spot Sales
Membership .............................. NARTB
President ............................... Joseph M. Bryan
General Manager ..................... Charles H. Crutchfield
Program Director ..................... Ken Tredwell
Commercial Manager .................. Wallace J. Jerpsen
Promotion Director .................... J. R. Covington
Production Manager ................... Sam Zurich
Publicity Director ..................... Nelson Benton
Film Manager .......................... Lacy Sellers
Chief Engineer ......................... Thomas R. Howard
Consulting Engineer .................. A. D. Ring

WCPTV  
GREENSFORD—1954  
ABC-CBS-NBC-DuM
Channel: 57 UHF. AP: 59 Kj., VP: 115 Kj.
Owned-Oper. By ...................... Inter-City Advt. Co.
Business Address ...................... 314 S. Greene St.
Phone Number ......................... 3-6925
Representative ......................... Bolling
General Manager ..................... Gilbert M. Hutchinson
Commercial Mgr. ..................... Jack Rimmer
Chief Engineer ........................ Joe Lamb

WNCT  
GREENSFORD—1953  
ABC-CBS-NBC-DuM
Channel: 9 VHF. AP: 56 Kj., VP: 93 Kj.
Owned-Oper. By...................... Carolina Bcstg. System Inc.
Business Address ...................... Box 898
Phone Number ......................... 6-181
Air Time ................................ 6 1/4 hours daily
News Service .......................... INS, UP
Representative ......................... Pearson
Membership .............................. NARTB
President .............................. Earl W. Westbrook
Gen. Sta. Mgr. ......................... A. Hartwell Campbell
Commercial Mgr. ..................... John G. Clark
Program Director ..................... Larry Carr
Director of News ...................... Bob Dupree
Production Mgr. ....................... Tom Chick
Pub., Prom. Dir. ...................... EE Wall
Film Manager ......................... Malcolm Nicholson
Chief Engineer ......................... Hank Tribely

WNDA-TV  
RALEIGH—1953  
ABC-CBS-NBC-DuM
Channel: 28 UHF. AP: 8.8 Kj., VP: 17.5 Kj.
Owned-Oper. Bq...................... Sir Walter Television Co.
Business Address ...................... 219 S. McDowell St.
Phone Number ......................... 2-0321
Air Time ................................ 8 hours daily
News Service .......................... AP
Representative ......................... Avery-Knodel, Inc.
Membership .............................. NARTB, BAB
President .............................. John W. English
Gen. Sta. Mgr. ......................... Charles G. Baskerville
Commercial Mgr. ..................... Earl Velde
Program Director ..................... Byron Davidson
Promotion Dir. ......................... Hal Stanley
Film Manager ......................... George Peterson
Chief Engineer ......................... Pete Miller

WSJS-TV  
WINSTON-SALEM—1953—NBC
Channel: 12 VHF. AP: 21 Kj., VP: 40 Kj.
Owned-Oper. By ...................... Triangle Bcstg. Corp.
Business Address ...................... 419-20 N. Spruce St.
Phone Number ......................... 5-2311
Air Time ................................ 10 hours daily
Newspaper Affiliate .................. Winston-Salem Journal
News Service .......................... AP, Twin City Sentinel
Representative ......................... Headley-Reed
Membership .............................. NARTB
President .............................. W. K. Hoyt
Sales Manager ......................... Harry B. Shaw
Program Director ..................... Robert C. Estes
North Carolina's FIRST Post-Freeze VHF!

Winston-Salem plus Greensboro & High Point

“The Tar Heel Golden Triangle”

W T O B - T V
WINSTON-SALEM—1953
ABC-DuM

Channel: 26 UHF...AP: 9 Kw...VP: 17.2 Kw.
Owned-Opér. By...Winston-Salem Bestg. Co.
Business Address...300 South Stratford Rd.
Phone Number...3-4353
Air Time...8 hours daily
News Service...AP, UP
Representative...H-R Television
Membership...NARTB
Pres., Comm. Mgr...James W. Coan
Gen., Sta. Mgr...John G. Johnson
Prog., Prod. Dir...Tracy Lounsberry
Publicity Director...Avery Van Etten
P’m Manager...Jack Wiggins
Chief Engineer...Hassell Bailey
Consulting Engineer...Frank Keal

NORTH DAKOTA
TV HOMES 13,500
POPULATION 626,000
STATIONS IN STATE 3

K F Y R - T V
BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF...VP: 50 Kw...VP: 100 Kw.
Owned-Opér. By...Meyer Bestg. Co.
Business Address...202½ Fourth St.
Phone Number...468
Representative...Blair
Exec. V-P., Gen. Mgr...Frank E. Fitzsimonds
Program Director...Cal Culver
Commercial Mgr...Alvin Anderson
Chief Engineer...Ivar Nelson

W D A Y - T V
FARGO—1953—NBC-CBS-DuM

Channel: 6 VHF...AP: 33 Kw...VP: 66 Kw.
Owned-Opér. By...WDAY, Inc.
Business Address...118 Broadway
Phone Number...5357
Representative...Free & Peters
President...E. C. Reineke
Manager...Tom Barnes

Operations Mgr...Phil Hedrick
Film Manager...Carl Weigold
Consulting Engineer...Craven, Lohnes & Culver

Interconnected Television Affiliate
National Representative: The Headley-Reed Co.
### U.S. Television Stations

<table>
<thead>
<tr>
<th>Asst. Manager</th>
<th>Program Manager</th>
<th>Promotion Mgr.</th>
<th>Production Dir.</th>
<th>Chief Engineer</th>
</tr>
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<tbody>
<tr>
<td>Jack Dunn</td>
<td>Ken Kennedy</td>
<td>Roy Pedersen</td>
<td>Jack Gauritte</td>
<td>Julius Hetland</td>
</tr>
</tbody>
</table>

### KCBJ-TV
**MINOT—1953—ABC-CBS-NBC-DuM**

Channel: 13 VHF, AP: 15 Kw, VP: 29.5 Kw.
Business Address: 15-A West Central Ave.
Phone Number: 51-161
Air Time: 9 hours daily
News Service: AP, UP
Representative: Weed
Membership: NARTB, BAB
President: John W. Boler
Sta., Comm. Mgr.: W. L. Hurley
Program Director: Hal Kennedy
Promotion Director: C. Putnam
Director of News: W. H. Johnson
Production Mgr.: Arvid Johnson
Film Manager: D. Lallathin
Chief Engineer: Joseph Main
Consulting Engineer: Lloyd R. Amoo

### OHIO
**TV HOMES 2,017,500**
**POPULATION 8,383,000**
**STATIONS IN STATE 20**

### WAKR-TV
**AKRON—1953—ABC**

Channel: 49 UHF, AP: 9.1 Kw, VP: 18.2 Kw.
Owned-Oper. By: Summit Radio Corp.
Business Address: First National Tower
Phone Number: Hemlock 4-6151
Air Time: 5 hours daily
Newspaper Affiliation: Akron Beacon Journal
News Service: AP
Representative: Weed
Membership: NARTB
Pres., Gen. Mgr.: S. Bernard Berk
Station Manager: Roger G. Berk
Commercial Mgr.: Lowell E. Jackson

---

**New TV Capitol of the Midwest**

(*No idle boast — read copy below for proof positive*)

**KFYR-TV TELECASTING ON CHANNEL 5**
**BISMARCK, NO. DAK.**

Telecasting from atop the State Capital building, KFYR-TV delivers unrivalled coverage in the wealthy, Midwest farm belt—and throughout the heart of the oil-rich Williston Basin.

KFYR-TV guarantees a ready-made, responsive buying audience, built up through years of top-flight radio programming.

**NBC • DUMONT • CBS**

---

897
CLEVELAND'S FASTEST GROWING TELEVISION STATION

with

NEW HIGH TOWER
1,000 feet above average terrain... 684 feet above Terminal Tower

NEW HIGH POWER
Almost double effective radiated power

NEW HIGH ENTERTAINMENT
- TOP NETWORK SHOWS
- TOP LOCAL PERSONALITIES
- TOP SPORTS COVERAGE
- THE STATION FOR THE INDIANS-BROWNS

WXEL Cleveland • Channel 8
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Owned and Operated by The Empire Coil Co.
**U. S. TELEVISION STATIONS**

**WICA-TV**

**Ashtabula—1953**

Channel: 15 VHF. AP: 10 Kw. VP: 19 Kw. 
Owned-Oper. By: WICA, Inc. 
Business Address: Jefferson Road 
Phone Number: 32-125 
Air Time: 3 hours daily 
News Service: UP 
Representative: Gill-Perna 
President: D. C. Rowley 
General Manager: John Colin 
Business Manager: Donald Fassett 
Office Manager: Jack Murray 
Program Director: John Strassen 
Promotion Director: Lawrence Gerety 
Publicity Director: Arlene Klammer 
Film Manager: Fred Baker 
Chief Engineer: Frank Barnato 

**WCPO-TV**

**Cincinnati—1949—ABC-DuM**

Channel: 9 VHF. AP: 130 Kw. VP: 250 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 
Newspaper Affiliation: Scripps-Howard 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 
Pub., Pm. Dir.: Richard Zavon 
Film Manager: Sid Barger 
Chief Engineer: Paul Adams 

**WKRC-TV**

**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 1301 
Air Time: 17 1/2 hours daily 
News Service: AP 
Membership: NARTB 
President: Herbert Taft, Jr. 
General Manager: U. A. Latham 
Asst. Gen. Mgr.: Don L. Chapin 
Pub. Dir.: Fred Thomas 
Program Director: Paul Shumate 
Nat'l Sales Mgr.: Kenneth Church 
Promotion Director: Lila Lambert 
Director of News: George Palmer 
Production Manager: Bob Huber 
Film Manager: James S. Henkel 
Comm., Prod. Mgr.: Barbara Hamrick 
Chief Engineer: George A. Wilson 

**WLWT**

**Cincinnati—1948—NBC**

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw. 
Owned-Oper. By: Crosley Bstg. Corp. 
Address: 140 W. Ninth St. 
Phone Number: Cherry 1822 
Air Time: 18 hours daily 
News Service: UP, INS 
Representative: WLW Sales 
President: R. E. Dunville 
Dir. of TV Oper. & V.P.: John T. Murphy 
Sales Manager: John H. Bone 
Promotion Dir.: Fredric Gregg 
Chief Engineer: R. J. Rockwell 
Consulting Engineer: Weldon & Carr 

**Wews**

**Cleveland—1947—CBS**

Channel: 5 VHF. AP: 47 Kw. VP: 93 Kw. 
Owned-Oper. By: Scripps-Howard Radio, Inc. 
Business Studio Address: 1816 E. 13th St. 
Phone Number: Tower 1545 
Air Time: 16 1/2 hours daily 
News Service: UP 
Newspaper Affiliation: Scripps-Howard Representative: Branham 
President: Jack R. Howard 
General Manager: James C. Hanrahan 
Station Director: J. Harrison Hartley 
Advertising Manager: Floyd W. Weidman 
Dir. of News & Spec. Events: Donald L. Perris 
Technical Director: Joseph B. Epperson 

**WNBK**

**Cleveland—1948—NBC**

Channel: 3 AP: 50 Kw. VP: 100 Kw. 
Business Studio Address: 815 Superior Ave. 
Phone Number: Cherry 1-0942 
Air Time: 18 1/2 hours daily 
News Service: AP, UP Representative: NBC Spot Sales 
Membership: NARTB, BAB 
General Manager: Lloyd E. Yoder 
Dir. of Sales: Charles Philips 
Program Manager: Brooke Taylor 
Dir. of News & Spec. Events: Edward R. Wallace 
Promotion Director: Clement G. Scerback 
Film Director: Albert L. Odeol 
Engineer-in-Charge: S. E. Leonard 
Oper. Sup.: William A. Howard 

**WXEL**

**Cleveland—1949—ABC-DuM**

Channel: 8 VHF. AP: 22.5 Kw. VP: 45 Kw. 
Owned-Oper. By: Empire Coil Co., Inc. 
Address: 1630 Euclid Ave.
WFMJ-TV's

1,000 Ft. Tower

Is a measure not only of its strength and importance to northeastern Ohio and western Pennsylvania but also its usefulness to advertisers.

WFMJ-TV and AM

Youngstown, Ohio
Membership ........................................NARTB
President ........................................L. A. Pixley
Exec. Vice-Pres. ....................................Robert O. Runnestrom
Nat'l. Sales Manager ............................Lawrence Webb
Program Director ................................William Huffman
Promotion Dir. .....................................Peggy Miller
Director of News ..................................Joe Rex
Chief Engineer .....................................Darrel Hunter
Consulting Engineer . . . . . . . . . . . . . . . Craven, Lohnes & Culver

WSTV-TV
STEUBENVILLE—1953—CBS
Channel: 9 VHF . AP: 70 Kw . VP: 140 Kw.
Owned-Oper. By ....................................WSTV, Inc.
Business Address ................................Exchange Realty Bldg.
Phone Number ......................................2-6265
Representative .....................................Avery-Knodel
Vice-Pres., Gen. Mgr. .............................John J. Laux
Commercial Mgr. ................................Joseph M. Troesch
Prod. Mgr. ..........................................Robert E. Holt
Prog. Dir. ..........................................Harry Birrell
Director of News ..................................Scott McMurray
Chief Engineer .....................................Charles Shepherd

WSPD-TV
TOLEDO—1948—ABC-CBS-NBC-DuM
Channel: 13 VHF . AP: 12.3 Kw . VP: 24.5 Kw.
Business-Studio Address ......................136 Huron St.
Phone Number .....................................3175
Representative .....................................Katz
Membership .........................................TBA, NARTB, BAB
President ............................................George B. Storer
Commercial Manager .............................W. F. Shannon
Gen., Sta. Mgr. ......................................Allen L. Hald
Program Director ................................Al Ruhfel
Production Manager ..............................John Saunders
Film Director .......................................Elaine Phillips
Chief Engineer .....................................William Stringfellow

WFMJ-TV
YOUNGSTOWN—1953—NBC
Channel: 73 UHF . AP: 89 Kw . VP: 175 Kw.
Owned-Oper. By ....................................Vindicator Printing Co.
Address ............................................101 W. Boardman Street
Phone Number .....................................3-4121
Newspaper Affil.: The Youngstown Vindicator
Representative .....................................Headley-Reed
Comm. Mgr. .......................................Leonard E. Nasman
Program Director .................................Ronald Richards
Film Manager ......................................Alan Suthmayd
Chief Engineer .....................................Frank A. Dieringer

WKBN-TV
YOUNGSTOWN—1953—ABC-CBS
DuM
Channel: 27 UHF . AP: 9.5 Kw . VP: 15.8 Kw.
Address .............................................3930 Sunset Blvd.
Representative .....................................Raymer
Station Manager ..................................J. L. Bowden
Chief Engineer .....................................B. T. Wilkens

WHIZ-TV
ZANESVILLE—1953
ABC-CBS-NBC-DuM
Channel: 50 UHF . AP: 38 Kw . VP: 70.8 Kw.
Owned-Oper. By ..................................Southeastern Ohio TV System
Business Address ................................Lind Arcade Bldg.
Phone Number .....................................2-5421
Air Time .............................................8½ hours daily
News Service ......................................UP
Representative .....................................Pearson
Membership .........................................NARTB, BAB
President ............................................Clay Littick
Gen., Sta. Mgr. ......................................Vernon A. Nolte
Comm. Mgr. ........................................Nate Miller
Program Director .................................Robert D. Maley
Promotion Dir. ....................................Robert Cromwell
Director of News ..................................Allan Land
Production Dir. .....................................Edward Fisher
Chief Engineer .....................................William A. Hunt
Consulting Engineer ..............................Craven, Lohnes & Culver

OKLAHOMA
TV HOMES 320,000
POPULATION 2,280,000
STATIONS IN STATE 7

KSWO-TV
LAWTON—1953
Channel: 7 VHF . AP: 4.8 Kw . VP: 9.6 Kw.
Owned-Operated By ..............................Oklahoma Quality Bdcstg. Co.
Address .............................................P. O. Box 1385
Representative .....................................Everett-McKinney
Phone Number .....................................7777
Air Time .............................................9 hours daily
News Service ......................................UP
Membership .........................................NARTB
President ............................................R. H. Drewry
Gen., Sta. Mgr. ....................................Paul N. Goode
Commercial Mgr. ................................L. W. Ozier, Jr.
Program Director .................................Henry Matison
Promotion Dir. ....................................Beverly Whitemore
Director of News ..................................William McReynolds
Production Mgr. ..................................B. J. Wheatley
Film Manager ......................................W. J. Evans
Chief Engineer .....................................Willard Cochran
Consulting Engineer ..............................William Buford

KMPT
OKLAHOMA CITY—1953—DuM
Channel: 19 UHF . AP: 89 Kw . VP: 178 Kw.
KLPR Television Inc.
Business Address
Phone Number
Air Time
News Service
Representative
Membership
General Manager
Program Director
Director of News
Film Manager
Chief Engineer
Fred Farha
Douglas Carruth
Grant Ladd
Phyllis Lewis
Jacob A. Davis

OKLAHOMA CITY—1953—ABC-CBS
Channel: 25 UHF, AP: 141 Kw, VP: 275 Kw.
Owned-Oper. By: Republic TV & Radio Co.
Business Address: Northwest Station
Phone Number: Jackson 8-4151
Air Time: 8½ hours daily
News Service: AP
Representative: H. R. John Esou
Gen. Sta. Mgr.: J. Harry Abbott
Commercial Mgr.: Raymond Ruff
Prog., Prom. Dir.: Bill Sadler
Director of News: Jack Sherman
Film Manager: Wayne Taylor
Chief Engineer: Harold L. Coomes
Consulting Engineer: Vandivere, Cohen.

OKLAHOMA CITY—1953—CBS
Channel: 9 VHF, AP: 158 Kw, VP: 316 Kw.
Owned-Oper. By: Oklahoma Television Corp.
Business Address: Box 8798
Phone Number: Victor 3-6641
Representative: Avery-Knodel
General Manager: Edgar T. Bell
Commercial Mgr.: Fred L. Vance
Promotion, Pub. Dir.: Montez Tjaden
Film Manager: David Hunt
Director of News: Bruce Palmer
Program Director: Russ Severin
Chief Engineer: Morris W. Thomas

Production Manager: Robert Doty
Adm. Assistant: Eugene B. Dodson
Natl. Sales Director: Keith Mathers
Chief Engineer: H. J. Lovell
Consulting Engineer: A. D. Ring Co.

KCEB
TULSA—1953—NBC
Channel: 23 UHF, AP: 95 Kw, VP: 180 Kw.
Owned-Oper. By: Elfred Beck
Business Address: 1606 Natl. Bank of Tulsa
Phone Number: 4-4044
Representative: Bolling
Membership: NARTB
President: Elfred Beck
General Manager: N. Ray Kelly
Asst. to Manager: Valeria O'Neal
Commercial Mgr.: John Howley
Program Director: William G. McFarland
Chief Engineer: Richard W. Pickard
Consulting Engineer: George Davis

KOTV
TULSA—1949
CBS-NBC
Channel: 6 AP: 60.3 Kw, VP: 100 Kw.
Business Address: 302 S. Frankfort St.
Phone Number: 2-9233
Station Representative: Petry
President: Jack W. Wrather, Jr.
Gen. Sta. Manager: Maria Helen Alvarez
Commercial Manager: John B. Hill
Program Director: Don Thompson
Asst. Gen. Mgr.: Robert Freeland
Chief Engineer: George Jacobs

OREGON

TV HOMES 187,000
POPULATION 1,854,000
STATIONS IN STATE 4

KBES-TV
MEDFORD—1953
CBS-ABC-NBC-DuM
Channel: 5 VHF, AP: 15.8 Kw, VP: 28.9 Kw.
Business Address: Box 1189
Phone Number: Gold Hill 5-9333
Representative: Blair
President: Amos Voorhies
Vice-Pres., Sta. Mgr.: Ed A. Malone
Vice-Pres., Business Mgr.: Everett A. Faber
General Manager: William B. Smullin
Advertising Manager: John Burr

903
HOW! ONLY 1 TV STATION
Blankets the ENTIRE GREATER LEHIGH VALLEY AREA
PENNSYLVANIA'S 3RD MARKET

"This map shows Grade A, or reliable coverage areas as published by strongest stations in New York, Philadelphia, and Allentown-Bethlehem-Easton area (44th market in U.S.)"

CHANNEL 57
100,000 WATTS
AT 1481 FEET

ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT
POPULATION
A — 566,197
A & B — 1,069,700
RETAIL SALES
A — $379,496,000
A & B — $4,350,396,000
AVG. FAMILY INCOME
A — $5,765
B — $5,693

45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

"UHF SETS IN USE"
July 1, 1953 3,000 est.
October 1, 1953 41,343
November 15, 1953 51,944
January 1, 1954 65,098
February 1, 1954 78,340

"Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.

WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa. J. L. Stackhouse, President. Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

Represented by Headley-Reed TV

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • ATLANTA • PHILADELPHIA
K O I N - T V
PORTLAND—1953—CBS-ABC
Channel: 6 VHF...AP: 28 Kw...VP: 56 Kw.
Corp.
Business Address ..........140 S.W. Columbia St.
Phone Number ..........Atwater 6412
Representative ..........Avery-Knodel
President ..........Ted Gamble
Vice-Pres., Manag., Dir. ..........C. Howard Lane
Program Director ..........Ted W. Cooke
Film Director ..........Ted M. Williams
Production Mgr. ..........Roy Rector
Film Director ..........T. M. Williams
Chief Engineer ..........Louis Bookwalter

W L E V - T V
BETHLEHEM—1952—NBC
Channel: 51 UHF...AP: 2.4 Kw...VP: 2.24 Kw.
Business Address ..........801 Hamilton St.
Phone Number ..........Hemlock 4-8278
Air Time ..........9 hours
News Service ..........UP
Representative ..........Meecker
Membership ..........NARTB
General Manager ..........Clair R. McCollough
Station Manager ..........Thomas R. Nunan, Jr.
Natl. Sales Manager ..........J. Robert Gulick
Program Director ..........Richard Getz
Chief Engineer ..........J. E. Mathiot

K P T V
PORTLAND—1952—CBS-DuM
NBC
Channel: 27 UHF...AP: 44 Kw...VP: 88 Kw.
Address ..........735 S.W. 20th Pl.
Owned-Operated By ..........Empire Co. Ltd.
Representative ..........NBC Spot Sales
President ..........Herb Mayer
Commercial Mgr. ..........Charles White
Chief Engineer ..........Wm. McAllister
Program Manager ..........Eugene Ragle

K P I C
SALEM—1954
Channel: 24 UHF...AP: 8.87 Kw...VP: 16.4 Kw.
Owned-Oper. By: .Lawrence A. Harvey
Business Address ..........321 S. Beverly Dr.,
Beverly Hills, Calif.
President ..........Lawrence A. Harvey
Vice-President ..........Joseph Brenner
Chief Engineer ..........Harold W. Jury

W G L V
EASTON—1953—ABC-DuM
Channel: 57 UHF...AP: 49.89 Kw...VP: 100 Kw.
Business Address ..........30 N. 4th St.
Phone Number ..........3-8371
Representative ..........Headley-Reed
President ..........J. L. Stackhouse
General Manager ..........Richa'd W. Hubbell
Business Manager ..........Nelson Rounseley
Sales Manager ..........Nevin S. Paskow
Program Manager ..........Alice O'Hare
Promotion Mgr. ..........William H. Youy
Film Manager ..........Percy E. DeWitt
Chief Engineer ..........Charles R. Thon

W I C U
ERIE—1949—ABC-CBS-NBC-DuM
Channel: 12...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. By: .Dispatch Incorporated
Bus.-Trans. Address ..........3515 State St.
Phone Number ..........4-5021
Air Time ..........18 hours daily
Representative ..........Petry
President ..........Edward Lamb
General Manager ..........Ben McLaughlin
Program Director ..........Dan Lick
Film Director ..........John W. Cook
Commercial Mgr. ..........Karl Nelson
Prom. Dir. ..........Jack Schumacher
Chief Engineer ..........Michael Csap

PENNSYLVANIA
TV HOMES 2,375,000
POPULATION 11,223,000
STATIONS IN STATE 28

W F B G - T V
ALTOONA—1953—NBC-ABC-DuM
Channel: 10 VHF...AP: 163 Kw...VP: 316 Kw.
Owned-Operated By: .The Gable Co.
Address ..........Gable Arcade
Representative ..........H.R. Reps
President ..........G. P. Gable
General Manager ..........Jack Snyder
Film Manager ..........B. Harley Shook
Consulting Engineers ..........Craven, Lohnes & Culver
WCMB-TV
HARRISBURG—1954
Channel: 27 UHF... AP: 49.5 Kw... VP: 98.9
Owned-Oper. By: Rossmoyne Corp.
Business Address: 230 Court St.
Phone Number: 4-3005
News Service: INS
Representative: Cooke
Membership: NARTB
President: Edgar T. Shepard, Jr.
General Manager: Ed K. Smith
Commercial Mgr: Rudolph O. Marcoux
Chief Engineer: J. Howard Bair
Consulting Engineer: Frank McIntosh
Owned-Oper. By: Rossmoyne Corp.
Business Address: 230 Court St.
Phone Number: 4-3005
News Service: INS
Representative: Cooke
Membership: NARTB
President: Edgar T. Shepard, Jr.
General Manager: Ed K. Smith
Commercial Mgr: Rudolph O. Marcoux
Chief Engineer: J. Howard Bair
Consulting Engineer: Frank McIntosh

WHP-TV
HARRISBURG—1953—CBS
Channel: 55 UHF... AP: 126 Kw... VP: 253 Kw.
Owned-Oper. By: WHP, Inc.
Business Address: 216 Locust St.
Phone Number: 4-3211
Air Time: 9 1/2 hours daily
News Service: UP
Representative: Bolling
General Manager: A. K. Redmond
Program Director: Dick Redmond
Promotion Dir.: Beatrice Potteiger
Owned-Oper. By: WHP, Inc.
Business Address: 216 Locust St.
Phone Number: 4-3211
Air Time: 9 1/2 hours daily
News Service: UP
Representative: Bolling
General Manager: A. K. Redmond
Program Director: Dick Redmond
Promotion Dir.: Beatrice Potteiger

BEST BUY
in Southwestern Pennsylvania

WJAC-TV JOHNSTOWN
3 Market Coverage for the Price of 1!
YOUR BUDGET GETS A BREAK, and your sales coverage a
real bonus, when you choose WJAC-TV in Johnstown. Based
on latest Hooper standings, WJAC-TV proves its audience
appeal, not only in the Greater Johnstown Market, but in
Pittsburgh and Altoona as well! One buy covers three . . .
when you use WJAC-TV!

1st in Johnstown
2nd in Pittsburgh
1st in Altoona
Get full details from your KATZ man!

Serving millions from atop the Alleghenies

906
WARD-TV
JOHNSBURY—1953—CBS-DuM
ABC
Channel: 56 UHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.......Rivoli Realty Co.
Business Address......First Natl. Bank Bldg.
Phone Number........81-216
Representative.........Weed
General Manager.........Robert R. Nelson
Chief Engineer........Millard Coleman

WJAC-TV
JOHNSBURY—1949
ABC-CBS-NBC-DuM
Channel: 6 VHF...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

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. Mathiot

WLBR-TV
LEBANON—1953
Channel: 15 UHF...AP: 69.2 Kw...VP: 129 Kw.
Owned-Oper. By......Lebanon Television Corp.
Business Address......8th & Cumberland Sts.
Phone Number........2-4646
Air Time........6 hours daily
Newspaper Affiliation. Lebanon Daily News
News Service.........UP
Representative.........Pearson
Membership..............NARTB
President..............Lester P. Etter
Station Manager.......Arthur H. Simmers
Program Director......Arthur H. Simmers

Commercial Mgr........Phillip J. Reilly
Promotion Dir..........Jack Schropp
Director of News......Hy White
Film Manager..........Gene Dysinger
Public Service........Henry Homan
Chief Engineer........Leonard Savage
Consulting Engineer...A. D. Ring

WKST-TV
NEW CASTLE—1953—DuM
Channel: 45 UHF...AP: 10.5 Kw...VP: 20.8 Kw.
Owned-Oper. By......WKST, Inc.
Business Address......Cathedral Bldg.
Phone Number........Oliver 4-5501
Air Time........3 hours daily
News Service.........UP
Representative.........Everett-McKinney, Inc.
Pres., Gen. Mgr........S. W. Townsend
Sta., Comm. Mgr........Art Graham
Program Director.....Harry Reith
Promotion Dir..........Al Francis
Director of News......Cory Pitzer
Chief Engineer.........Donald Dout

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. The Evening Bulletin
News Service.........AP, UP
Representative.........CBS TV Spot Sales
Pres., Gen. Mgr.......Donald W. Thornburgh
V.P., Asst. Gen. Mgr...Joseph L. Tinney
V.P. & TV Director.....Charles Vanda
Commercial Manager....Robt. McGrady
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 Dir...John G. Leitch

WFIL-TV
PHILADELPHIA—1947—ABC-DuM
Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By......Triangle Publications Inc.
Business Address......46th & Market Sts.
Phone Number........Evergreen 2-4700
Air Time........16 hours daily
Newspaper Affiliation. Philadelphia Inquirer
News Service.........UP
Representative.........Katz
Membership..............NARTB
General Manager.......Roger W. Clipp
Commercial Mgr........Kenneth W. Stowman
Program Director......Jack Steck
Promotion Director.....Joe Zimmermann
Director of News........Charles Harrison
Publicity Director.....John Hyland
Film Manager..........Ralph Goldstein
Chief Engineer.........Henry Rhea
Want to capture the nation's sixth largest metropolitan market? Then tune your sales to WDTV—Channel 2—in Pittsburgh! Every day in over 800,000 homes in the Pittsburgh district, your customers are tuned to Channel 2. They prefer WDTV with programs geared to Pittsburgh people, Pittsburgh habits and tastes. Use DuMont's WDTV, Pittsburgh's first television station—and you'll sell Pittsburgh!

Pittsburgh's First Television Station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.
Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.
HAROLD C. LUND, General Manager
WPTZ
PHILADELPHIA—1941—NBC
Channel: 3... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Westinghouse Radio Sta. Inc.
Business Address... 1600 Architects Bldg.
Phone Number... LOCust 4-5500
Air Time... 19 hours daily
News Service... UP, INS
Station Representative... Free & Peters
Membership... NARTB
Gen. Mgr... Rolland V. Tooke
Comm. Mgr... Alexander W. Dannenbaum, Jr.
Program Manager... Stan Lee Broza
Pub. Prom. Dir... John J. Kelly
Chief Engineer... Raymond J. Bowley

Owned-Oper. By... Agnes J. Reeves Greer
Business Address... 1715 Grandview Ave.
Phone Number... Hubbard 1-2626
Air Time... 14 hours daily
Newspaper Affiliation... Dominion News & Morgantown Post
News Service... UP
Representative... Weed
Membership... NARTB
Owner... Agnes J. Reeves Greer
Gen. Sta. Mgr... F. G. Raese
Commercial Mgr... Joseph Jenkins
Promotion Dir... Harold Stark
Director of News... Harrison Eagles
Production Mgr... John Ziegler
Film Manager... Donald Redinger
Chief Engineer... Peter E. Pappas

WDTV
PITTSBURGH—1949
ABC-CBS-NBC-DuM
Channel: 2... 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 1-3000
Air Time... 19 hours daily
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
Program Manager... Byron H. Dowty
Director of News... Bill Burns
Film Manager... Richard Dreyfuss
Chief Engineer... Raymond Rodgers

WEIU-TV
READING—1953—ABC-NBC
Channel: 33 UHF... AP: 87 Kw... VP: 167 Kw.
Owned-Oper. By... Hawley Bstg. Co.
Business Address... 433 Penn St.
Phone Number... 6-7335
Air Time... 10½ hours daily
Newspaper Affiliation... Eagle-Times
News Service... UP
Representative... Headly-Handley
Membership... NARTB, BAB
President... Hawley Quier
Vice-Pres., Gen. Mgr... Thomas E. Martin
Asst. Manager... K. Richard Creitz
Program Director... George Carroll
Promotion Dir... Jeanne Thompson
TV Sales Director... Ewart M. Blain
Production Mgr... Roy V. Swinamer
Film Manager... Daniel W. Shields
Chief Engineer... David J. Miller Jr.

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... 14 hours daily
News Service... INS, AP
Representative... H R Television, Inc.
Pres., Gen. Mgr... Humboldt J. Greig
Program Director... Howard Davis
Film Manager... Alan Lane
Dir. of News & Spec. Events... John Deegan
Production Mgr... Robert Bostian
Sales Manager... Frank Elliott
Chief Engineer... Louis E. Littlejohn

(WSee Page 910)

WARM-TV
SCRANTON—1953—ABC
Channel: 16 UHF... AP: 152 Kw... VP: 256 Kw.
Owned-Oper. By... Union Bstg. Co.
Business Address... 333 Madison Ave.
Phone Number... Diamond 3-245
Air Time... 8½ hours daily
News Service... UP
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
U. S. TELEVISION STATIONS

W NOW-TV
YORK—1953—DuM
Channel: 49 UHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By...Broadcast Division, Helm Coal Co.
Business Address...25 So. Duke St.
Phone Number...27-821
Air Time...10 hours daily
News Service...AP
Representative...Hollingbery
Membership...NARTB, BAB
General Manager...Lowell W. Williams
Commercial Mgr...John O. Border
Program Director...William Whitaker
Promotion Dir...Ed Schwalm
Director of News...Wilbur Groff
Production Mgr...Richard Gillespie
Film Manager...John Clouser
Chief Engineer...Glen Winter
Consulting Engineer...John H. Mullaney

WSBA-TV
YORK—1952—ABC
Channel: 43 UHF...AP: 86 Kw...VP: 170 Kw.
Owned-Operated By...Susquehanna Bcstg. Co.
Address...53 N. Duke St.
Representative...Radio-TV Reps
President...Louis J. Appell, Jr.
Program Director...Fred Shaffer
Sales Manager...Philip Eberly
Director of News...O. B. Morse
Film Manager...Tom Miller
Chief Engineer...Llewellyn Jones
Consulting Engineer...George C. Davis

RHODE ISLAND

TV HOMES 230,000
POPULATION 816,000

STATIONS IN STATE 2

W BRE-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
Owner...L. G. Baltimore
General Manager...David Baltimore
Program Director...F. D. Costlett
Chief Engineer...Chas. F. Halle

W JAR-TV
 PROVIDENCE—1949
ABC-NBC-DuM
Channel: 10...AP: 113 Kw...VP: 225 Kw.
Owned-Operated By...The Outlet Co.
Business-Studio Address...176 Weybosset St.
Phone Number...Gaspee 1-8255
Air Time...120 hours weekly
News Service...AP, INS
Representative...Weed
Membership...NARTB, BAB
Program Manager...Seymour Horowitz
Gen. Comm. Mgr...Norman Gittleson

911
Production Coordinator: Manning Tesser
Film Director: William Cooper
Chief Engineer: Thomas C. J. Prior

**WNET**
**PROVIDENCE—1953—ABC-DuM**
Channel: 16 UHF...AP: 11 Kw...VP: 22 Kw.
Owned-Oper. By: Channel 16 of Rhode Island, Inc.
Business Address: Box 1533
Phone Number: Union 1-3100
Representative: Raymer, Bannan
President: Harold C. Arcaro
Vice-Pres., Gen. Mgr.: John R. Porterfield
Promotion Dir.: Violette B. Marks
Film Manager: Robert Dykeman
Chief Engineer: Herbert F. Evans
Consulting Engineer: George C. Davis

**SOUTH CAROLINA**
**TV HOMES 195,000**
**POPULATION 2,181,000**
**STATIONS IN STATE 7**

**WAIM-TV**
**ANDERSON—1953—CBS**
Channel: 40 UHF...AP: 8.3 Kw...VP: 16.6 Kw.
Owned-Oper. By: Wilton E. Hall
Business Address: Box 806
Phone Number: 3800
Representative: Burn-Smith, Dora-Clayton
General Manager: Glenn F. Warnock
Sales Manager: Adam C. Welborn
Production Dir.: Jimmy Scribner
Chief Engineer: John Willis

**WCSC-TV**
**CHARLESTON**
**ABC-CBS-NBC-DuM**
Channel: 5 VHF...AP: 15.5 Kw...VP: 31 Kw.
Owned-Oper. By: WCSC, Inc.
Business Address: 485 East Bay St.
Phone Number: 3-8371
Air Time: 9 hours daily
News Service: UP
Representative: Free & Peters
President: John M. Rivers
Station Manager: Roland Weeks
Commercial Mgr.: Ralph Thornley
Program Director: Russell D. Long
Promotion Dir.: Alma D. Davis
Director of News: Harry Gianaris
Production Mgr.: Charlie Hall
Film Manager: Annie Laurie Quarterman
Chief Engineer: Wilbur R. Albee

SERVING THE NATION'S 14th MARKET AREA
**W COS-TV**
COLUMBIA—1952—ABC
Channel: 25 UHF...AP: 7.9 Kw...VP: 15.7 Kw.
Owned-Oper. By: Radio Columbia, Inc.
Business Address: Cornel Arms Bldg.
Phone Number: 2-2177
Air Time: 9 hours daily
News Service: AP
Representative: Headley-Reed
President: Charles W. Pittman
Station Director: Stewart Spencer
Program Director: Blair McKenzie
Commercial Mgr: Law Epps
Chief Engineer: Robert Lambert
Consulting Engineer: George C. Davis

**W G V L**
GREENVILLE—1953—ABC-DuM
Channel: 23 UHF...AP: 8.51 Kw...VP: 17 Kw.
Owned-Oper. By: Greenville Television Co.
Business Address: Box 2344
Phone Number: 5-0471
Air Time: 9 hours daily
News Service: AP
Representative: H-R. Ayers
President: Edgar M. Norris
General Manager: Ben K. McKinnon
Prog. Prod. Mgr: Ben Greer
Prom. Pub. Dir: L. Herbert Porter
Film Manager: Bill Banner
Chief Engineer: Emil A. Sellars

**WIS-TV**
COLUMBIA—1953—NBC
Channel: 10 VHF...AP: 53 Kw...VP: 106 Kw.
Owned-Oper. By: WIS-TV Corp.
Business Address: 1111 Bull St.
Phone Number: 3-8356
Air Time: 8 1/2 hours daily
News Service: UP
Representative: Free & Peters
Membership: NARTB
President: G. Richard Shafto
Managing Director: Charles A. Batson
Commercial Mgr: Thomas F. Daisley
Program Director: Adrian Munzell
Promotion Director: Greenville Seibels Production Mgr: Dixon Lovvorn Publicity Director: James Jackson Film Manager: Robert Donly Chief Engineer: Herbert G. Edison, Jn.

**WNOK-TV**
COLUMBIA—1953—CBS-DuM
Channel: 67 UHF...AP: 47 Kw...VP: 93.5 Kw.
Owned-Oper. By: Palmetto Radio Corp.
Business Address: Box 5307
Phone Number: 3-9401
Representative: Raymer
General Manager: H. Moody McElveen, Jr.
Natl. Sales Manager: W. C. Bochman
Program Manager: David M. Campbell
Chief Engineer: Donald E. Willoughby

**WFBC-TV**
GREENVILLE—1953—NBC
Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By: WMRC, Inc.
Business Address: 19 E. North St.
Phone Number: 5-9653
Representative: Weed

**SOUTH DAKOTA**
TV HOMES 18,500
POPULATION 666,000
STATIONS IN STATE 1

**KELO-TV**
SIOUX FALLS—1953—ABC-CBS NBC
Channel: 11 VHF...AP: 33 Kw...VP: 55 Kw.
Business Address: 8th St. & Phillips Ave.
Phone Number: 4-5841
Representative: Raymer
President: Joe Floyd
General Manager: Evans A. Nord
Production Mgr: Dane Dedrick
Chief Engineer: Les Froke

**TENNESSEE**
TV HOMES 391,000
POPULATION 3,424,000
STATIONS IN STATE 7

**WJHL-TV**
JOHNSON CITY—1953
ABC-CBS-NBC-DuM
Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By: WJHL, Inc.
WROL-TV
KNOXVILLE—1953—ABC-NBC
Channel: 6 VHF...AP: 4.1 Kw...VP: 8.2 Kw.
Owned-Oper. By...Mountcastle Bcstg. Co., Inc.
Business Address...612 S. Gay St.
Phone Number...2-7111
News Service...UP
Representative...Avery-Knodel
President...Paul Mountcastle, Sr.
Gen., Comm. Mgr...W. H. Linebaugh
Program Director...John H. Reese
Prom., Pub. Dir...H. W. Hudson
Production Mgr...Bill Hubbard
Chief Engineer...Fred M. Andrews

WTSK-TV
KNOXVILLE—1953—CBS-DuM
DuM
Channel: 26 UHF...AP: 10.5 Kw...VP: 21 Kw.

WHBQ-TV
MEMPHIS—1953—CBS
Channel: 13 VHF...AP: 60 Kw...VP: 120 Kw.
Owned-Oper. By...Harding College
Business Address...Hotel Chisca
Phone Number...5-0825
Air Time...15 hours daily
News Service...UP
Representative...Blair
Membership...NARTB, BAB
President...Dr. George S. Benson
General Manager...John H. Cleghorn
Operations Manager...W. H. Grumbles
Sales Manager...L. O. Dobson
Program, Film Mgr...Gordon A. Lawhead
Prom., Pub. Dir...Les Birchfield
Director of News...Gene Roper
Production Mgr...Wilson Northcross
Chief Engineer...Welton M. Roy
Consultation Engineer...Frank H. McIntosh

telecasting on

to Middle Tennessee, Southern Kentucky and portions of North Alabama...

channel 8

POWER: 90,000 video (CP for 316,000 watts).
ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)
TV HOMES: More than 136,000 in Nashville area as of January, 1954. 50-mile radius only.
See your Hollingbery man or contact the station for availabilities...as well as for local participating features.
**WMCT**

**MEMPHIS—1948—ABC-DuM**

Channel: 5...AP: 60 Kw...VP: 100 Kw.
Owned-Operated...Memphis Publishing Co.
Business-Studio Address: Goodwyn Institute
Bldg., P. O. Box 311
Phone Number: 8-7464
Representative: Enoch Brown
President: Walter Pearson
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: Tim Kiely
Chief Engineer: E. C. Frase, Jr.

**KWRC - TV**

**ABILENE—1953—ABC-NBC**

Channel: 9 VHF...AP: 14.7 Kw...VP: 29.5 Kw.
Business Address: Fulwiler Bldg.
Phone Number: 4-8557
Air Time: 5 hours daily
News Service: AP
Representative: Pearl Pearson
President: Dale Ackers
Gen., Sta. Mgr.: Howard Barrett
Commercial Mgr.: Robert Scott
Prog., Prod. Mgr.: John Renshaw
Prom., Pub. Dir.: Robert Nash
Director of News: Dub Bowlus
Chief Engineer: W. E. Kessel

**WSIX - TV**

**NASHVILLE—1953**

Channel: 8 VHF...AP: 45 Kw...VP: 90 Kw.
Owned-Oper. By: WSIX-TV
Business Address: Nashville Trust Bldg.
Phone Number: 5-5431
News Service...AP
Representative: Hollingbery
Air Time: 14½ hours daily
Membership: NARTB
Owner & Gen. Mgr.: Louis R. Daughon
Operations Director: Sheldon Weaver
Commercial Dir.: E. S. Tanner
Production Mgr.: Jim Kent
Publicity Director: Martha Fergerson
Chief Engineer: Charles Duke

**KFDA - TV**

**AMARILLO—1953—ABC-CBS**

Channel: 10 VHF...AP: 30.4 Kw...VP: 58.5 Kw.
Business Address: Box 1400
Phone Number: 4-5343
Air Time: 8 hours daily
News Service: AP, UP
Representative: Brham
President: Wendell Mayes
General Manager: Stan Wilson
Commercial Mgr.: Ed Moore
Program Director: Kindred Raley
Production Mgr.: Buck Long
Chief Engineer: Bill Spiller

**WSM - TV**

**NASHVILLE—1950**

Channel: 4...AP: 11.9 Kw...VP: 23.8 Kw.
Owned-Oper. By: WSM, Inc.
Business Address: 14th & Compton Aves.
Phone Number: 6-7181
Representative: Edward Petry
Chairman: E. W. Craig
President: John H. DeWitt, Jr.
Commercial Manager: Irving Waugh
Public Relations: William R. McDaniel
Chief Engineer: Aaron Sheldon

**KGNC - TV**

**AMARILLO—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Address: Box 751
Phone Number: 4-4601
Air Time: 9½ hours daily
News Service: AP, UP
Membership: NARTB, BAB
President: B. E. Walker
Gen., Sta. Mgr.: Tom Kritser
Commercial Mgr.: Bud Thompson
Prog. Dir., Dir. of Rem.: Kelly Maddox
Promotion Director: Marianne Johnson
Dir. of News & Spec. Events: Bob Izzard
Film Manager: Joan Jamison
Chief Engineer: W. H. Torrey
Consulting Engineer: A. Earl Cullum

**KTBC - TV**

**AUSTIN—1952**

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By: Texas Bcstg. Corp.
Address: P. O. Box 717
Representative: Roymer
President: Claudia Johnson
General Manager: J. C. Kellam
Consulting Engineer: A. Earl Cullum, Jr.
XELD-TV
BROWNSVILLE—1951
NBC-DuM
Channel: 7 VHF... AP: 1.4 Kw... VP: 3 Kw.
Owned-Oper. By... Television de Metomoros S.A.
Address............... 1014 E. Washington St.
Phone Number........... Brownsville 6-6953
Representative.......... Adam Young
General Mgr........... Monte Kleben
Comm. Mgr............ L. W. Smith
Traffic Manager....... Belva Younkmun
Chief Engineer......... Juan Suarez

KRLD-TV
DALLAS—1949—CBS
Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By... KRLD Radio Corp.
Business Address....... Herald Square
Phone Number........... Randolph 6811
Newspaper Affiliation  Dallas Times Herald
Representative......... Branham
Chairman............... J. W. Runyan
President.............. Clyde W. Rembert
Comm. Mgr............... William A. Roberts
Program Dir........... Ves Box
Dir. of News & Spec. Events... Jay Hogan

WFAA-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............... 17 hours daily
Newspaper Affiliation... Morning News
News Service............... UP
Reoresentative......... Petry
Membership............... NARTB
President............... E. M. (Ted) Dealey
Sup. of Radio & TV...... Martin B. Campbell
Station 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
Publicitiy Director..... Lois Jean Cooper
Chief Engineer.......... William C. Ellis
Technical Supervisor.... George E. Krutilek
Consulting Engineer.... A. Earl Cullum

Selling the SOUTHWEST'S LARGEST
METROPOLITAN AREA—over a MILLION
KRLD-TV
Channel 4
NORTH CENTRAL
TEXAS' ONLY STATION
with
MAXIMUM POWER
100,000 WATTS VIDEO
50,000 WATTS AUDIO
EXCLUSIVE OUTLET FOR CBS TELEVISION AND RADIO
NETWORK PROGRAMS IN DALLAS AND FORT WORTH
The Biggest Buy in the Biggest Market in the Biggest State
THE TIMES HERALD STATIONS . . . DALLAS, TEXAS
John W. Runyon, Chairman of the Board
The BRANHAM CO., Exclusive Representative

Film Director............... Nick Mueller
Chief Engineer........... B. B. Honeycutt
KRLD Radio
SATURATES MARKET
EQUAL TO 68 SECONDARY
STATIONS WITHIN
KRLD'S 0.5 MILLIVOLT
LINE! ................. 50,000 WATTS
U. S. TELEVISION STATIONS

KROD-TV
EL PASO—1952—CBS-DuM-ABC
Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.
Owned-Oper. By...El Paso Times, Inc.
Address...2201 Wyoming St.
Representative...Branham
General Manager...Val Lawrence
Sales Manager...Dick Watts
Promotion Mgr...Ken McClure
Chief Engineer...E. P. Talbott

KTSM-TV
EL PASO—1953—NBC
Channel: 9 VHF...AP: 33.1 Kw...VP: 55.1 Kw.
Owned-Operated By...Tri-State Bcstg. Co.
Address...801 N. Oregon St.
Representative...Hollingbery
General Manager...Karl O. Wyler
Commercial Mgr...Roy T. Chapman
Program Manager...Jack B. Chapman
P-duction Mgr...Jack Rye
Chief Engineer...Kenneth Walton

WBAP-TV
FORT WORTH—1948—ABC-NBC
Channel: 5 VHF...AP: 8.2 Kw...VP: 16.4
Owned-Oper. By...Carter Publications, Inc.
Business Address...3900 Barnett St.
Phone Number...Lockwood 1981
Air Time...11 hours daily
Newspaper Affiliation...Fort Worth Star-Telegram
News Service...AP
Representative...Free & Peters
Membership...NARTB
Chairman...Amon Carter
President...Amon Carter, Jr.
General Manager...George Cranston
TV Director...Harold Hough
Commercial Mgr...Roy Bacus
Prom., Publ. Dir...Howard Fisher
Program Director...Robert Gould
Film Manager...Lynn Trammell
Production Mgr...Robert Grammer
Director of News...James A. Byron
Chief Engineer...R. C. Siinson

KGUL-TV
GALVESTON-HOUSTON—1953
CBS
Channel: 11 VHF...AP: 125 Kw...VP: 235 Kw.
Owned-Oper. By...Gulf Television Co.
Business Address...2002 45th St.
Phone Number...3-1607
Air Time...14 hours daily
News Service...AP
Representative...CBS Television Spot Sales
President...Paul E. Taft
Station Manager...Raymond E. Jones
Program Director...Thomas J. Thompson
Promotion Dir...William D. Evans

IN EL PASO'S
Fabulous Southwest
YOU'LL SELL MORE ON CHANNEL 4
Because
MORE PEOPLE WILL SEE CHANNEL 4

WHY?
1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivalled studio facilities
6. Maximum investment in finest equipment
7. Unequalled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's...

KROD-TV
RODERICK BROADCASTING CORP.
Dorrance D. Redick, Chairman
Val Lawrence, President
Dick Watts, Sales Manager
NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY
U.S. TELEVISION STATIONS

Director of News.............. Henry B. Williamson
Film Manager................ Bud Johnson
Chief Engineer.............. William S. Sloat

KGBT-TV
HARLINGEN—1953—CBS-ABC
Channel: 4 VHF...AP: 6.9 Kw...VP: 13 Kw.
Owned-Oper. By.....................................Harbenito Bcstg. Co., Inc.
Business Address..........................Box 711
Phone Number..................3500
Representative.................Pearson
General Manager............Troy R. McDaniel
Commercial Manager...........I. S. Roberts
Program Director...............Fred Folk
Chief Engineer..................Al Beck

KNUZ-TV
HOUSTON—1953—DuM
Channel: 39 UHF...AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....................................KNUZ Telyevision Co.
Business Address..........................Box 2631
Phone Number..................Keystone 6666
Air Time..........................8 hours daily
News Service.......................UP
Representative...............Forjoe
Membership.........................NARTB
President.........................Max H. Jacobs
Gen., Sta. Mgr...................David H. Morris
Commercial Mgr..................Jack Healy
Program Director...............Roger Van Duzer
Promotion Director...............George Johnson
Director of News...............Bill Crawford
Production Mgr..................Chaucy Brown
Publicity Director...............George Johnson
Film Manager.....................Glenn Armstrong
Chief Engineer....................O. C. Crossland
Consulting Engineer...........Weldon & Carr

KPRC-TV
HOUSTON—1950
ABC-CBS-NBC-DuM
Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....................................Houston Post Co.
Business Address..........................2318 Polk Ave.
Phone Number..............Madison 9271
Representative...............Petry
General Manager...............Jack Harris
Commercial Mgr..................Jack McGrew
Program Director...............Bert Mitchell
Promotion Mgr.....................Kirt Harris
Film Manager......................Earl Coridon
Publicity Director...............Edna Forester
Traffic.............................Pat Breech
Chief Engineer.................Paul Huhndorf

KTVE
LONGVIEW—1953
Channel: 32 UHF...AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By...................................A. James Henry
Business Address..........................Box 1232
Phone Number..................6639
Air Time..........................7 hours daily
News Service.......................UP

KCBD-TV
LUBBOCK—1953—ABC-NBC
Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..................................Bryant Radio & TV Corp.
Business Address..........................Box 1507
Phone Number..................4-1414
News Service.................AP, UP
Representative...............Pearson
Membership.........................NARTB, BAB
Pres., Gen. Mgr..................Joe H. Bryant
Business Manager...............Robert L. Snyder
Commercial Mgr..................George L. Tartt
Program Director...............John Devine
Promotion Dir.......................Jack Tippit
Director of News...............Choc Hutchison
Film Manager......................Hulen Penney
Chief Engineer...............Frank Lee
Consulting Engineer...........Weldon & Carr

KDUB-TV
LUBBOCK—1952—CBS-DuM
Channel: 13 VHF...AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By..................................Texas Telecasting, Inc.
Business Address..........................7400 College
Phone Number..................4-2345
News Service...............INS
Representative...............Avery-Knodel, Inc.
Pres., Gen. Mgr..................W. D. (Dub) Rogers
Sta., Comm. Mgr..................Mike Shaprio
Program Director...............Ray Trent
Prom., Pub. Dir.....................Johnny Williams
Director of News...............Jimmie Isaacs
Production Mgr..................Vernon Poerner
Film Manager......................Sidney Smith
Chief Engineer...............Rudy Starnes
Consulting Engineer...........Frank McIntosh

KMID-TV
MIDLAND—1953—NBC-ABC-DuM
Channel: 2 VHF...AP: 13.8 Kw...VP: 26.3 Kw.
Owned-Oper. By............................Midesso Television Co., Inc.
Business Address..........................Box 2758
Phone Number..................2-7322
Representative...............Venard Inc.
General Manager...............Sid Grayson
Commercial Mgr..................Bob Cain
Program Director...............Bill Richie

KTXL-TV
SAN ANGELO—1953—CBS-NBC
DuM
Channel: 8 VHF...AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By............................Westex Television Co.
Business Address........1015 East 28th St.
Phone Number............7677
Air Time..................9 hours daily
Representative...........Taylor
Membership................NARTB
President................Armistead D. Rust
Gen. Sia. Mgr...........John A. Kelly
Commercial Mgr........E. O. Thomesen
Prog, Film Mgr..........Willis G. Black
Prom. Pub. Dir...........Kenneth E. Markel
Director of News.....Dean Chrysler
Production Mgr........Hal Black
Chief Engineer........Robert Benson
Consulting Engineer, Craven, Lohnes & Culver

K G B S - T V
SAN ANTONIO—1950
ABC-CBS-DuM
Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address........Transit Tower
Phone Number...........Garfield 8151
Air Time..................15 hours daily
News Service.............UP
Representative...........Kat'z
Membership................NARTB
President................George B. Storer
Commercial Manager......W. E. Kelley
Managing Director......George B. Storer Jr.
Program Director........Ed Uhler
Prom. Pub. Dir...........Ardyce Pianstiel
Dir. of News & Spec. Events...Robert Farrar
Film Manager...........Betty Patton
Chief Engineer...........William Jackson

W O A I - T V
SAN ANTONIO—1949—NBC
Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By...Southland Industries, Inc.
Address.................1031 Navarro St.
Phone Number...........Garfield 4221
Air Time................18 hours daily
News Service............AP, INS, UP
Representative...........Petry
President.................Hugh A. L. Hall
General Manager.........James M. Gaines
Comm. Mgr..............Edward V. Cheviot
Promotion Mgr..........M. E. Grossman
Program Manager........W. Perry Dickey
Film Manager...........Edward D. Hyman
Publicity Director......Imogene Stanley
Director of Engineering...C. L. Jeffers
Consulting Engineer....A. D. Ring

K C E N - T V
TEMPLE—1953—NBC
Channel: 6 VHF. AP: 14.5 Kw. VP: 28.8 Kw.
Owned-Oper. By......The Bell Publishing Co.
Business Address.....118 W. Avenue A
Phone Number........36868
Air Time.................7 1/4 hours daily
Newspaper Affiliation...Temple Daily Telegram
News Service.............UP
Representative..........Hollingbery
President................Frank W. Mayborn
General Manager.........Harry Stone
Program Director........Jim Bentley
Film Manager...........Mrs. Gay Hoes
Chief Engineer..........Wm. Crusinberry
Consulting Engineer....A. Earl Cullum, Jr.

K M C C - T V
TEXARKANA—1953
CBS-ABC-DuM
Channel: 6 VHF. AP: 15 Kw. VP: 28 Kw.
Owned-Oper. By....KCMC, Inc.
Business Address........317 Pine St.
Representative.........Venard Inc.
President................C. E. Palmer
General Manager.........Frank O. Myers
Sales Manager..........William F. Guy
Director of News.......Tom Speer
Chief Engineer.........Harvey Robertson

K E T X
TYLER—1953—NBC-DuM-CBS
Channel: 90 UHF. AP: 141 Kw. VP: 270 Kw.
Owned-Oper. By......Jacob A. Newborn Jr.
Business Address........Box 685
Phone Number...........2-0801
Representative.........Pearson
Manager...............Jacob A. Newborn Jr.
Station Manager........E. R. Norris

K A N G - T V
WACO—1953—ABC-DuM
Channel: 34 UHF. AP: 10 Kw. VP: 18.8 Kw.
Owned-Oper. By......Central Texas Television Inc.
Business Address.......4811 Bosque Blvd.
Phone Number............31525
Air Time................7 hours daily
News Service............UP
Representative.........Pearson
Membership................NARTB
President.................Clyde Weatherby
Station Manager........Bob H. Walker
Program Director.......Iris Wadley
Prom., News Dir........King Bridges
Production Manager.....Frank Matthews
Chief Engineer...........J. H. Smith
Consulting Engineer.....Welden & Carr

K R G V - T V
WESLACO—1954—NBC
Channel: 5 VHF. AP: 14.5 Kw. VP: 28.8 Kw.
Owned-Oper. By......KRGV Television Inc.
Business Address........Box 626
Phone Number...........375
Representative..........Raymer
President...............O. L. Taylor
General Manager.........Byron W. Ogle
Commercial Mgr..........Allan Page
Program Director........Millman Rochester
Production Dir..........Jim Cook
Director of News.......Brad Smith
Chief Engineer..........Lewis Hartwig
### KFDX-TV
**WICHITA FALLS—1953**
- **Channel:** 3 VHF . AP: 38 Kw . VP: 60 Kw.
- **Owned-Operated By:** Wichita Radio & Tele. Co.
- **Address:** 801 Scott St.
- **Phone Number:** 2-8668
- **President:** Darrold A. Cannan
- **General Manager:** Howard H. Fry
- **Station Manager:** Henry Davis
- **Commercial Mgr.:** Mott Johnson
- **Program Director:** Warren Silver
- **Director of News:** Mike Henry
- **Production Mgr.:** William Angel
- **Film Manager:** Gene Jones
- **Chief Engineer:** John Adams
- **Consulting Engineer:** Herbert T. Wiley

### KWFT-TV
**WICHITA FALLS—1953—CBS**
- **Channel:** 6 VHF . AP: 11.7 Kw . VP: 23.4 Kw.
- **Owned-Operated By:** Wichita Falls Tele., Inc.
- **Address:** P. O. Box 420
- **Phone Number:** 3-4181
- **Air Time:** 10 hours daily
- **News Service:** UP
- **Representative:** Blair-TV
- **President:** Kenyon Brown
- **Commercial Manager:** Blaine Cornwell
- **Program Prog. Mgr.:** Cecil Sansbury
- **Prom. Pub. Dir.:** A. L. Pierce
- **Director of News:** Ed Hamlyn
- **Film Manager:** Tom Sugars
- **Chief Engineer:** Herbert T. Wiley

### UTAH
**TV HOMES 121,000**
**POPULATION 724,000**
**STATIONS IN STATE 2**

### 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:** 128 Social Hall Ave.
- **Phone Number:** 5-2991
- **Air Time:** 14 hours daily
- **Station Representative:** Blair-TV
- **News Service:** UP
- **Membership:** NARTB, BAB
- **President:** G. Bennett Larson
- **Commercial Mgr.:** Douglas B. Clawson
- **Program Director:** Dan Rainger

### KSL-TV
**SALT LAKE CITY—1948**
**ABC-CBS DuM**
- **Channel:** 5 VHF . 17.8 Kw . VP: 28.5 Kw.
- **Owned-Oper. By:** Radio Service Corp. of Utah
- **Business Address:** 145 Motor Ave.
- **Phone Number:** 5-4641
- **Air Time:** 14 hours daily
- **News Service:** UP
- **Representative:** CBS TV Spot Sales
- **Membership:** NARTB
- **Exec. Vice Pres.:** Ivor Sharp
- **Comm. Mgr.:** Edward B. Kimball
- **Gen., Sta. Mgr.:** D. Lennox Murdock
- **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. Thirtiot
- **Chief Engineer:** Vincent Clayton
- **Consulting Engineer:** A. Ring

### VIRGINIA
**TV HOMES 512,000**
**POPULATION 3,452,000**
**STATIONS IN STATE 9**

### WBTM-TV
**DANVILLE—1954—ABC**
- **Channel:** 24 UHF . AP: 12 Kw . VP: 22.5 Kw.
- **Owned-Oper. By:** Piedmont Bestg. Corp.
- **Business Address:** 710 Grove St.
- **Phone Number:** 2-3550
- **Representative:** Hollingsbery
- **President:** L. N. Dibrell
- **General Manager:** E. L. G. Gardner Jr.
- **Commercial Mgr.:** John Holland III
- **Program Director:** Milton N. Adams
- **Chief Engineer:** Lyle C. Motley

### WVEC-TV
**HAMPTON-NORFILK—1953—NBC**
- **Channel:** 15 UHF . AP: 6 Kw . VP: 12 Kw.
- **Owned-Oper. By:** Peninsula Bestg. Corp.
- **Business Address:** 1490 Pembroke
- **Phone Number:** Hampton 6332
- **Air Time:** 17 hours daily
- **News Service:** AP
WSVA-TV
HARRISONBURG—1953
CBS-DuM-NBC-CBS
Channel: 3 VHF...AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bstg.
Business Address...Rawley Pike
Phone Number...44431
Air Time...12 hours daily
News Service...UP
Representative...Devney
Membership...NARTB, BAB
Pres., Gen. Mgr...Frederick L. Allman
Commercial Mgr...Robert B. Harrington
Program Director...Richard H. Johnson
Director of News...Charles R. McGinley
Production Mgr...Robert E. Lee
Chief Engineer...Warren L. Braun
Consulting Engineer...Kear & Kennedy

WLVA-TV
LYNCHBURG—1953—CBS
Channel: 13 VHF...AP: 14 Kw...VP: 28 Kw.
Owned-Operated By...Lynchburg Bstg. Corp.
Address...925 Church St.
Representative...Hollingsberry
President...Edward Allen
General Manager...Phil Allen
Sales Manager...Joseph F. Wright
Program Director...Warren Urrut
Chief Engineer...John T. Orth

WACH
NEWPORT NEWS-NORFOLK—1953
Channel: 33 VHF...AP: 10.5 Kw...VP: 20.9 Kw.
Owned-Operated By...Eastern Bstg. Corp.
Business Address...114 24th St.
Phone Number...Avery-Knodel Inc.
General Manager...Frederick F. Clair
Commercial Manager...E'oyse Patterson
Operating Mgr...Thomas O. Bradshaw Jr.
Chief Engineer...Frederick F. Clair

WTAR-TV
NORFOLK—1949
ABC-CBS-DuM
Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By...WTAR Radio Corp.
Business Address...720 Boush St.
Phone Number...56711
Air Time...17 hours daily

WTOR-TV
NORFOLK—1953—ABC-DuM
Channel: 27 UHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By...Commonwealth Bstg. Corp.
Business Address...812 West 21st St.
Phone Number...4-7786
Air Time...10 hours daily
News Service...UP
Representative...Forlorn
Exec. Vice-Dir...Robert Wason
Production Mgr...Dan Durnick
Program Director...Robert Dredder
Promotion Dir...Tom Matthews
Director of News...Dick Harvey
Film Manager...Art Ross
Chief Engineer...Jim Robertson
Consulting Engineer...John Creutz

WSLS-TV
ROANOKE—1952—NBC-ABC
Channel: 10 VHF...AP: 125 Kw...VP: 250 Kw.
Owned Operated By...Shenandoah L'fe Stations
Address...301 1st St.
Representative...Avery-Knodel
President...P. C. Buford
Exec. Vice-President...J. H. Moore
Promotion Dir...Fred Constapheen
Commercial Manager...H. Fitzpatrick
Program Director...George Chernault
Chief Engineer...J. P. Briggs
WASHINGTON
TV HOMES 411,500
POPULATION 2,814,000
STATIONS IN STATE 9

KVOS-TV
BELLINGHAM—1953—DuM
Channel: 12 VHF...AP: 17 Kw...VP: 34 Kw.
Owned-Oper. By:...KVOS Inc.
Business Address:...1321 Commercial
Phone Number:...750
Air Time:...5½ hours daily
News Service:...UP
Representative:...Forjoe
President:...Rogan Jones
General Manager:...Jack Clarke
Commercial Manager:...Fred Elseithagen
Prog. Prom. Dir.:...David Mints
Director of News:...Bert Jackson
Chief Engineer:...Ernest Harper
Consulting Engineer:...William Foss

KING-TV
SEATTLE—1948—ABC
Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By:...King Bcstg. Co.
Business Address:...320 Aurora
Phone Number:...Mutual 3555
Air Time:...14 hours daily
News Service:...UP
Representative:...Blair-TV
Membership:...NARTB, BAB
President:...Mrs. A. Scott Bullitt
V.P., Gen. Mgr.:...Otto P. Brandt
Commercial Manager:...Al Hunter
Dir. of News & Spec. Events:...Charles Haring
Production Mgr.:...Thomas Dorgan
Publicity Director:...Melvin Anderson
Program Director:...Lee Schilman
Dir. of Engineering:...James L. Middlebrooks
Consulting Engineer:...Craven, Lohnes & Culver

KOMO-TV
SEATTLE—1953—NBC
Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By:...Tribune Publishing Co.
Business Address:...100 4th Ave. N.
Phone Number:...Seneca 6000
Representative:...J. H. Hollingsbery
President:...O. W. Fisher
Commercial Mgr.:...Ray Eaker
Program Director:...Dave Crockett
Production Mgr.:...Tom Roogstad
Chief Engineer:...S. D. Bennett

KHQ-TV
SPOKANE—1952—NBC-ABC
Channel: 6 VHF...AP: 55 Kw...VP: 100 Kw.
Owned-Oper. By:...KHQ, Inc.
Address:...700 Radio Central Bldg.
Representative:...Katz
General Manager:...R. O. Dunning
Program Director:...William A. Neilson
Commercial Mgr.:...John Pindell
Prom. Pub. Dir.:...J. B. Blair
Director of News:...P. J. Cullen
Consulting Engineer:...George C. Davis

KXLY-TV
SPOKANE—1953—CBS-DuM
Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.
Owned-Oper. By:...KXLY-TV
Address:...315 W. Sprague
Phone Number:...Madison 1218
Representative:...Walker
General Manager:...Richard E. Jones
Chief Engineer:...Dave Green

KMO-TV
TACOMA—1953—NBC
Channel: 13 VHF...AP: 57 Kw...VP: 95.5 Kw.
Owned-Oper. By:...KMO Inc.
Business Address:...Box 1651
Phone Number:...Fulton 1581
Air Time:...8 hours daily
News Service:...UP
Representative:...Brannon
President:...Carl E. Raymond
Gen. Sta. Mgr.:...Jerry Geesler
Commercial Mgr.:...Earl Willhite
Program Director:...Dick Weeks
Prog. Pub. Dir.:...Gene Dryden
Director of News:...Dan Seymour
Production Mgr.:...Gordon Tuell
Film Manager:...Howard Perkin
Chief Engineer:...John Boor

KTNT-TV
TACOMA—1953—CBS-DuM
Channel: 11 VHF...AP: 63 Kw...VP: 125 Kw.
Owned-Oper. By:...Tribune Publishing Co.
Address:...711 St. Helens Ave.
Representative:...Weed
President:...Frank S. Baker
Chief Engineer:...Max Bice

KVAN-TV
VANCOUVER—1954
Channel: 21 UHF...AP: 62 Kw...VP: 107 Kw.
Owned-Oper. By:...KVAN, Inc.
Business Address:...Box 610
Phone Number:...Oxford 4-3325
ReP'sentative:...Boiling
President:...Sheldon F. Sackett
General Manager:...Fred F. Chettle
Sales Manager:...Russell Coughlin
Chief Engineer:...Leo Erickson
KIMA-TV
YAKIMA—1953
ABC-CBS-NBC-DuM
Channel: 29 UHF. AP: 7.5 Kw. VP: 15 Kw.
Business Address: Radio & Television Center
Phone Number: 6104
Representative: Weed
Membership: NARTB
President: A. W. Talbot
Gen., Sta. Mgr.: Thomas C. Bostic
Commercial Mgr.: H. R. Cary
Program, Film, Mgr.: James Nolan
Promotion Director: Joe Ryan
Director of News: John Knievel
Production Mgr.: Tom Ewing
Chief Engineer: J. Barry Watkinson
Consulting Engineer: Frank McIntosh

WEST VIRGINIA
TV HOMES 233,500
POPULATION 2,086,000
STATIONS IN STATE 5

WKNA-TV
CHARLESTON—1953—ABC-DuM
Channel: 49 UHF. AP: 12 Kw. VP: 22.5 Kw.
Business Address: 804 Kanawha Blvd.
Phone Number: 25-153
Sales Manager: George J. Gray
Program Director: Don O. Hays
Film Manager: Ted McKay
Chief Engineer: A. J. Ginkel

WJPB-TV
FAIRMONT—1952—ABC-NBC-DuM
Channel: 35 UHF. AP: 10 Kw. VP: 20 Kw.
Business Address: 108 Gaston Ave.
Phone Number: Fairmont 5000
Representative: Headley-Reed
President: J. Patrick Beacom
Gen., Sta. Mgr.: Robert Drummond
Commercial Mgr.: J. F. Watkins
Prog., Prod. Mgr.: Robert Frazier
Prom., Pub. Dir.: Robert Ice
Director of News: Robert L. Mitchell
Chief Engineer: Richard McBride
Consulting Engineer: A. D. Ring

WSAZ-TV
HUNTINGTON—1949—NBC
Channel: 3 VHF AP: 42 Kw. VP: 84 Kw.
WHAT'S OUR BIGGEST PRODUCT!
SERVICE
TO 3,892,300 VIEWERS
AND 987,300 FAMILIES
WITH THE EFFECTIVE BUYING POWER $4,064,724,000 IN
114 COUNTIES OF W. VA., OHIO, KY., VA., TENN.
CHANNEL 3 — 100,000 WATTS
NETWORKS: NBC — ABC — CBS — Dmt

Laurence H Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency

923
WISCONSIN

TV HOMES 568,500
POPULATION 3,607,000
STATIONS IN STATE 9

WTAP
PARKERSBURG—1953—ABC-DuM
Channel: 15 UHF, AP: 9.45 Kw., VP: 19.5 Kw.
Owned-Oper. By: West Virginia Enterprises Inc.
Business Address: 121 W. Seventh St.
Phone Number: 7-4589
Representative: Forjes
Membership: NARTB
Commercial Mgr.: James F. Cox
Prog., Prom. Dir.: Don Pointer
Director of News: Jack See
Film Manager: Shirley L. Radiken
Chief Engineer: George W. DeBlieux

WTRF-TV
WHEELING—1953—ABC-NBC
Business Address: 1329 Market St.
Phone Number: Wheeling 1177
Air Time: 10 hours daily
News Service: UP
Representative: Hollingbery
President: Thomas M. Bloch
General Manager: Robert W. Ferguson
Commercial Mgr.: H. Needham Smith
Program Director: Judy Lawton
Promotion Dir.: Gregg Van Camp
Director of News: George Diab
Production Mgr.: Gene Ryan
Film Manager: William Ney
Chief Engineer: Howard Daubenbeyer

WEAU-TV
EAU CLAIRE—1953—ABC-NBC-DuM
Channel: 13 VHF, AP: 29.53 Kw., VP: 59.05 Kw.
Business Address: 2145 So. Hastings Way.
Phone Number: 6149
Air Time: 51/2 hours daily
News Service: UP
Membership: NARTB
Representative: Hollingbery
President: W. C. Bridges
General Manager: H. S. Hyett
Station Manager: Richard Kepler
Commercial Mgr.: Robert Burnham
Film Manager: Zara Guenard
Chief Engineer: T. O. Jorgenson

WBAY-TV
GREEN BAY—1953—ABC-CBS-DuM
Channel: 2 VHF, AP: 50 Kw., VP: 101 Kw.
Owned-Oper. By: St. Norbert College
Business Address: 115 South Jefferson St.
Phone Number: 2-3331
Air Time: 10 hours daily
News Service: AP, UP
Representative: Wood
Membership: NARTB
General Manager: Haydn R. Evans
Station Manager: Burkett Farquhar
Commercial Mgr.: Robert C. Nelson
Promotion Dir.: Robert Meister
Director of News: Clair Stone
Production Mgr.: Bill Mancshot
Film Manager: J. M. Krause
Chief Engineer: Wallace Stangel

WKOW-TV
MADISON—1953—CBS
Business Address: 215 West Washington Ave.
Phone Number: 7-2261
Air Time: 7 hours daily
News Service: UP
Representative: Headley-Reed
President: Stewart Watson
Gen., Sta. Mgr.: Michael Henry
Commercial Mgr.: Robert E. Loomer
Program Director: Audrey Bland
Director of News: Jerry Harper
Production Mgr.: Jack Hanson
Film Manager: Bill Harman
Chief Engineer: V. A. Vanderheiden

WMTV
MADISON—1953—ABC-DuM
Channel: 33 UHF, AP: 9.6 Kw., VP: 17 Kw.
Owned-Oper. By: Bartell Television Corp.
Business Address: West Belleline Hwy.
Phone Number: 3-5381
Air Time: 10 hours daily
News Service: UP
U. S. TELEVISION STATIONS

WNAM-TV
NEENAH-APPLETON-MENASHA
1953
Channel: 42 UHF. AP: 8.3 Kw. VP: 15.5 Kw.
Business Address. Box 602
Phone Number. 2-6471
News Service. UP
Representative. George W. Clark
Membership. NARTB
Pres., Gen. Mgr. Don C. Whit
Station Manager. Stephen Paszay
Chief Engineer. Harry N. Hill
Consulting Engineer. Walter Kean

WOSH-TV
OSHKOSH—1953—ABC
Channel: 48 UHF. AP: 7.24 Kw. VP: 13.8 Kw.
Business Address. 1235 Bowen St.
Phone Number. 3-580
Representative. Headley Reed
Station Manager. Clark Hogan
Chief Engineer. Donald Zuehlke

WOLTV
TV HOMES 7,500
POPULATION 308,000
STATIONS IN STATE 1

KFKC-TV
CHEYENNE—1953—CBS-DuM
Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
Business Address. 2923 East Lincolnway
Phone Number. 4-4461
Newspaper Affiliation. Wyoming Eagle & Wyoming Tribune
News Service. UP
Representative. Hollingsbery
President. Robert S. McCracken
Gen., Sta. Mgr. William C. Grove
Commercial Mgr. C. F. Cahill
Program Director. Mae Sunada
Promotion Dir. D. W. Young
Director of News. Kirk Knox
Chief Engineer. R. C. Pinnenschmidt

Sales Mgr. Neade V. Baake
Program Manager James Robertson
Mgr. Radio & TV Engng. Phillip Laesser
News Editor. Jack Krueger

WOSI-TV
ILLINOIS—1965—ABC
Channel: 31 VHF. AP: 20 Kw. VP: 100 Kw.
Owned-Oper. By. WOSI-TV, Inc.
Business Address. 203 E. Madison St.
Phone Number. 4-2222
Phone Number. 2-3757
News Service. ABC
Representative. E. P. Yancey
Sales Manager. Jack S. Kirby
Program Manager. Jack L. Hines
Mgr. Radio & TV Engng. L. P. Miller
News Editor. Jack Krueger
TELEVISION STATIONS
IN TERRITORIES AND POSSESSIONS

ALASKA

KFIA
ANCHORAGE—1953—CBS-ABC

KON A
HONOLULU—1952—DuM-NBC

K T V A
ANCHORAGE—1953—NBC-DuM

HAWAII

KGMB-TV
HONOLULU—1952—ABC-CBS-NBC

WAPA-TV
SAN JUAN—1954—NBC-DuM
<table>
<thead>
<tr>
<th>Location</th>
<th>Call Letters</th>
<th>Licensee or Grantee</th>
<th>Carrier Freq.</th>
<th>Lines/Pix and Fields/Sec</th>
</tr>
</thead>
<tbody>
<tr>
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<td>CBHT</td>
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NEW TV STATIONS SET FOR OPENING IN 1954

On this page, and the pages following, we list geographically the television station organizations planning to begin operations in 1954, together with channel numbers and, where possible, date for start of broadcasting.

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<td>Kirksville</td>
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<td>St. Louis</td>
<td>WLTV</td>
<td>Missouri Bestg. Corp.</td>
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<td>KGVD-TV</td>
<td>Mosby's, Inc.</td>
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<td>Kane</td>
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<td>Atlantic City</td>
<td>WOCN</td>
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<td>Clovis</td>
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<td>Albany</td>
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<td>Bloomingdale</td>
<td>WIRY-TV</td>
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* Information not available.
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<tr>
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<td>Utica</td>
<td>WFRB</td>
<td>Richard H. Balseh</td>
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<td>Bruckway Co.</td>
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<td>Durham</td>
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<td>T.E. Allen &amp; Sons, Inc.</td>
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<td>WTVX</td>
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<td>Mt. Airy</td>
<td>WPAG-TV</td>
<td>Ralph D. Epperson</td>
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<td>Cleveland</td>
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<td>Cleveland Bestg., Inc.</td>
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<td>Cleveland</td>
<td>WHK-TV</td>
<td>United Bestg., Co.</td>
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<td>Massillon</td>
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<td>Midwest TV Co.</td>
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<td>April</td>
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<tr>
<td>Youngstown</td>
<td>WUTV</td>
<td>Polan Industries</td>
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<td>Ada</td>
<td>KEOK</td>
<td>Eastern Oklahoma TV Co.</td>
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<td>Erid</td>
<td>KMIV</td>
<td>Streets Electronics, Inc.</td>
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<td>June</td>
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<td>Miami</td>
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<td>Miami Tele Co.</td>
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<td>Eugene</td>
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<td>Eugene Television Inc.</td>
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<td>Salem</td>
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<td>WFMZ-TV</td>
<td>Penn Allen Bestg. Co.</td>
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<td>WGCY</td>
<td>Queen City Tele. Co.</td>
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<td>Erie</td>
<td>WSEE</td>
<td>Great Lakes Tele. Co.</td>
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<td>WLEU</td>
<td>Commodore Perry Bestg. Serv., Inc.</td>
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<td>Harrisburg</td>
<td>WCMB-TV</td>
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<td>Hazelton</td>
<td>WAZL-TV</td>
<td>Hazelton Tele. Corp.</td>
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<td>Lancaster</td>
<td>WWLA</td>
<td>Harold C. Burke</td>
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<td>WRMF-TV</td>
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<td>WTVO</td>
<td>Golden Triangle TV Corp.</td>
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<td>WRAK-TV</td>
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<td>WPRO-TV</td>
<td>Cherry &amp; Webb Bestg. Co.</td>
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<td>Jefferson Standard Bestg. Co.</td>
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<td>Greenwood</td>
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<td>Greco, Inc.</td>
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<td>Spartan Radiocasting Co.</td>
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<td>Spartanburg</td>
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<td>Chattanooga</td>
<td>WTVT</td>
<td>Tom Potter</td>
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<td>Jackson</td>
<td>WDXI-TV</td>
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<td>Plains Empire Bestg. Co.</td>
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<td>Beaumont</td>
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<td>August</td>
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<td>Corpus Christi</td>
<td>KBCT</td>
<td>H. L. Hunt</td>
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<td>Tarrant County Tele. Co.</td>
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<td>Houston</td>
<td>KTVI</td>
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<td>Lubbock</td>
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<td>Globe News Pub. Co., Inc.</td>
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<td>Lufkin</td>
<td>KTER-TV</td>
<td>Forest Capital Bestg. Co.</td>
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<td>Marshall</td>
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<td>KALA</td>
<td>Alamo Television Co.</td>
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<td>Sherman</td>
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<td>Sweetwater</td>
<td>KPFR-TV</td>
<td>Texas Telecasting, Inc.</td>
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<td>Victoria</td>
<td>KXVL-TV</td>
<td>KXN-TV Television Co.</td>
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<td>Provo</td>
<td>KOVO-TV</td>
<td>KOVO Bestg. Co.</td>
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<td>Salt Lake City</td>
<td>KUTV</td>
<td>Utah Bestg. &amp; Tele. Corp.</td>
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* Information not available.
NEW TV STATIONS SCHEDULED

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<th>City</th>
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<th>Channel</th>
<th>Expected Date On The Air</th>
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<tr>
<td>Charlottesville</td>
<td>WCHV-TV</td>
<td>Barham &amp; Barham</td>
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<td>Marion</td>
<td>WMEN-TV</td>
<td>Mountain Empire Bestg. Corp.</td>
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<td>Richmond</td>
<td>WOTV</td>
<td>Winston-Salem Bestg. Co., Inc.</td>
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<td>WBEY</td>
<td>Appalachian Tele. Corp.</td>
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<td>Wheeling</td>
<td>WLTV</td>
<td>Polan Industries</td>
<td>51</td>
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<tr>
<td>LaCrosse</td>
<td>WKBTV</td>
<td>WKHB Television, Inc.</td>
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<td>LaCrosse</td>
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<td>Marinette</td>
<td></td>
<td>M&amp;M Bestg. Co., Inc.</td>
<td>11 July</td>
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<td>Casper</td>
<td>KSPR-TV</td>
<td>Donald Lewis Hathaway</td>
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<td>Fairbanks</td>
<td>KFIF</td>
<td>Kiggins &amp; Rollins</td>
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<td>Honolulu</td>
<td>KULA-TV</td>
<td>Pacific Frontier Bestg. Co., Ltd.</td>
<td>4 March</td>
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* Information not available.

Radio-TV Receiver Production in 1953

Washington—A month-by-month breakdown of 1953 production of television and radio receivers, showing a total production for the year of more than 7.2 million TV's and 13.3 million radio receivers, as released by the Radio-Electronics-Television Manufacturers Assn., follows:

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<th></th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
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<td>January</td>
<td>719,234</td>
<td>361,921</td>
<td>93,962</td>
<td>447,667</td>
<td>189,592</td>
<td>1,093,142</td>
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<td>February</td>
<td>730,597</td>
<td>402,742</td>
<td>87,711</td>
<td>491,062</td>
<td>210,924</td>
<td>1,192,439</td>
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<td>March  (5 weeks)</td>
<td>810,112</td>
<td>442,101</td>
<td>177,656</td>
<td>654,367</td>
<td>275,079</td>
<td>1,549,203</td>
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<td>April</td>
<td>567,878</td>
<td>286,974</td>
<td>201,476</td>
<td>483,092</td>
<td>198,394</td>
<td>1,158,936</td>
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<tr>
<td>May</td>
<td>481,936</td>
<td>278,156</td>
<td>204,065</td>
<td>497,379</td>
<td>129,391</td>
<td>1,108,991</td>
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<tr>
<td>June    (5 weeks)</td>
<td>524,479</td>
<td>287,724</td>
<td>239,189</td>
<td>505,774</td>
<td>131,144</td>
<td>1,163,831</td>
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<td>July</td>
<td>316,289</td>
<td>172,197</td>
<td>78,434</td>
<td>336,208</td>
<td>87,620</td>
<td>674,459</td>
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<td>August</td>
<td>603,760</td>
<td>299,939</td>
<td>145,460</td>
<td>376,937</td>
<td>169,301</td>
<td>991,637</td>
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<tr>
<td>Sept.   (5 weeks)</td>
<td>770,985</td>
<td>529,427</td>
<td>147,355</td>
<td>357,326</td>
<td>182,417</td>
<td>1,216,525</td>
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<tr>
<td>Oct.</td>
<td>680,433</td>
<td>370,178</td>
<td>135,009</td>
<td>358,076</td>
<td>189,230</td>
<td>1,052,493</td>
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<tr>
<td>Nov.</td>
<td>560,197</td>
<td>457,151</td>
<td>127,316</td>
<td>309,962</td>
<td>171,356</td>
<td>1,065,785</td>
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<tr>
<td>Dec.    (5 weeks)</td>
<td>449,787</td>
<td>514,428</td>
<td>103,931</td>
<td>365,084</td>
<td>117,672</td>
<td>1,101,115</td>
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<tr>
<td>TOTAL</td>
<td>7,214,787</td>
<td>4,402,938</td>
<td>1,741,564</td>
<td>5,182,934</td>
<td>2,041,120</td>
<td>13,368,556</td>
</tr>
</tbody>
</table>

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PERFECT TV PRODUCTION REQUIRES

Precision
Prints

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.

YOUR ASSURANCE OF BETTER 16mm PRINTS

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.

Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry— including exclusive Maurer-designed equipment—your guarantee that only the best is yours at Precision!

Precision Film Laboratories — a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.
TV FILM PRODUCERS AND DISTRIBUTORS

ABC Film Syndication
7 West 66th St., New York 23, N. Y.
V.P. in Chg.............George T. Shupert
Sales Mgr.............Donald L. Kearney

Academy Film Productions, Inc.
123 W. Chestnut St., Chicago 10, Ill.
Phone: Michigan 2-0128
Pres. & Dir. of Pro......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.

Acme Film Laboratories
1161 North High'and Ave., Hollywood 38, Calif.
Phone: HOLlywood 4-1741

Acus Pictures Corporation
165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2255
President ................Patrick Shanahan
Services Offered — Films for television rental.

A. F. Films, Inc.
180 E. 60th St., New York 19, N. Y.
Phone: MU 8-1370
Pres. ..................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...............Harry M. Popkin
V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.............Kenneth N. Chantry
Treasurer...............Jack Y. Berman
Producer .............Harold Helenston
Director...............Erle C. Kenton
Production Mgr........William Persons
Services Offered — Producer of films in series form for TV.

Alexander Film Co.
Alexander Film Bldg., Colorado Springs, Colo.
Phone: MAin 3-1771
N. Y. Phone: PENnsylvania 6-3028
President...............J. Don Alexander
V.P. in Chg. Prod........Don M. Alexander
V.P. .....................Don Alexander, Jr.
Secretary-Treasurer.....E. B. Foster
V.P. in Chg. Sales.......M. J. Melaney
Production Mgr........James Anderson
Dir. Advtg., Pub. Rel........R. H. Geddy
Services Offered—Producer of TV commercials.

M & A Alexander Productions, Inc.
6040 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-3414
President ..............Arthur Alexander
Vice-President ...........Max Alexander
Services Offered—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

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

Allegro Pictures, Inc.
4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: STate 9-4952
Pres., Exec. Producer......William Lava

Allen & Allen Productions
3917 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr...........George E. Allen
Services Offered—TV package programs.

American Film Co.
1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800
Mgr. ......................Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

American Film Producers
1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915
Executive Producers........Robert Gross, Lawrence A. Glesnes
Production Control...Sheldon Abromowitz
Editorial Chief...........Frank Madden
Services Offered—Sponsored motion pic-
Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer '16.'

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.'"

THE MAURER 16MM. designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sun-shade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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1107 South Robertson Bivd., Los Angeles 36, California
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maurer means finer motion pictures!
ture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm; production and distribution.

*American National Studios, Inc.*
7324 Santa Monica Blvd., Hollywood, Calif.
**Phone:** Hollywood 2-6281
**Services Offered**—Complete production facilities for the making of motion pictures for television.

*Animated Productions, Inc.*
1600 Broadway, New York, N. Y.
**Phone:** Columbus 5-2942
President ....................... Al Stahl
Vice-President ................... Irwin Stahl
V.P. in Chg. Production ...... Jack Weisberg
**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.

*Animation Service Co.*
1780 Broadway, New York 19, N. Y.
**Phone:** Circle 5-4832
Manager ......................... A. L. Simon
Chief Animator .................. Abe Blashko
Art Director ..................... William Steinel
Administration .................. Muriel Friedman
**Services Offered**—All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

*Evan J. Anton Productions, Ltd.*
60 W. 46th St., New York 36, N. Y.
**Phone:** Circle 6-0118
President ....................... Evan J. Anton
Vice-Prez. ....................... Vera Kay
**Services Offered**—Producers of industrial and documentary films and slides, TV commercials and spots.

*Arrow Productions, Inc.*
7324 Santa Monica Blvd., Los Angeles 16, Cal.
**Phone:** Hollywood 4-3118
**N. Y. Phone:** Plaza 2-2765
President ....................... Milton Gordon
Vice Pres. ....................... Edward Small
Secy-Treas. ..................... Leon Fromkess
**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 6-3477
312½-14 N. La Brea, Hollywood 38, Cal.
**Phone:** HO 7-4882
President ....................... Louis Goldstein
Vice President .................. Bob Seidelman
Treasurer ...................... Jerome S. Hyams

*Associated Program Service (Division of Muzak Corp.)*
237 West 54th St., New York 19, N. Y.
**Phone:** Plaza 7-7700
**Services Offered**—Exclusive TV distributor of Encyclopaedia Britannica Films. Lease of individual films and film packages.

*Association Films, Inc.*
347 Madison Ave., New York 17, N. Y.
**Phone:** Murray Hill 5-8573
President ....................... J. R. Bingham
Treasurer ....................... A. L. Fredrick
Director Adv. & Prom. ........ Robert Finehout
**Services Offered**—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 140 industrial (free-loan) films, 60 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
Exec. V.P. ....................... Jacques Kopstein
Secretary ....................... Fred Bellin
Adv. Mgr. ....................... Cy Eichman
Comptroller .................... Anthony Tarrell
**Services Offered**—Producer and distributor of films for TV.

*Atlantic Television Corp.*
130 W. 46th St., New York 36, N. Y.
**Phone:** LUXemburg 2-1287
President ....................... R. M. Savini
Exec. V.P., Sls. Mgr. .......... Jacques Kopstein
**Services Offered**—Producer and distributor of features and short subjects.

*Atlas Film Corp.*
1111 S. Blvd., Oak Park, Ill.
**Phone:** AUstin 7-8620
Vice-Prez. & Gen. Mgr. ........ L. P. Mominee
V. P. Chg. Sales ............... Edward Schager
V. P. Chg. Adv. & Prom. ......... Frederick K. Barber
V. P. & Dir. of TV .............. Norman C. Lindquist
V. P., Prod. Mgr. .............. Albert S. Bradish
**Services Offered**—Production of 16mm and 35mm motion pictures and slides —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.
RAMAR of the jungle

starring Jon Hall

It's the only show of its kind in all television! No chance of sponsor mis-identification with RAMAR, because there's no other show like it on the TV screens.

It's a show for children—with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.

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THE EDWARD SMALL FEATURES

28 full-length feature films people like to watch ... stations like to run ... advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impresario whose sensitivity to public likes have given his productions a gross of more than $100,000,000.

Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!
YOUR* STAR SHOWCASE

with your host, Mr. Edward Arnold

Here's a successful, tested program — that's first-run in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

YOUR* STAR SHOWCASE is a weekly parade of marquee names, sparkling scripts, tight direction and lavish production. It can be the showcase for your product.

*Advertiser or brand name

coming soon...

THE ADVENTURES OF ELLERY QUEEN

starring Hugh Marlowe

A brand new half-hour series with a tradition of outstanding success—in every medium.

The Ellery Queen books have sold over 50 million copies. The radio series was a leading hit for years. Now, with Hugh Marlowe in the title role, a series of 52 never-before seen or heard adventures are being filmed in Hollywood for May release. Reserve your markets now. It's like putting money in the bank.
TWO PROVEN HITS
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RACKET SQUAD:
First run in over 110 markets — Second run in all others. A successful network show with a ready-and-waiting audience... combining fast-paced entertainment with public-service appeal... at just a fraction of its original cost!

THE PLAYHOUSE:
First run in over 150 markets — Second run in all others. This star-studded series has a big-time network quality that you couldn't duplicate for many times the cost to you. And, you can use the famous names to spark a sales campaign!

Want more information? Each of these shows has an outstanding history of success and it's yours for the asking... call our office nearest you (see list at bottom).

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98 episodes starring Reed Hadley as "Captain Braddock"

The Playhouse
52 famous dramas, with famous Broadway and Hollywood stars

ABC Film Syndication
In New York: Don L. Keenan, 7 West 66th Street, SU 7-5900.
In Chicago: John Burns, 20 North Wacker Drive, Andover 3-0900.
In Los Angeles: Bill Clark, ABC Television Center, Normandy 3-3311.
**TV FILM PRODUCERS—DISTRIBUTORS**

---

**Atlas Television Corp.**
15 West 44th St., New York, N. Y.
Phone: MU 7-5535
President: Henry Brown
Div. of East. Sales: Jackson E. Dube
Div. of Mid-West Sales: Pete Rodgers
Dir. of West. Sales: Chas. Kennedy
Div. of Southwest Sales: Wm. Dubensky Booker
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.

**Audio Master Corp.**
17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President: Herbert Rosen
Services Offered—Library of mood and bridge music.

**Audio Pictures, Ltd.**
310 Lake Shore Rd., Toronto, Ont.
Phone: CLifford 1-5211
President: Arthur Gottlieb
Vice Pres.: Gladys Glad Gottlieb
Asst. to Pres.: Murray Briskin
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 Pres.: Herman Roessle
Treas.: Peter J. Mooney
Services Offered—Producer of TV commercials.

**George Bagnall & Associates, Inc.**
109 North La Cienega Blvd., Beverly Hills, Calif.
Phone: CR 15133
President: George L. Bagnall
V.P.-Sales Mgr. : J. J. O'Loughlin
Secretary: Fred C. Lindquist
Services Offered—Producer of films for TV.

**Bailey Films, Inc.**
6509 De Longpre Ave., Hollywood 28, Calif.
Phone: Hillside 7949
President: Albert R. Bailey
Vice-President: Dolmar 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.

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Here's How The "Film Network" Can Work For You. You select 300 hours of programming from our more than 500 hours available. You pay a reasonable hourly rate based on the size of your market. Since top commercial shows are included in the package, selling them gives you the whole package practically free. For details and prices, contact

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leader in the field, offers you the largest selection of feature films in television

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CHICAGO, 155 E. Ohio St., Whitehall 3-2600  Dick Feiner
DALLAS, 3905 Travis St., Logan 2628  Irv Feld
DETROIT, 2211 Woodward Ave., Woodward 1-2560  Marv Lowe
LOS ANGELES, 9100 Sunset Blvd., Crestview 1-6101  John Cole
TORONTO, (MPTV Canada Ltd.) 277 Victoria St., Empire 8-8621  Alex Metcalf
### 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.

### Barnett International Forwarders
723 Seventh Ave., New York 19, N.Y.  
**Phone:** Circle 5-6080

- President: William Barnett
- V.P., Sec’y: Norman Barnett
- Treasurer: Alan Barnett

### Basch Radio & Television Productions
(See Program Producers.)

### Beacon Television Features Inc.
420 Boylston St., Boston 16, Mass.

- President: J. Leonard Sanderson
- Treasurer: Barbara G. Keane

**Services Offered**—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc.

### Blinkey Productions Inc.
106 West End Ave., New York 23, N.Y.  
**Phone:** SU 7-4429

- Producer-Director: Murray King
- Technical Director: Lucille Emerick
- Production Supervisor: Sydney Parker

**Services Offered**—Film producers, open-end films, TV series, video film commercials, package programs produced.

### Fritz Blocki Productions
1152 No. Curson Ave., Hollywood 46, Calif.

- Producer: Fritz Blocki

**Services Offered**—Live TV show formats for local and/or network use.

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**GOODMAN’S ORIGINAL PRIZE WINNING WEATHER FORECAST JINGLES**

51 thirty-second spots covering every possible weather condition. On sound film with full-action marionettes. These prize-winning spots copped National kudos two years in a row.

The Weatherman plays an important role in everyone’s life. That’s why audiences tune in just to get the weather report in the Tuneful, Bouncy Manner presented in these WEATHER FORECAST JINGLES-TV.

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_Harry S. Goodman_  
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1. BIGGER AUDIENCES are attracted to programs featuring Studio Telescriptions. With the Studio Telescription Library, over 1,100 three minute films produced especially for TV, you have the nation’s top musical stars in lavish settings creating unprecedented popularity for your shows.

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3. MORE SPONSORS flock to Telescription shows with their high listener ratings. Now, even local advertisers can capitalize on the miracle selling power of top quality television and top name stars, wherever Telescriptions have eliminated high production costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

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8901 Wilshire Blvd., Beverly Hills, Cal.
Phone: CRestview 4-5248
Vice Pres. and Prod. Mgr.: Robert Stabler
Sec’y-Treas.: Marguerite Cherry
Production Mgr.: Glenn Cook

**Brandon Films Inc.**
200 West 57th St., New York 19, N. Y.
Phone: CI 6-4368
Film Librarian: Edith Zornow

**Bray Studios Inc.**
729 Seventh Ave., New York 24, N. Y.
President: J. R. Bray
Vice-Pres. and Prod. Mgr.: Paul A. Bray
Treasurer: M. Bray
General Mgr.: Max Fleisher
Film Distribution Mgr.: B. D. Hess

**William F. Broidy Productions, Inc.**
5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HEmpstead 6844
President: William F. Broidy
V.P. & Sec’y: Edward J. Kay
Prod. Mgr.: A. R. Milton
Adv. Dir.: I. L. Kaufman

**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

**British Information Services—Film Division**
(Agency of the British Government)
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 6-5100

**Murray Hill 8-1162**

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INC.

Producers of
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"HOLLYWOOD-OFF-BEAT"

Starring
MELVYN DOUGLAS

"AMERICAN WIT AND HUMOR"

Starring
THOMAS MITCHELL
Services Offered — Official distributor in the United States of films produced by the British Government.

**Calhoun Studios**
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Distribution Mgr.: Lester Schoenfeld
Radio Officer: Jack Aistrop
Pub. & Adv. Mgr.: Joe Slevin

Services Offered — Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

**Cavalcade Television Programs Inc.**
7904 Santa Monica Blvd., Hollywood 46, Calif.

Director of Photography: Brian Calhoun
Producer-Director: William S. Kent
Sound Engineer: Howard Kaiser
Talent and Scripts: Robert Adams
Art Director: Larry Hotcaveg
Film Editor: Lottie Schaler
Sales Manager: William Hyer
Public Relations Director: Jack Petrill

Services Offered — Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

**Caston Productions**
8611 Sunset Blvd., Hollywood 46, Calif.

Sales Promotion Director: William Beaudine, Jr.
Supervising Editor: Mauri H. Goldberg

Services Offered — Producers of films for TV.
Cavalier Enterprises
9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-1174
President ..................Robert Young
Vice Pres ..................Eugene B. Rodney
Sec-Treas. ..................Ben Bisgeier
Services Offered—Owners and producers of "Father Knows Best" starring Robert Young on NBC for General Foods. Preparing same on film for TV.

CBS-TV Film Sales
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Vice-Pres. in Charge.........Merle S. Jones
Operations Director..........Fred J. Mahlstedt
Gen. Sales Mgr...............Wilbur S. Edwards
Prom. Mgr..................Walter A. Scanlon
Branch Offices
410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000
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1313 N. Vine St., Los Angeles 28, Cal.
Phone: HOLlywood 9-1212
Exec. in Charge............Thomas Moore

Hu Chain Associates
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Owner....................Hubert V. Chain
Services Offered—Custom built video film programs and commercials.

Bruce Chapman Co.
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Phone: Wise. 7-9244
President ..................Bruce Chapman
Sec'y-Treas. ...............Edna Chapman
30 Rue de Gramont, Paris, France
Phone: Richelieu 80-04
Director ....................Dan Morely
Services Offered—Producer of TV films and commercials; industrial and educational films; dubbing in U. S. and Europe.

Charter Oak Tele-Pictures
846 7th Ave., New York, N. Y.
Phone: Circle 6-2508
President ..................Louis Cavrell
Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films.

Cineffects, Inc.
115 W. 45 St., New York 36, N. Y.
Phone: Circle 6-0951
President ....................Nathan Sobel
Secretary-Treasurer ..........Irving Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm Kodachrome.

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Complete Art Service
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ART LETTERING. ALL OPTICAL EFFECTS FOR TELEVISION IN COLOR OR BLACK & WHITE
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ROYAL PLAYHOUSE
HOLLYWOOD OFF BEAT—
Melvyn Douglas

1952
THE CHIMPS
COUNTERPOINT
HEART OF THE CITY
OLD AMERICAN BARN DANCE

1953
LOOK PHOTOQUIZ
FULTON LEWIS JR.
THE GOSPEL SINGER
ROCKY JONES, SPACE RANGER
DOUBLE PLAY—Day & Durocher
—and even more—for '54

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WATERFRONT—Preston Foster
WHERE WERE YOU—Ken Murray
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AUTHOR'S PLAYHOUSE
THE RUGGLES
MANHUNT

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7000 Romaine St., Hollywood 38, Calif.
Phone: H0llywood 2-7464
President................Harold A. Scheib
Vice-President........Ernest W. Arcella Jr.
Services Offered—Complete optical printing service, specializing in color duplicate negatives and blow-up release prints.

Cinema Service Corp.
105 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.

Cinescope Films
42-45 160th St., Flushing, N. Y.
Phone: FLushing 8-1935
President ................George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinemart International Corp.
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Phone: ORegon 9-4439
President ................Varian Fry
Vice President ..........Walter T. Colquitt
Sales Mgr .................Julius P. Witmark, Jr.
Producer-writer ..........Louis F. Gitler
Director-Editor ..........William Kryjakys
Services Offered—Producers of commercials, program films and documentaries.

Cine-Tele Productions
6325 Santa Monica Blvd., Hollywood 38, Calif.
Phone: H0llywood 5-3376
Executive Producer ......Harry J. Lehman
Secretary ................Jaques R. Lehman
Cameraman ...............Jesse Davis
Script Writer .............Dale Imu-

Cineque Colorfilm Labs, Inc.
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Phone: SAacramento 2-5837
President ................Sam Marcus
Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, duplicating, 16 and 35mm

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and they're all GUILD productions!

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  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

- **Commodore Productions and Artists, Inc.**
  971 N. La Cienega, Hollywood 46, Calif.
  Phone: CREstview 7-7105
  Pres., Exec. Prod...Walter White, Jr.
  Assoc. Producer........William C. Heath
  Production Mgr...........Vernon Keays
  Coordinator ...............Eleanor Payne
  Film Editor...Robert Warwick, Jr. (A.C.E.)
  Art Director........James Sullivan
  Services Offered: Hopalong Cassidy—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.

- **Commonwealth Film & Television, Inc.**
  723 Seventh Ave., New York 19, N.Y.
  Phone: Circle 5-6456
  President........Mortimer D. Sackett
  Treasurer........S. Sackett
  Secretary........A. Goldstein
  Services Offered—TV producers and distributors.

- **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
  West. Sls. Mgr........D. W. Whiting
  Advertising, Prom. Mgr........John M. Asher
  Mid-West Sales Mgr........R. H. Gedney
  Southern Sales Mgr........Richard P. Buch
  Services Offered—National distribution and sale of television films.

- **Frank Cooper Associates Agency**
  6277 Selma Ave., Hollywood 28, Calif.
  Phone: Hollywood 9-3737
  521 Fifth Ave., New York 17, N.Y.
  Phone: VANDerbilt 6-5661-2
  Owner........Frank Cooper
  V.P., Chg. N. Y. Office........Sy Fischer
  Mgr. Hollywood Office........Martin Sperber

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3 TOP-QUALITY, STAR-STUDDED SHOWS FOR THE BUDGET-CONSCIOUS ADVERTISER

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As Scotland Yard's COLONEL MARCH

A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by America's best-selling mystery writer JOHN DICKSON CARR.

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Starring in "MY HERO"

JOHN CROSBY, NOTED TV CRITIC, says "The dialogue, the staging and the production are of a very high order indeed and I see no reason why "MY HERO" can't eventually give "I LOVE LUCY" QUITE A RUN FOR ITS MONEY."

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Services Offered—Producers and distributors of features and shorts.

**Tom J. Corradine & Associates**
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

President: Tom Corradine
Vice President: Bob Nunes

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633 No. Almond Dr., Hollywood, Calif.
Phone: CRestview 4-5621

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Sec.-Treas.: Hugh Purell

Services Offered—Short subjects, Features, and Commercials.

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Phone: TRafalgar 3-5870

President: Clayton W. Cousens
Production Dir.: Ralph Porter

Services Offered—Producers of TV fashion shows and commercials.

**Crest Television Productions**
10361 McCormick St., No. Hollywood, Calif.
Phone: SUnset 2-3138

President: Lloyd Friedgen
Sec.-Treas.: Elva Fraser
Associate: Meyer Willner

Services Offered—Distribution and production of features for television.

**Bing Crosby Enterprises, Inc.**
9028 Sunset Blvd., Los Angeles 46, Calif.
Phone: Crestview 1-1171
N. Y. Phone: PLaza 7-2277

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Phone: MUrray Hill 2-8243
President ......................Shamus Culhane

**Gordon M. Day Prods.**
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Production Mgr. ................Edith Adelson
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Acct. Supervisor ............Hunter W. Smith
Film Editor ..................Myron L. Broun

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254 W. 54th St., New York 19, N. Y.
Phone: Columbus 5-7621
President ....................John Hans
Exec. V.P. ....................Tom Dunford

Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

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846 Cahuenga Blvd., Hollywood, Calif.
Phone: HOLlywood 9-5981
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Exec. Prod .................... Lee Bobker
Film Dist. Dir ................ Margaret Pfeiffer
Editorial Chief ............... Luke Bennett
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Production Mgr ............... John Zane
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Services Offered—Production of documentary films, film commercials, filmspots, musicals, etc.

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Paul J. Fennell Co.
404 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: CRestview 6-0847
40 E. 40 Street, New York 16, N. Y.
N. Y. Phone: LExington 2-2384
President-Producer...........Paul J. Fennell
V.P.-Tech. Dir.................John E. Burks
Writer-Art Dir..............Donald B. Driscoll

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Production Exec..............F. H. Fodor
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V.-Pr. .................. Birger Nordholm
Treasurer .............. Henry Pilkichody
Secretary ............... William Rosenfeld
Exec. Dir. ............... Maurice T. Groen

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Phone: Hollywood 3-4107

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Production Dir. ........... Chet Glassley
General Mgr. ................ Taylor Byars
Casting ................... Judy McMahan
Secretary-Treas. .......... Bernice C. McQuown

Services Offered—Motion picture and TV film spots.

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and
**Range Rider Productions**
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**Fortune Merchandising Corp.**
(Productions Division)
104 S. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 8-0501

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Exec. V.P. .................. Maxim Konecky
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Asst. to Pres. ............... Lee Volker
Mgr. (Mexico) ............... Rene Anselmo


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

*Phone:* Murray Hill 7-6865

President ................. Hardie Frieberg
Treasurer ................. Bernard Samuels
Secretary .................. Fluff Blome

*Services Offered*—Program productions, talent, live and film TV programs.

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*Phone:* Hollywood 4-3118

President ................. Leon Fromkess

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Office Manager ............... Jean Pomerance

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*Phone:* Crestview 5-4373

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CIRCLE 5-8997

968
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*Phone:* Hollywood 4-0406
Owner: Sid Glenar
*Services Offered:* Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

**Governor Television Attractions, Inc.**
151 West 46th St., New York 36, N. Y.
*Phone:* Judson 2-1877
President: Arthur Kerman
*Services Offered:* Distributors of feature films and shorts to television stations.

**Harry S. Goodman Productions**
19 E. 53rd St., New York, N. Y.
*Phone:* Plaza 5-6131
President: Harry S. Goodman
Television Director: Dan Goodman
Secretary: H. D. Knuth

**Guild Films Co., Inc.**
420 Madison Ave., New York, N. Y.
*Phone:* Murray Hill 8-5365

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1740 Broadway, New York, N. Y.
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Owner: Jack Goetz
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President: Leo A. Handel
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Services Offered—Production of films for television, production of film commercials.

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2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450

N. Y. Phone: JUdson 2-4060
President: Jamison Handy
Executive Vice-President: Oliver Horn
V.P. Training Devices: John Campbell
V.P. Sls. Devel.: Everett Schafer
V.P. Cust. Contact: George B. Finch
V.P. Automotive Contacts: Wm. G. Luther
Secretary: Avery W. Kinney
Treasurer: Allan E. Gedelman

Services Offered — Producers of commercials and spots; industrial films, slide-films, sales training programs.

Harriscope, Inc.
355 North Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 6-4632

President: Burt I. Harris

Services Offered — Harriscope produces filmed commercials and programs for television. Package live shows and distribute film series for TV.

Mark Hawley Associates, Inc.
133 East 54th St., New York 22, N. Y.
Phone: PLaza 1-0450

President: Mark H. Hawley

Services Offered—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

Hawley-Lord, Inc.
205 E. 43rd St., New York 7, N. Y.
Phone: OXford 7-2520

President: Andre Lord
V.P. Treas.: Lewis D. Abbott
Secretary: Gordon Shadwick

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V. P. & Treasurer: Louis Goldstein
Sales Manager: Bob Seidelman
Services Offered: Quality feature films for television.

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Asst. General Manager: Carl Ross
Services Offered: 16mm. sound films for television exhibitors.

**Impipro Productions, Inc.**
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Phone: TE 0-2761
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Vice-President: Richard G. Taylor

Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

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Phone: ELdorado 5-6620
N. Y. Phone: PLaza 7-4823
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Production Supervisor: Walter Sachs
Studio Manager: Harry Wolf
Dir. of Sales: Ezra R. Baker, Jr.
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. Feature films for theatrical release; slide films.

**Intercinema, Inc.**
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President: Martin H. Poll  
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**International Film Foundation, Inc.**  
345 East 46th St., New York 19, N. Y.  
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Executive Dir.: Julien H. Bryan  
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**International Geographic Pictures**  
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Executive Pres.: J. Allen Julier  
Services Offered—Producers of educational motion pictures.

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235 E. 45th St., New York, N. Y.  
Phone: MU 7-8800  
General Mgr.: Seymour Berkson  
Editor-in-Chief: Barry Faris  
Business Mgr.: Robert W. Brown  
TV Sales Mgr.: Robert H. Reid  
Radio & TV News Dir.: John M. Cooper  
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Partner: Victor M. Ratner  
Production Supervisor: Walter Sachs  
Studio Manager: Harry Wolf  
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Services Offered—Production and distribution of motion pictures for television.
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**Lou Irwin, Inc.**
9165 Sunset Blvd., Hollywood 46, Calif.
*Phone: CR 1-7131*
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Associate .................. Ted Wilk
Exec. Secretary .............. Jay Schlein
Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

**Jamieson Film Co.**
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**Jason Comic Art**
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**Jewell Radio and Television Productions**
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President .................. James E. Jewell
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Treas. .................. Lincoln Douglass
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*Services Offered—* Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials, and scripts.

**Roger Kay Enterprises, Inc.**
60 Sutton Place S., New York, N. Y.
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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**
1780 Broadway, New York 19, N. Y.
Phone: Circle 5-4830
Animation Dept. ............ 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.

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480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-1933
President ................. Herbert Kerkow

*Services Offered—* Sound stage and complete equipment for production of public relations and TV films.

**Kling Studios, Inc.**
601 N. Fairbanks Court, Chicago 11, Ill
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N. Y. Phone: PLaza 9-4770
Hollywood Phone: Hollywood 5-8878
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Dir. Motion Pic. & TV Dir. .... Fred Niles

*Services Offered—* Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

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Script Dir ..................... Ardis Smith
Sales ......................... C. Austin Love
Services Offered—TV spots and programs, also industrial films.
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**Ely Landau, Inc.**
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Pres., Gen. Mgr. ............... Albert Lang
Vice-Dirs., Sec'y .............. Olga Haney
Services Offered: Writing, producing, distributing TV commercial films.

**Larchmont TV Studios**
210 No. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HOLLywood 9-2895
Manager ..................... Jack Miles
Services Offered—Large TV film sound stage. Every service available for 16mm & 35mm producer. Specialize in TV film commercials.

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Phone: Hillside 0101
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Vice-President .............. Robert E. Lee
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Production .......................Rudy Bratt

Services Offered—Motion picture production, script-writing, sound recording, still photography, slide-films, package shows, animation, commercial story films.

Libra Film Producers & Distributors
6525 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 5-7960

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

Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

Library Films Inc.
25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450

President .......................Paul N. Robins
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Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts of all types; some domestic.

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Phone: PEnnsylvania 6-1780
President.......................... E. W. Hammons
Vice-President................... Robert M. Savini
Secretary-Treasurer............. T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12 1/2 minutes each.

Robert Longenecker Agency
8428 Melrose Place, Los Angeles 46, Calif.
President...................... C. Robert Longenecker
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures. Also 3D production specialists.

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111 South Washington St., Green Bay, Wise.
Phone: Adams 2554
President...................... James C. Gallagher
Services Offered—A magnetic TV sound system that permits TV stations to use magnetic sound with motion picture films in TV; allowing sound on the air an hour after development of film.

Major Television Productions, Inc.
9336 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2931
1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990
President ...................... Irving Lesser
Vice President................ Seymour Poe
Services Offered—Distributors of feature length pictures—half-hour Series and film shorts.

Marathon TV Newsreel Inc.
125 East 50th St., New York 22, N. Y.
Phone: MU 8-9985
President ...................... Konstantin Kaiser
Production ...................... Ken Baldwin
Services Offered—Public information films

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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.*
717 N. La Cienega Blvd., Hollywood 46, Cal.
*Phone*: CR 6-8796
*President*: Arnold Marquis

**Services Offered**—Write, direct, produce and package radio and television programs; sales and service.

*Robert Maxwell & Associates*
1041 North Formosa Ave., Hollywood 46, Cal.
*Phone*: Hollywood 7-5111
*Producer*: Robert Maxwell
*Director*: Les Goodwin
*Photographer*: Harold Stine

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*Production*: John A. Ettinger
*Creation*: Robert A. Forrest

**Services Offered**—Production of film programming and commercials for television. Packaging of live programming, local and network.

*Mercury International Pictures, Inc.*
6611 Santa Monica Blvd., Hollywood 38, Cal.
*Phone*: Hollywood 7-1101
*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 22, N. Y.
*Phone*: Plaza 9-7500
*V.P. in Charge*: David Sutton
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Phone: Plaza 7-0695
President Charles Michelson
Divisional Sales Mgr. Ray Linton
Services Offered — Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions
1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6101
President Carlton E. Morse
Services Offered — TV film programs, production.

Morton Television Productions Inc.
64 E. Lake St., Chicago 1, Ill.
Phone: Central 6-1144
President Morton Jacobson
Services Offered — 15 minute teleplays, vignette stories about history, science, art, literature, music, etc., O’Henry-type endings. Series called “This Is the Story.”

Motion Picture Center Studios
846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HO 9-5981
Assistant-Secretary Joseph A. Schwab
Studio Mgr. & Cmmr. John K. Brent
Services Offered — Television rental studio — 9 stages and complete facilities.

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(See Program Producers)

Motion Pictures For Industry
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Services Offered — Produce all kinds of 16mm motion pictures, preferably in color under contract with sponsors with the ac-

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Phone: MURray Hill 6-3717
Dir. of National Sales Claude F. Lee
Services Offered — Spot commercials for TV and theatre.

Movietone News, Inc.
460 W. 54th St., New York 19, N. Y.
Phone: COLUMbus 5-7200
President W. C. Michel
Producer Edmund Reek
General Manager Jack Haney
Commercial Dept. Mgr. Frank Barry
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Director of Scripts Dan Doherty
Assignment Director Burt Reinhart
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Services Offered — Produce, distribute newsreels, short subjects, commercials, documentaries, novelty films.

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Phone: PLaza 7-8144
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Production Mgr. Charles L. Turner
Chief Editor Edward F. Boughton
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1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President Irvin Shapiro
Services Offered — Feature films, streamliners.

National Productions, Inc.
1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222
President Robert J. Enders
Vice-President Howard A. Enders
Executive Producer Robert L. Friend
Coordinator Mary Griffin, Jr.
Services Offered — Producers of motion pictures for television and industry, Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

National Screen Service Corp.
1600 Broadway, New York 19, N. Y.
Phone: Circle 6-5700
Adv., Publ. Director Melvin L. Gold
Ted Nemeth Studios
729 5th Ave., New York 19, N. Y.
Phone: Circle 5-5147-8
Production Director.................. Ted Nemeth
Art Dir.—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.
Phone: Columbus 5-8335
President...................... D. J. Lane
Exec. V.P...................... Charles W. Cromer
V.P. in Charge of Pub. Rel.................. B. G. Kohn
Midwest Sales Dir.................. Robert Cumming
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
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inserts for live TV shows. Complete production
facilities for TV shows on film.

Nola Studios Inc.
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Film Prod. Facilities Mgr........ Peter Wilde
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Norwood Studios
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Production Chief............. Doug Baker
Sales .................. Stan Moss
Exec. Secretary............... Alice B. Groff
Services Offered—Producers of theatrical, non-theatrical and TV films. Complete staff
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16mm.

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.
Productions—Nothing New Under the
Sun.

Official Films, Inc.
(Official Television Inc.)
25 West 45th St., New York 36, N. Y.
Phone: Plaza 7-0100
President...................... Harold L. Hackett
Chairman of the Board........ Michael Nidorf
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.
115 Christopher St., New York 14, N. Y.
Phone: Watkins 9-4508
President...................... Harvey Cort
Treasurer...................... Milton Subotsky
Services Offered—TV live and film pro-
duction, film library of western and feature
films. Fully-equipped sound studio.

Harry Owens Television
Productions
6710 Melrose Ave., Hollywood 38, Calif.
Phone: Wyoming 1491
President...................... Harry Owens
Vice-President............... Homer O’Donnell
Services Offered—Motion picture productions.

Packaged Programs, Inc.
634 Penn Ave., Pittsburgh 22, Pa.
Phone: Grant 1-4756
General Manager........ M. E. Fierst
Tech. Supervisor................ G. J. Mikalauksis
Services Offered—Program and news pro-
duction; laboratory, studio and recording
facilities.

Paramount Television Pro-
ductions Inc.
1501 Broadway, New York 36, N. Y.
Phone: Bryan 9-8700
President...................... Paul Raihoun
Vice-President............... Bernard Goodwin
Branch Office
5451 Marathon St., Hollywood 38, Calif.
Phone: Hollywood 9-6363
Vice-President............... Klaus Landsberg
Services Offered—TV package programs,
production, video transcription service, sales
distribution.
Productions—“Wrestling from Hollywood,”
Erskine Johnson’s “Hollywood Reel,” “May-
fair Mystery House,”
Jack Parker Productions
(See Television Film of America for personnel listing.)

Paul Parry Productions
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-4774
Exec. 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.
4602 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.

Lindsley Parsons Productions, Inc.
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111
President ...................... Lindsley Parsons
Treasurer ..................... Sam Wallis
Secretary ...................... Leonard W. Herman
Associate Producer .......... Warren Douglas
Services Offered—All types of TV films including commercials.
Productions—"Files of Jeffrey Jones."

Pathoscope Productions
(Pathoscope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.
Phone: Plaza 7-5200
President ...................... Edward J. Lamont
Production Manager .......... James Pievel
Executive Producer .......... William Nelson
Services Offered—Animation or live—specializing in use of rear screen projection.

Ray Patin Productions
4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: HU 2-6650
Exec. Producer ............... Ray Patin
Asst. Producer ............... Gus Jekel
Slgs. & Studio Mgr. .......... Lee R. Blevins
Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.
165 West 45th St., New York 36, N. Y.
Phone: Plaza 7-3630
President ...................... Kern Moyse
Vice-Pres., Treasurer ........ R. S. Moyse
Asst. Secretary-Treasurer ... Barbara Holz
Eastern Sales Mgr. .......... Raoul J. Menendez
Mgr., Special Services .... Allan De Forest
West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HO 7-9223
Vice-Pres., West Op. ........ Victor C. Krupa
Secy., Branch Mgr. ........ Suzon Steinkle Krupa
Plant Manager ............... Thomas E. Ayers
Mgr., Special Services ....... Paul Krupa
Services Offered—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection.

Pictorial Films, Inc.
1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-3756
President ...................... J. Milton Salzberg
Chairman of the Board .... Frank Soule
V.P., Treasurer .............. Hyman 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.
Phone: YOrk 8058; WEst 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 West 45th St., New York 36, N. Y.
Phone: JU 2-4670
President ...................... Harry A. Post
Secretary ...................... Elh W. Post
TV Sales ....................... Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

Princess Pictures Inc.
11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-1535
President ...................... Burt Balaban
Vice-President ............... Bernard Donnenfeld
Services Offered—Motion picture production.

The Princeton Film Center, Inc.
270 Park Ave., New York 21, N. Y.
Phone: Plaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 1-3550
Executive Director .......... Gordon Knox
Treasurer ...................... Albert Califano
Prod. Mgr. ...................... L. H. Holton
Vice-President ............... 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—A 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
President: Reid H. Ray
Vice-President: William H. Ringold
Sales: R. V. Jeffrey
Vice-President: Frank Balkin
Vice-President: John Lang
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsor-hip; TV commercials.

RD-DR Corp. (Reader’s Digest—deRochemont)
35 W. 45th St., New York 36, N. Y.
Phone: JU 2-1440
Chairman of Board: Louis de Rochemont
President: Borden Mace
Secretary: Amberose Doskov
Treasurer: Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Reeves Sound Studios Inc.
304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550
President: Hazard E. Reeves
Vice-President: Chester L. Stewart
Services Offered—Sound recording for motion pictures, TV, radio and transcription.

Regal Television Pictures Corp.
151 W. 46th St., New York 36, N. Y.
Phone: JU 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.

Republic Television Features
64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460
President: Capico Kapps
Services Offered—Producers and distributors of live and filmed television programs.

Stuart Reynolds Productions
7324 Santa Monica Blvd., Los Angeles, Calif.
Phone: CRestview 1-6155
President: Stuart Reynolds

RKO Pathe, Inc.
625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Exec. Vice-President: Jay Bonafield
Treasurer: James H. Herries
Secretary: Joseph Laub
Comptroller: Garrett VanWagner
Production Mgr.: J. Douglas Travers
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

Hal Roach Studios, Inc.
2822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185
N. Y. Phone: CI 5-4135
President: Hal E. Roach
Vice-Pres. & Gen. 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: HOLlywood 7-7131
President: J. Richard Westen V.P. in Chge. Sales: J. Harry Elbert
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..................... Donald McDougall
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.

Roland Reed Productions
8822 W. Washington Blvd., Culver City, Cal.
Phone: Texas 0-2761
President.................... Roland D. Reed
Vice-President.............. Guy V. Thayer, Jr.
Secy-Treas................... Hazel Hall
Production Manager.......... Dick L’Estrenge
Casting Dir.............. William Tinsman
*Services Offered*—Producers of commercial, industrial and television films.

Rosamond Productions, Inc.
3913 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5401
President.................... David Chudnow
Vice-President.............. Rosamond Chudnow
Sec. & Treas................ Byron Chudnow
*Services Offered*—Producing motion pictures for TV.

Ross-Danzig Productions
Phone: Hollywood 5-1085
Partner.................... Frank K. Danzig
Partner.................... Bart Ross
Exec. Asst.................. Betsy Boyd
Assoc. Prod................ Al Burton
*Services Offered*—Package production of live television programs.

Leslie Roush Productions, Inc.
333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430
Studios: 130 Herricks Rd., Mineola, N. Y.
President.................... Leslie M. Roush
Vice-President............... Jules K. Sindic
General Manager............... John Fox
*Services Offered*—Make TV films, commercials.

Danny Rouzer Studio
7022 Melrose Ave., Hollywood 38, Calif.
Phone: York 2494
President & Owner............ Danny Rouzer
*Services Offered*—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

Ruby Film Company
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-5640
General Manager............... Edward Ruby
Production Mgr................ Sidney Nannes
*Services Offered*—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

Leo Russell & Alex Haberstroh
111 East 28th St., New York 16, N. Y.
Phone: MRarray Hill 9-2568
Partners.................... Leo Russell &
Alex Haberstroh

Sack Television Enterprises
Film Exchange Bldg., Dallas 1, Tex.
Phone: STerling 3069
General Manager............... Alfred N. Sack
Sales Manager................ Julius M. Sack
New York Office
358 West 44th St., New York, N. Y.
Phone: JU 6-2253
*Services Offered*—Producers, distributors; representatives for independent producers.

Barnard L. Sackett Television Productions
(See Program Producers)

Sarra, Inc.
200 E. 56th St., New York 22, N. Y.
Phone: MURray Hill 8-0085
President.................... Valentino Sarra
Sales Prod. Mgr............. Jack Henderson
Branch Office
16 East Ontario St., Chicago 11, Ill.
Phone: WHitehall 4-5151
Dir. of Film Planning........ Joseph G. Betzer
Production Manager.......... Harry W. Lange
*Services Offered*—TV film production.

Scandia Films, Inc.
220 W. 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-7059
President ...............Ernest Mattsson
 Services Offered—Distributor and representative of foreign TV producers.

* Sawry-Wirth Associates, Inc.
  430 North Rodeo Drive, Beverly Hills, Calif.
  Phone: BRadshaw 2-2244
  745 Fifth Ave., New York 22, N.Y.
  Phone: PLaza 8-1492
President ..........Wayne Wirth
Vice-President ......Staley Sawyer
Secretary ...........Alan L. Klehan
Treasurer ..........Alfred Zucker

* Screenpictures Pictures, Inc.
  341 West 44th St., New York 36, N.Y.
  Phone: Circle 6-8546
President ...............J. S. Berkson
Branch Offices:
  5746 Sunset Blvd., Hollywood, Calif.
  Phone: Hollywood 2-4448
  1109 Currie Ave., No., Minneapolis, Minn.
  Phone: Lincoln 7013
Sales Representative ...Tom Corradine
  1001 New Jersey Ave. N.W., Washington, D.C.
  Phone: ERepublic 0776
Sales Representative ...Don Swartz
Sales Representative ...Myron Mills
 Services Offered—Distributor and syndicator of feature and western films, half-hour
film packages for television.

* Screen Gems, Inc.
(A subsidiary of Columbia Pictures Corp.)
  233 W. 49th St., New York, N.Y.
  Phone: Circle 5-3044
V.P. & Gen. Mgr. ..........Ralph M. Cohn
V.P. in Chge. Sales ..........John Mitchell
Business Manager ........Burton Hanft
Dir. Advtg., 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: 1334 N. Beachwood St.,
  Hollywood 28, Calif.
V.P. Chge. Prod. ..........Irving Briskin
Producers ..........Michel Kraike, Irving Starr
Production Executive ....Fred Briskin
Story Editor ............Harry Fried
 Services Offered—produce, distribute TV
films; produce animated or regular TV film commercials.

* Al Simon Productions
  General Service Studios
  1040 N. Las Palmas, Hollywood 38, Calif.
  Phone: HO 7-3111
President ..................Al Simon
 Services Offered—Productions of filmed shows and commercials.
 Productions: Burns & Allen Show, I Married Joan.

Sixteen Screen Service
Company
  6710 Melrose Ave., Hollywood 38, Calif.
  Phone: WYoming 1491
Partners ..............Leonard Clairmont &
  Homer O'Donnell
 Services Offered—Complete motion picture
productions and production services.

* Skibo Productions, Inc.
  165 W. 46th St., New York 36, N.Y.
  Phone: PLaza 7-2265
President-Treas. .......Patrick E. Shanahan
Secretary ...............George Blake
 Services Offered—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 6-9715
Executive Producer ..........Charles E. Skinner
Associate Producer ............Robert Sloan
Production Manager ..........Ray Rand
Film Music Editor ..........Alphonse Corelli
Musical Director ..........Skitch Henderson
Set Designer ..............Charles Carlotti
Gen. Production Supervisor ..William Toth
Camera Directors ..........Joseph Burn,
  George Webber, Drummond Drury
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," 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 Telecriptions Corp.
  177 So. Beverly Dr., Beverly Hills, Calif.
  Phone: CR 5-4451
President ................Louis D. Snader
Director ..................Duke Goldstone
Casting Director..................Phil Bloom
Musical Director................Bernard Brody
Production Manager..............Jesse Corallo

Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others. Productions—Liberace.

Soundace Productions Inc.
704 Elmwood Ave., Buffalo 22, N. Y.
Phone: Summer 6262
Pres., Sales Mgr........Robert D. Buchanan
Production Dir........Clarence Schleh, Jr.
Art Director..............Francis J. Noack, Jr.

Services Offered—Syndicated and tailored TV film commercial production; animation specialists; syndicated program production for TV.

Sound Masters, Inc.
165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600
Chairman of Bd..............W. F. Githens
President...............Harold E. Wondel
V.P., Sect..............F. C. Wood, Jr.
Treasurer................Walter Kulberg

Services Offered—Producers of commercial spots and industrial films.

Sovereign Productions, Inc.
7324 Santa Monica Blvd., Hollywood, Cal.
President...............Stuart Reynolds
Producers...............David Hire, J. Sistrum
Secretary-Treasurer.......Rudolph Monter

Services Offered—Production of ½-hour dramatic films.

Productions—“Cavalcade of America,” “Gen. Electric Theatre,” “Jeweler’s Showcase.”

Speciality Television Films, Inc.
1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr........Jules B. Weill
Vice-President..............Murray M. Kaplan

Services Offered—Motion picture film, features and half-hour, for television broadcasting.

Sportvision, Inc.
233 Sansome St., San Francisco 4, Calif.
Phone: EX 2-3837
President....................William Parry, Jr.
Vice- PRES, Bus. Mgr.........Keith Alderson
Production Mgr..............Don Schwab

Services Offered—Sports films for television; weekly sportscast of western sports; production and distribution.

Square Deal Pictures Corp.
Pines Bridge Road, Ossining, N. Y.
Phone: Ossining 2-2617
General Manager.............Donn Marvin
Production Mgr..............David Carpenter

Services Offered—Available for production of films of all types, produce and distribute own films for television.

Al Stahl Productions
1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942
President....................Al Stahl
Vice-President...............Irwin Stahl
V.P. chg. of Prod.............Jack Weisberg

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.

Station Films, Inc.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-1279
President....................Robert H. Salk
Asst. to President.............Gloria Wilson

Services Offered—Film buying service for television stations.

Standard Television Corp.
1501 Broadway, New York 18, N. Y.
Phone: LOnagare 4-8234
President....................Irvin Shapiro

Services Offered—Major feature films and shorts.

Star Entertainment Corp.
214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450
President.....................Max Wolff
Vice-President...............Al Roth

Services Offered—Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.
40 East 51st St., New York 19, N. Y.
Phone: CO 5-1852
President....................M. M. Gettinger
Sales Director...............Jay Williams

Services Offered—Film production for TV; sales & distribution of package shows.

Stempel-Olenick Agency
717 No. La Cienega Blvd., Los Angeles 46, Calif.
Phone: CRestview 1-7141
Owners...............Frank Stempel & Julian Olenick

Sterling Television Co., Inc.
205 East 33rd St., New York 17, N. Y.
Phone: OXford 7-2520
President....................Saul J. Turell
Secy-Treasurer...............Robert E. Rhoades
V.P. chg. of Station Sales........Bernice S. Cole
Mgr. of Agency Sales............Richard Carlton

Branch Office
Phone: HOLlywood 4-6111
Manager....................Lee Orgel
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, Calif.

*Phone:* Hollywood 2-1241

President .................. Mike Stokey
Assoc. Producer ............. Gene Colton
Assoc. Producer ............. John Hueners

**Service Offered:** Producers of live and filmed television productions. General television packaging.

**Wilbur Streech Productions**

1697 Broadway, New York 19, N. Y.

*Phone:* JUdson 2-3816

Owner .................... Wilbur J. Streech
Client Relations ............. J. Arthur West

**Service Offered:** Production of all types of program pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

**Studio City TV Productions, Inc.**

4020 Carpenter, North Hollywood, Calif.

*Phone:* SU 3-8807

President .................. Mort W. Scott
Secretary-Treasurer .......... Lester J. Nelson
Directors ................... Hy Glick, Howard McDonnell

**Service Offered:** Complete production of films for television.

**Studio Films, Inc.**

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

*Phone:* OXford 7-8807

President .................. S. A. Costello
Exec. Vice-President .......... Ben Frye
Secretary ................... Nina Lu Little

**Service Offered:** Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

**Swift-Chaplin Productions, Inc.**

4316 W. Jefferson Blvd., Los Angeles 16, Cal.

*Phone:* REP ublic 2-1492

President .................. Charles F. Chaplin
Vice-President .............. Howard Swift
Secretary-Treasurer .......... Harry Hinkle
Production Manager .......... Miles E. Pike

**Service Offered:** The production of custom-built television commercials.

**T-bar-V Productions, Inc.**


*Phone:* Hollywood 3-1088

Pres., Sls. Mgr. ............. Donna Fargo
V.P., Gen. Mgr. ............. Lois Landon
Sec'y, Treasurer ............. H. B. Baumeister

**Service 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

**Service Offered:** Producers, distributors.

**Productions:** “Little Theatre.”

**Telecast Films, Inc.**

112 W. 48th St., New York 36, N. Y.

*Phone:* JUdson 6-5480

President .................. W. K. Hedwig
Secy.-Treas. ................. G. W. Hedwig

**Service Offered:** Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

**Telemount Pictures, Inc.**

P. O. Box 4555, Los Angeles 24, Calif.

President .................. Henry B. Donovan

**Telemnews Productions, Inc.**

630 Ninth Ave., New York 36, N. Y.

*Phone:* JUdson 6-2450

President .................. Herbert Scheftel
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 Sofo
Dir., Comm. Film Dept. ....... Robert W. Schofield

**Service Offered:** Producers of television news film, film commercials, film programs; film stock shot library.

**Productions:** Telemount Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

**Telepix 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

**Service Offered:** TV films.

**Telerama Productions**

(See Television Films of America for personnel listing.)
Telescene Film Productions Co.
237 First Ave., New York City, N. Y.
Phone: AL 48-470
President ..................Robert Tobias
Office Manager..............Arthur Blackman
Services Offered—Fifteen minute television film series, “Pulse of the City.”

Telescene Films
4238 Mammoth Ave., Sherman Oaks, Calif.
Phone: STate 9-4952
Exec, Producer............William Lava
Production Assoc........Rex Lipton
Services Offered—The production of pure entertainment films for television.

Television Exploitation Inc.
101 West 55th St., New York 19, N. Y.
President..................Milton M. Gettinger
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 International Co.
25 West 45th St., New York 36, N. Y.
Phone: Plaza 7-3450
General Manager...........Paul N. Robins
Services Offered—Lease and/or sale of TV rights foreign countries, small amount of domestic rights available. Material includes serials, shorts of all types.

Television Films of America
Box 1006, Beverly Hills, Calif.
Phone: Normandy 2-2520
Exec. Producer...............Jack Parker
Exec. Director..............Ross Van Nibroc
Production Mgr............Ray Bond
Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

Television Programs of America, Inc.
729 Seventh Ave., New York 19, N. Y.
Phone: Plaza 7-2765
Chairman of Board.........Edward Small
President..................Milton Gordon
Exec. Vice-President.....Michael M. Sillerman
Asst. Vice-President.....Kurt Blumberg
Treasurer.................Seymour Malame

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 64-140
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.

Ed McLemore “Texas Rasslin”
Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173
V.P., Gen. Sales Mgr........Maurice Beck
Services Offered—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

Ed Thorrgersen
245 West 55th St.
Phone: Circle 6-8835
Exec. Producer...............Ed Thorrgersen
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 Assistant.......Diana Kembel
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 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400
President..................William Miesegaes
Vice-Pres..................William Burnham
Vice-Pres..................Robert Klaeger
Exec. Vice-Pres...........Walter Lowendahl
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, editors.
TV Ads Inc.
3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: D'Unakin 8-1323
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.
10 Washington Place, New York 1, N. Y.
Phone: GR 7-0123
Executive Producer ................Edward Roberts, Jr.
Director of Sales ................Leonard Beckman

TV-Unlimited Inc.
17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President ........................Herbert Rosen
Services Offered—Producers of complete
films to order, package shows, full-length
feature films, mood and bridge music library
service for TV and 16 mm. productions,
sound effect records.

United Artists Television
Corp.
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6000
Vice-Pres., Gen. Mgr ................F. A. Long
Asst. Gen. Mgr ..................Robert Gaertner
Traffic Manager ................Sidney Dash
Mid-West Sales Rep ...............Robert O'Brian
Division Sales Mgr ...............Milton E. Olin
Services Offered—Distribution of tele-
vision films.

United Press Associations
(See Program Producers)

United Productions of
America
4410 Lakeside Dr., Burbank, Calif.
Phone: CHARLeaton 0-7171
New York Division—670 Fifth Ave.,
New York 19, N. Y.
Phone: PLaza 3-1672
Pres. & Exec. Produce ..............Stephen Bosutow
Vice-President ....................Robert Cannon
N. Y. Office Mgr ..................C. D. McCormick
Services Offered—Producers of TV film
commercials—specializing in animation,
also animation production services.

United Television Programs,
Inc.
650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLlywood 5-2195
N. Y. Phone: PLaza 3-4620
President .........................Philip Krasne
Vice-President ...................Jack Gross
Sales Manager ...................Wynn Nathan
Services Offered—Sales distributors for TV
film producers. Engaged in selling TV film
programs to advertising agencies and TV
stations.

Unity Television Corp.
1501 Broadway, New York 24, N. Y.
Phone: LOnagare 4-8234
President .........................Arche A. Mayer
Sales Manager ...................L. Firestone
Services Offered—Film producers, open
end films, feature films, educational shorts,
cartoons, sport reels, serials, series films,
special spots featuring top name personalities,
westerns.

Unity Television Corp. of
Calif.
8051 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5693
N. Y. Phone: LOnagare 4-8234
Manager .........................Constance Lazar
Booker ..........................Vincent Fiutano
Services Offered—Film producers, open-
end films, feature films, educational shorts,
cartoons, sport reels serials, etc.

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. Sales ................N. E. Gluck
West Coast Production ..........George Bole
N. Y. Prod. Dept. ...............Steve Alexander
Services Offered—Producer and distributor
of programs and spot commercials.

Van Praag Productions
1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857
Executive Producer ..............William Van Praag
Production Chief .................Gilbert M. Williams
Art Director .....................Sidney Kupershmid
Chief Cameraman—Unit A ......Sidney Zucker
Chief Cameraman—Unit B ......Sol Roisman
Casting Director ................Joan Topper
Services Offered—Producers and distribu-
tors of film made for TV. Producers of com-
mercial and theatrical motion pictures. Pro-
ducers 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 Calandreau
Script Supervisor........Charles Cinnamon
Assoc. Supervisor........Raymond Foucher

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 7-2062

President...............William R. Deering
Vice-President...........Martin Henry
Vice-President...........George W. Goman
Secretary.................Elsie M. Rice

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: HOLHollywood 3-4179

President...............Hank McCune
Assoc. Producer..........Charles Maxwell
Production Manager.......Jack Caldwell
Merchandising & Promotion...B. A. Babb

Services Offered—Producers of theatrical and commercial television subjects.

Video View, Inc.
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLHollywood 3-4179

President...............Bradley Kemp
Vice-President...........Marshall Taft
Sales Director...........Kenneth Harp

Services Offered—New method of recording television programs, provide agencies and sponsors with low-cost, high-quality 16 mm sound-on-film records of television spots, exactly as they appear in the living room.

Vidicam Pictures Corp.
240 East 39th St., New York 17, N. Y.
Phone: MUrray Hill 6-3310

President................Alfred Justin
Studio Chief..............William B. Shriner
Staff Director............James Rose

Visual Media, Inc.
21-29 45th Rd., Long Island City, N. Y.
Phone: STILLwell 4-2941

President................William M. Nelson
Art Director..............Raymond Keane
Advertising Consultant...Weston Hill

Voeller Productions Inc.
1052 Carol Drive, Hollywood 46, Calif.
Phone: CRestview 4-6253

President...............Will H. Voeller
Vice-President...........George Hughes

Services Offered—Production and distribution of live and transcribed radio and television programs, industrial films, commercial spots, animated spots and cartoons.

Volcano Pictures Inc.
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLHollywood 7-3111

President................Robert Angus
Vice-President...........James Banks
Production Manager........Edward Saeta

Services Offered—Producer of feature and commercial films for TV.

Vonna Productions, Inc.
General Service Studios, Hollywood, Calif.
Phone: HOLHollywood 4-0814

President...............Eddison von Ottenfeld

Services Offered—Producers of government and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

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, teleops, balops, slides, commercial motion pictures.

Adrian Weiss Productions
655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEstber 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 second spots to one hour shows.

Louis Weiss & Co.
655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEstber 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.

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.
385 Madison Ave., New York, N. Y.
Phone: PL 9-0854

Vice Pres................J. W. Inglefield

Frank Wisbar Productions
7324 Santa Monica, Los Angeles, Calif.
Phone: HUdson 2-2286

President...............Frank Wisbar
Vice-President...........Benjamin H. Kline
Assoc. Prod................Sidney Smith
Dir. of Photo.........................B. H. Kline
Services Offered — Film productions for TV.

Productions: “Fireside Theater.”

- Raphael G. Wolff Studios
Phone: Hollywood 7-6126
N. Y. Phone: Plaza 5-3386
Owner-Exec. Chairman.....Raphael G. Wolff
Exec. Dir., Creative Dept.

MacDonald MacPherson

Services Offered—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

- World Video, Inc.
(See Program Producers)

- Emerson Yorke Studio
245 W. 55th St., New York 19, N. Y.
Phone: Luxembourg 2-2216
Owner, Exec. Producer.....Emerson Yorke
Services Offered—Producer of TV and other types of films.

- Workshop TV Distribution, Inc.
418 South Robertson Blvd., Los Angeles 48, Calif.
Phone: Crestview 5-4373
President .......................Paul Garrison
Vice-President...............Ernest Baumeister
Secretary-Treasurer.........Edwin Gillette

Services Offered—Distribution of filmed TV programs, production facilities for rent, production of filmed TV programs.

- Zahler Productions, Inc.
418 South Robertson Blvd., Los Angeles 48, Calif.
Phone: Crestview 5-4373

President...............Gordon R. Zahler
Vice-President...........Millard Jacobs
Treasurer .................Rose Zahler

Services Offered—Production of television films.

- Ziv Television Programs, Inc.
488 Madison Ave., New York, N. Y.
Phone: Murray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President......................John L. Sinn
V.P. in Chge. Sales........Maurice J. Rifkin
West Coast Office Mgr......Maurice Unger
Eastern Div. Sales Mgr......Albert Goutin
Central Div. Sales Mgr.....Edward J. Broman
Western Div. Sales Mgr.....Walter Kingsley

Services Offered—Production, sales and distribution of television films for syndication.


- Zorro Productions
2400 West Alameda Ave., Burbank, Calif.
Phone: Charleston 8-5559

Producer .....................William Cottrell
Business Manager..........Nat Winecoff

FOR LISTINGS OF IMPORTANT ADVERTISING AGENCIES AND PERSONNEL SEE PAGE 133
Films to Play Major Role in Television Broadcasting

By ARCHIE MAYER
President
Unity Television Corp.

To forecast the responsibility and future use of films on television, one need not resort to the crystal ball. There is sufficient background, history and documentary evidence to furnish most of the answers regarding the part that film has played and will play in future telecasting. However, before looking into the future it may be well first to review the past.

In the so-called early days of television, assuming that 1946 would serve as a springboard, the motion picture as related to television was an orphan and stepchild; and quite often referred to as a 'dirty word' spoken of only in hushed tones. And why not? Wasn't television supposed to be the electronic transmission of live figures and live shows? And was it not the intention and hope of the commercial producers to substitute live television for mechanical devices, meaning in one instance motion pictures? This certainly was the basic aim of television but quite often theory is superseded by reality. In the minds of many of the producers and telecasters, reality represented that form of visual projection, regardless of whether it was "live" or on film.

To project this viewpoint to a conclusion of the present-day, facts and statistics prove that motion pictures are as great a reality as live shows, the only difference being that one is projected electronically from a live stage, whereas the other is transmitted mechanically. Thus, it poses the question "What Is The Difference?" Actually, there is no discernible difference. It takes a practical expert and one highly attuned to these respective arts to look at a screen and differentiate between "live" and film. Given a good positive print with intelligent understanding of the electronic arts, with proper timing and projection, a play on motion picture film serves the same purposes as a live show without any of the failures that quite often occur in live production — particularly when one considers that a motion picture film may be edited, the rough spots removed and generally primed to perfection before it is projected.

During the past seven years, the usage of motion picture films on television has grown beyond anyone's conception. From 1946 to 1948, film being considered a stepchild, was mostly employed for program fillers and standby usage. But in 1949 its practical and economical values were "discovered." Most of the 108 stations on the air at that time developed an awareness that motion pictures were more than a substitute; it being divined that motion pictures were the real McCoy. This discovery was no mere accident; it was based upon:

(1) Quick availability of many thousands of shows. (2) Public acceptance of predetermined values and star names. (3) Ease of handling and operations, and last but not least; (4) The economic aspect.

The latter had great significance to station operators, program directors, technicians and sponsors. They quickly saw and determined that motion pictures, having all of these qualifications, could be purchased at a fraction of the cost of live shows, could be obtained at a reasonable portion of the rate card—and furthermore, could be auditioned beforehand to determine acceptability for the respective markets. Also, a tremendous economical factor not to be ignored is the advantage of residuals, which may be enjoyed only through film production—and certainly not through live shows. Thus, the general idea of using motion pictures on television began to snowball, and in the year 1950 grosses realized by distributors and station time sales catapulted into substantial figures. So the momentum continued through 1951, 1952 and 1953, until the gross volume done through motion pictures totalled in excess of thirty or forty million dollars for 1953.
Television Personalities 1953-1954

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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E. K. JETT, v.p. and dir. of WMAR-TV, Balti-
more, Md., joined the Federal Radio Com-
mission in 1929 as a senior engineer. He was ad-
vanced two years later to asst. chief engineer, then chief engineer in 1938, and Commiss-
ioner in 1944. He re-
signed from the Com-
mission to assume his present duties on Jan. 1, 1948. Jett was a member of the Censor-
ship Operating Board during World War II
and the chairman of the Coordinating Commit-
tee of the Board of War Communications.

LESLIE C. JOHNSON, v.p. and gen. mgr. of
WHBF - AM - TV - FM, Rock Island, Ill., took
his present post on Jan. 1, 1939. After a year as
a reporter for the Dec-
catur Review and a
year on the Argus, he
came editor-manager
for the Democrat Publ.
Co. at Aledo, Ill. Leslie
returned to the Argus
as adv. mgr. in 1929. He
is an enthusiastic
civic worker, having
served on the Commu-
nity Chest board, and
being a present member of the Chest Budget
Committee. He is a 32nd degree Mason.

GAINES KELLEY, gen. mgr. of WFMY-TV,
Greensboro, N. C., has been with the station
since it went on the air
on Sept. 22, 1949. He
was classified Adv. man.
of the Greensboro
Daily News and the
Greenboro Record for
16 years. When the
News Co. expanded in-
to radio operation, he
was chosen manager of
WFMY (FM) in 1948, and served in that ca-
pacity until FM opera-
tion ceased in April,
1953. Kelly was one of the organizers of the
"Frequency Modulation Assn. and active in it
until its merger with NAB.

FRANK E. KOEHLER, gen. mgr. of Radio Roa-
oke, Inc., operator of
WROV-AM-TV, began
his career as an NBC
page boy. In 1950 he
filed the first applica-
tion in Roanoke for TV.
In Sept., 1952 his CP
was granted and the
station went on the
air Feb., 1953, becom-
ing the 9th UHF sta-
tion to begin operating.
WROV-TV went off the
air on July, 1953 when a
VHF channel 7 ap-
plication was filed for
Roanoke, Va. Frank joined WROV in 1946,
after an Army tour, which was just going on the
air.

JAMES M. GAINES, v.p. and gen. mgr. of
Southland Industries,
Inc., owners and oper-
ators of WOA1-AM-TV,
San Antonio, Texas,
was formerly v.p. and
a member of the board
of directors of General
Teleradio, Inc., head-
ing WOR-WOR-TV,
N. Y. Jim joined NBC
in 1941 in the station
relations dept. and held
successive posts as asst.
adv. and promo-
tion dir., until 1946
when he was named
gen. mgr. of WNBC, N. Y. In 1947, Jim was
upped to the post of dir. of all NBC owned
station and later v.p. of the web.

ROGER W. CLIPP, gen. mgr. of the Phila. In-
querr stations WFIL-
AM-FM-TV, was elected
a member of the board
directors of the
Chamber of Commer-
ces of the U. S. in April,
1953. He is a veteran
of the radio-TV broad-
casting fields, and a
1925 graduate of the
Wharton School of the
University of Penna. A
past chairman of the
ABC stations planning & Advisory committee,
CLipp recently comple-
ted his term of office as president of the Penn.
Assoc. of Broadcasters.
JAMES T. AUBREY, JR., general manager of KNXT, key station for CBS TV in Hollywood, took his present post in 1952. In 1941, Aubrey graduated cum laude, with a B.A. in English literature from Princeton University. Upon graduation he was commissioned as a Second Lieutenant in the U.S. Field Artillery and was called to active duty immediately. He was discharged in 1946 with the rank of Major.

In 1948 he joined CBS for KNX, moving to TV when CBS purchased channel 2 in Los Angeles in 1951.

CAMPBELL ARNOUX, pres. and gen mgr. of WTAR and WTAR-TV, Norfolk, Va., took his post in 1933. During the years at WTAR, he has installed WRTD, Richmond, and obtained, built and staffed WPID, Petersburg, Va. In 1949 he was engaged in building and installing WTAR-TV which began operations on channel 4, April 2, 1950. Both WTAR and WTAR-TV switched after 19 years from NBC to become basic stations of CBS's radio and TV network. Arnoux has been very active in civic affairs in Norfolk.

HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM, Inc., Indianapolis, worked in the circulation and editorial dept. of metropolitan newspapers in Pittsburgh during summer vacations from college. In 1942 he was named gen. mgr., and after being discharged from the U.S. Navy in 1946, he was named pres. Harry is also super-

and V. P. of the Grandwood Broadcasting Co., (WOOD, WOOD-TV). He is a member of the city's Rotary Club.

LESLIE G. ARRIES, JR., gen. mgr. of WTTG, Washington, D.C., took his present post on June 29, 1953. He enjoys the distinction of being the only member of the DuMont organization to have worked in its owned and operated stations. After serving as a junior engineer, he became a WTTG cameraman, production assistant and director of special events. In Feb. 1949, Arries was sent to WDTV in Pittsburgh, where as program manager, he helped establish the station.

GEORGE M. BURBACH, gen. mgr. of the St. Louis Post-Dispatch stations KSD and KSD-TV, has been a TV enthusiast since 1936 when he viewed a BBC demonstration in London. Immediately on his return to the U.S., he inaugurated a series of discussions and events which resulted in the establishment of KSDTV on February 8, 1947 as America's first completely post-war equipped TV station. He was appointed adv. mgr. of the Post-Dispatch in 1913 and has been a director of Pulitzer Publ. Co. since 1922.

PAUL ADANTI, gen. mgr. of WHEN, Syracuse, N.Y., has held that post since 1948. He started in TV with WRGB when he joined that G.E. pioneer station on its origination in 1939. After four years of work in all TV phases at WRGB, he was made head of TV operations, a post he held until joining WHEN. In 1950, he was elected to the board of directors and made vice president of the Meredith Syracuse Television Corporation, operators of WHEN.
GLENN C. JACKSON, managing dir. of WAGA-AM-TV, Atlanta, Ga., took his present post in March of 1952. His radio career began at WHIO, Dayton, as an announcer, staying there three years. Glen then moved on to WSPD in Toledo, where he became prod. mgr. in 1943. From there he spent two years in the U. S. Navy, and was released in 1946. He returned to WSPD, and when WSPD-TV came into view, he was assigned additional responsibility. Jackson has become pres. of the Georgia A.P. Radio Assn.

ROBERT EDWIN DUNVILLE, pres. of the Crosley Broadcasting Corp., is a native of St. Louis, Mo. In 1931 he joined the sales dept. of KMOX, St. Louis, and soon thereafter became assistant gen. mgr. On Nov. 17, 1949, Dunville was elected pres. of the Crosley B'casting. Corp., having administrative responsibility for WLW and WLW-T, Cincinnati, WLW-D, Dayton, WLW-C, Columbus, and WLW-A in Atlanta, as well as the Voice of America, which Crosley operates for the U. S. State Dept. at Bethany, Ohio.

MARTIN B. CAMPBELL, supervisor of WFAA and WFAA-TV, Dallas, Texas, has served as staff correspondent of the AP. In 1927 he was made assistant mgr. and program director of WHAS, Louisville, Ky. In 1932 he served a few months manager and program dir. of WDEL and WILM in Wilmington, Del. From there he came to WFAA in May, 1932, as general mgr. In May, 1950, he directed the launching of WFAA's TV service. In 1952 he was made supervisor of radio and TV properties.

GEORGE D. COLEMAN, gen. mgr. of WGBI-TV, Scranton, Pa., became WGBI manager in 1932. Graduating from Technical H. S. in 1918, he joined the U. S. Army and served until after the Armistice ended World War I. He then went to the Hudson Coal Co. and later to the General Electric Co. in Schenectady. In 1929 Coleman joined Frank Megargee as manager of the radio store, moving directly and exclusively into broadcasting in 1932. He has served as first v.p. of the Scranton Rotary Club.

KEN CARTER, gen. mgr. of WAAM, Baltimore, spent his first year in radio with WITH as a time salesman. From there he went to WBAL, becoming gen. sales mgr. of the combined radio TV operation. He joined WAAM in 1949, as local sales mgr., and was made gen. mgr. in 1950. He is a member of the Baltimore Advertising Club and the Baltimore Press Club. He is serving his second elected term on the TV Board of Directors of the NARTB. Carter, a native of Baltimore is a Boumi Temple Shrine member.

CHARLES H. CRUTCHFIELD, exec. v.p. of the Jefferson Standard B'cast. Co. and gen. mgr. of WBT-WBT-TV, Charlotte, N. C., is a native of Spartanburg, S. C. In 1945, when the station was purchased from CBS by Jefferson, Crutchfield became gen. mgr. Then 33 years old, he was the youngest 50 kw. gen. mgr. in the nation. In 1951 he spent several months in Greece and the Near East as special State Dept. consultant to the broadcasting industry there. Charles' chief hobby is hunting in his native S. C.
Charles A. Batson, v.p. and director of WIS-TV, Columbia, S. C., acquired his present post in 1952. Previously he was dir. of TV for the NARTB, after serving as assistant dir. of the BAB. Batson served during WW II in the Army. He was assigned to the War Department's Radio Branch, following earlier service with Gen. Eisenhower's North African headquarters. Born in Greenville, he was graduated from Furman University in 1938 and launched his radio career as an announcer with WFBC.

H. Leslie Atlass, v.p. in charge of the Western Division of CBS and gen. mgr. of WBBM, Chicago, was born in Lincoln, Ill., where he spent his boyhood. In 1923 when radio listeners wore earphones, the brothers Ralph and H. Leslie founded their first station, a 200 watt at Lincoln. Leslie and WBBM first became affiliated with CBS in 1928. Later, when WBBM was purchased by the Columbia network in 1933, he was named to his present post. Atlass, his wife and three children live near Wheaton, Ill.

Richard A. Borel, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, entered the radio field in 1933, first serving as business mgr. of WBNS. In the spring of 1949 he was named to his present post in addition to his duties at WBNS. During World War II, Borel served with the U. S. Army, emerging with the rank of lieutenant colonel. A graduate of Ohio State University, Borel was prominent in such extra-curricular activities as Strollers and the Scarlet Mask, while in school.

Frederic S. Bailey, gen. mgr. of WTAO-TV, Cambridge, Mass., joined the Middlesex B'castg. Corp. operators of the station in Oct. 1951, as manager of WTAO-TV. Fred is a graduate of Dartmouth College, and has been associated with radio in and around Boston for more than 17 years. He was formerly commercial mgr. of WORL, just prior to his appointment as gen. mgr. of WTAO-AM, Fred served as sales mgr. of WBMS. He continues his executive duties with the radio sta., in addition to TV.

Otto Brandt, v.p. and gen. mgr. of King Broadcasting Co., Seattle, Wash., operators of KING and KING-TV, was named to his present post in 1951. He was born in N. Y., and attended Columbia University. Otto has been a resident of Seattle since 1951. He began his business career in 1933 as a NBC page boy in Radio City, N. Y. In 1942 he enlisted in the Air Force as a B-25 flying instructor, until 1945, emerging with the rank of first lieutenant. He is married and has two children.

James C. Cole, manager of WFTV, Duluth, Minn., is a graduate of State Teachers College at Superior, Wis. Jim first ventured into the business world as an announcer for WEBC, 5000 watt outlet for NBC. Jim remained with WEBC for 10 years prior to his entrance in 1942 into the U. S. Air Force. On June 7, 1953, he gave the twin ports, Duluth and Superior, their first television station WFTV on channel 38, owned and operated by Great Plains TV Properties of Minnesota, Inc.
BILL FAY, v.p. and gen. mgr. of WHAM-TV-FM, Rochester, N. Y., moved to Rochester in 1928 as program mgr. of WHAM and named gen. mgr. the following year. In 1942 he was elected v.p. of WHAM’s parent company in 1942, and the following year he became a member of the Stromberg-Carlson board and in 1948 he was appointed v.p. and gen. mgr. of the company’s broadcasting division.

Bill is v.p. of both the Rochester Chamber of Commerce and the Automobile Club and member of Rochester Adv. Council.

WALTER J. DAMM, v.p. and gen. mgr. of the Milwaukee Journal stations, WMJ and WTMJ-TV, was a leader in the formation of Broadcast Music, Inc., and was on the board of directors of that organization for five years. During World War II, he was a member of the Broadcasters’ Victory Council and of Committee IV of the Board of War Communications. Walter was chairman of the NARTB committee that drafted the commercial section of the national TV code, and has been a member since its inception.

C. RICHARD EVANS, v.p. and gen. mgr. of KGMB-AM-TV, Honolulu, and KHBC, Hilo, T. H., started as a technician with KSL in Salt Lake City, and advanced to v.p. and gen. mgr. of KSL. In 1952 Evans was invited to Honolulu by the Bd. of Directors of the Hawaiian B’cstg. System to survey the territory for TV. He did such a thorough job they persuaded him to return immediately to get KGMB-TV on the air just three months later, on Dec. 1, 1952. Evans is a member of the Rotary Club.

HAROLD ESSEX, exec. v.p. of Triangle B’cstg. Corp., operators of WSJS-TV, Winston-Salem, N. C., joined the Piedmont Publishing Co. in 1939 as sales manager of its radio affiliate, WSJS. In 1942 he was named mgr. of WSJS and in 1946 was upped to v.p. in charge of broadcasting for Piedmont. In May 1953, the Piedmont Publ. Company merged its application for TV with that of former movie star Mary Pickford, and the Triangle Broadcasting Corporation was formed.

ROBERT W. FERGUSON, exec. v.p. and gen. mgr. of Tri-City B’cstg. Co., operators of WTRF-AM-TV, Wheeling, W. Va., is a graduate of Ohio State University. During World War II, he was in the U. S. Navy and was released in 1946 with the rank of senior lieutenant. In April 1947, the Tri-City B’cstg. Co. was making preparations to establish radio stations WTRF and WTRF-FM and Ferguson was appointed gen. mgr. In Nov. 1947, he was chosen as a member of the Tri-City board of dir. and elected v.p.

JOE EATON, pres. and gen. mgr. of the Mid-America B’cstg. Corp., operators of WKLO and WKLO-TV, Louisville, Ky., is a past pres. of the Kentucky Broadcasters Assn. In 1948 he organized and constructed WKLO, and put Louisville’s seventh station on the air Nov. 23, 1948. WKLO-TV started programming Oct. 18, 1953. Eaton has gained a nationwide reputation as being one of the pioneers of commercial radio. He went to Kentucky in 1929 and remained when offered a position by WHAS.
JOHN REED PORTERFIELD, v.p. and gen. mgr. of WNET, Providence, R. I., was formerly mgr. of WSEE-TV, Fall River, Mass. John became active in the TV Field in 1938 when he directed programs for the National TV Corp. in N. Y. and later in the production department of NBC. His book, "We Present Television," was chosen the June 1940 selection of the Scientific Book Club and was later reprinted in Spanish as "El Aqui la Television." John has also been associated with the Radio Corp. of America.

FRANK G. KING, station manager of KABC-TV, Los Angeles ABC affiliate, has a background of wide experience in the broadcasting industry. Born in England, he came to the United States while still an infant, and spent his early days in and around the City of New York. He was an infantry officer in World War II, and following his service was in charge of the N. Y. office of the Armed Forces Radio Service. He has been sales mgr. of KNX, and while with CBS King secured the rights to the Rose Bowl game for that net.

F. VAN KONYENBURG, executive v.p. and gen. mgr. of WCCO-AM-TV, Minneapolis and St. Paul, Minn., is known to everyone as "Van." A graduate of the University of Wisconsin, Van has had heavy experience on newspapers in Milwaukee, Madison, and Minneapolis and after joining WTCN in the Twin Cities, was made general manager ten years later. When WTCN was merged with WCCO, Van turned his managerial talents to maintaining top shows and ratings. Under his leadership, personnel has increased from 18 to 230 at WCCO.

KLAUS LANDSBERG, general manager, KTLA, Los Angeles, and vice-president, Paramount TV Productions, Inc., is well known in the broadcasting industry as a pioneer of KTLA. Born July 7, 1916, in Berlin, Germany, he amazed his boyhood friends by his keen and avid interest in the new form of communication — Television. Working 16 hours per day, he completely disproves the old theory that engineers should stick to engineering and showmen to show business. He has combined the two most successfully.

PHILIP G. LASKY, vice-president and general manager, KPIX, San Francisco, is regarded as one of the industry's "heavyweights." Stations that profited by his guidance were KDYL, Salt Lake City, KROW, Oakland, and KSFO, San Francisco. It was while at KSFO that Phil and Guy Earl, owner of KNX, L. A., established the "western network," California's first successful regional chain. This two station network was absorbed by CBS in 1937. Now as KPIX begins its sixth year of operation, Lasky embellishes his role.

NORAN E. KERSTA, exec. v.p. and gen. mgr. of WFTL-AM-TV, Ft. Lauderdale, Fla., came to the Tri-County B'cast. Co. as one of the leaders in the industry, having spent 17 years with NBC in the development of TV. He journeyed to Ft. Lauderdale in Feb. of 1953 to purchase part-interest in, and supervise the installation of WFTL-TV. Noran also represented NBC during Federal Communications Commission hearings for TV stations in L. A., Chicago, Cleveland and Washington, D. C.
WILBUR M. HAVENS. pres. and gen. mgr. of Havens & Martin, Inc., owners and operators of WMBG-WCOD-WTVR, Richmond, Va., organized his own automotive-electrical business in 1922. Havens became the Philco battery distributor and later took on the Philco power socket receivers. From there he secured a license from the Dept. of Commerce to place WMBG on the air with 15 watts power. The station has not been off the air since. WCOD went on the air in 1946 and WTVR took to the air in 1948.

JOHN S. HAYES. president of WTOP, Inc., operates WTOP-TV-AM, Washington, D. C., is also dir. and v.p. for radio and TV of the Washington Post Co., which owns 55 per cent of WTOP, Inc. (CBS owns 45 per cent). He began his radio career at WIP, Phila., later moving to WOR. He entered the U. S. Army in 1941 as aide to the Quartermaster General. After the war he went to WOXR, The N. Y. Times station. In 1948 he went to Wash. as exec. v.p. of WINX, and moved to WTOP in 1949 when the Post bought control of CBS outlets there.

STANLEY E. HUBBARD, pres., gen. mgr., and founder of KSTP-AM-TV, Minneapolis-St. Paul, established Hubbard Field at Louisville, Ky., in 1919. A few months later he organized the first commercial airline in the U. S. and laid out air routes still used by airlines today. In 1924 Hubbard started WAMD in Minneapolis, then in 1928 WAMD, then 1000 watts, was given a power increase to 10 thousand watts and became KSTP, presently operating with 100,000 watts. KSTP-TV took to the air in April 1928.

JOSEPH HEROLD, station mgr. of KBTV, Denver, Colo., was technical director and manager of TV for WOW, Inc., Omaha, in 1945. Joe supervised construction and organization of WOW-TV in 1949-50. The following year he became TV consultant for CMUR-TV, Havana, Cuba, later going to Radio Televisao Paulista, Sao Paulo, Brazil. He then became station planning consultant for RCA, and authored TV station cost and planning studies. Herold took his present post on Sept. 1, 1952.

JAMES COLEMAN HANRAHAN, gen. mgr. of WEWS, Cleveland, O., has had that post since its founding in 1947. He enlisted in the U. S. Army in 1942, served with rank of major, later lieutenant colonel, until 1946. In 1935 he joined Scripps-Howard Radio, Inc., affiliated with the Scripps-Howard Newspapers, under Carl August Bickel. Since that time has acted as v.p. of the company and has been gen. mgr. from time to time for WNOX, Knoxville, WCPO, Cincinnati. He is married and has two children.

E. K. HARTENBOWER, gen. mgr. of KCMO-AM-FM-TV, Kansas City, Mo., took his present post in June, 1953. In 1929 he joined the H. K. McCann Co. now McCann-Erickson, Inc. In 1933, Hartenbower joined NBC, Chicago, as assistant to the promotion mgr. and in 1940 was selected to be NBC's contact to handle the network broadcasts of the Democratic and Republican National Committees. Hartenbower is a member of the board of directors of the NARTB. He belongs to the Kansas City Press Club.
FRANK P. FOGARTY, gen. mgr. of Meredith WOW, Inc., Omaha, Neb., was with the Omaha Chamber of Commerce for 15 years, serving as gen. mgr. He joined Meredith WOW, Inc., as general manager in Aug., 1950. In 1944 Fogarty became v.p. of Paxton & Gallagher Company, wholesalers of groceries, hardware, appliances, and liquor. He is currently vice president and chairman of the executive committee of the Omaha Chamber of Commerce. He is married and the father of four children.

RICHARD J. GOOGIN, gen. mgr. of KETC, St. Louis, was a member of CBS, N. Y.'s program dept., prior to World War II. He started in TV production during CBS's experimental period in 1939. After wartime service he became writer-prod.-direct. of both live and film programs for ABC-TV in N. Y., Phila., Schenectady and Chicago. In 1948 he was prog. dir. of WFIL-TV in Phila., later re-joined ABC, and subsequently, in L. A., became senior dir. of KECA-TV. He has taught radio-TV at UCLA.

HAROLD FREDERICK GROSS, president and owner of WJIM and WJIM-TV, Lansing, Mich., is a graduate of the University of Michigan. He built WJIM 20 years ago, and has been continuously owned and operated by him ever since, and built WJIM-TV four years ago. Gross built WGFG (now WKMI) Kalamazoo, in 1947 owned and operated the station, until he sold it in August, 1952. He has been a resident of Lansing and East Lansing, Michigan for 30 years. He is a native of Ann Arbor, Michigan.

ROBERT B. HANNA, JR., manager of General Electric Company's Broadcasting stations dept., is responsible for all activities in the company's AM, FM and TV operations. When Hanna was named station manager on Sept. 1, 1949, he had just completed his 20th year with G. E. During World War II, he served three and one half years with the Signal Corps, and was discharged with the rank of Captain in 1945. He is a past president of the Schenectady Chamber of Commerce, and past pres. of Lions Club.

PATRICK J. GOODE, pres. of WNHC-AM-FM TV, New Haven, Conn., with his friends Aldo DeDominicis, initiated the first TV station in New England. He also inaugurated New Haven's first radio station in 1935. In 1938 President Roosevelt appointed him Postmaster of the New Haven P. O. He retired from this post in 1950 at the age of 70. In 1943 he sold his radio interest and joined Aldo DeDominicis, and thus the Elm City Broadcasting Corp. was born with Pat elected pres. WNHC-TV began operations in 1948.

JAMES LEONARD, vice-president and general manager of WLW-C, Columbus, Ohio, is a television pioneer in Ohio's capitol, having opened the first station in that city on April 1, 1949. Born in Bristol, Tenn., he is a graduate of the University of Florida. Leonard joined WLW, Cincinnati, in 1936 as executive announcer and master of ceremonies. In 1944, he was appointed program director of WSAI, and he remained at WSAI until he was appointed general manager of WLW-C, Crosley Broadcasting Corporation's Columbus television station. Leonard was made a v.p. of the Crosley Broadcasting Corporation in 1953.
GORDON GRAY. General Teleradio v.p. in charge of WOR and WOR-TV, N. Y., started as a reporter with the Kansas City Star. From there he managed the Kansas City offices of the Katz Agency, station reps. He took his present post on Jan. 1, 1954. Gordon has been associated with Central States Broadcasting Co., operating stations KFOR, Lincoln, Neb., KOIL, Omaha, WDGY, Minneapolis-St. Paul in the capacity of gen. mgr. Early in 1951 he became v.p. of Goodwill Stations, Inc.

CRAIG LAWRENCE, general manager of WCBS-TV, key station of the CBS Television network, is no newcomer to New York City, although he was born in Wisconsin, educated in Michigan and Iowa and spent a goodly portion of his broadcasting career outside this city. After serving as an account executive and commercial manager of WMT, Cowles station in Waterloo, Iowa, in August, 1944, Lawrence returned to the N. Y. area to manage both WHOM in Jersey City and WCOP in Boston. When Cowles sold WHOM to II Progresso, the Italian-language paper, Lawrence devoted his time to WCOP. Craig, with family reside in Conn.

G. BENNETT LARSON. president and general manager, KDYL-AM-TV, Salt Lake City, Utah, is a native of Salt Lake City, and began his career in radio when he joined the staff of KDYL at the age of 16. A graduate of the University of Utah, he has held a distinguished career as manager of radio stations in Philadelphia, Washington, and New York. He was vice-president and general manager of television station WPIX in N. Y. before assuming his new post with KDYL and KDYL-TV in his native city.

HAROLD C. LUND, general manager, WDTV, Pittsburgh, although born in New Jersey, is practically a native Pittsburgher as his family moved to Pittsburgh while he was still an infant. A former general manager with Ross Federal Research Company, World War II altered his business plans and he entered the Navy as a lieutenant. Served four years and was raised in rank to Lt. Commander before the war ended. In July, 1951, he was named general manager of WDTV and since that time, WDTV enjoys top success.

C. HOWARD LANE, managing director, KION-TV, Portland, Oregon, has a background with a wealth of experience in the broadcasting industry. He has seen broadcasting grow in nearly every aspect of the industry. In 1942 he became central division manager of the stations relations department for CBS, and in 1943 until 1945 he was director of stations relations for CBS in New York. From 1940 until 1950 he was a member of the board of directors of the National Association of Broadcasters. Educated in Fresno, California public schools, he received his BA from Stanford University in 1930.

W. H. LINEBAUGH, vice-president and general manager of Mountcastle Broadcasting Co., Inc., is a native of Tennessee, born and reared in a small town, about 40 miles from Knoxville. Prior to coming to WROL in 1944 as business manager, he was with the Knoxville News-Sentinel in the advertising department for twenty-three years. Linebaugh has developed a well-rounded and hard-hitting sales force since he was made the vice-president and general manager in July, 1950. Linebaugh and his wife, Ethel, have two children, a daughter who is married and a son who attends the University of Tennessee.
Richard A. Moore, vice-president and general manager, KTTV, Hollywood, Calif., has in six short years established himself as one of the creative pioneers of television and probably the industry's leading exponent of local TV. He became head of KTTV in July, 1951, following a most successful career with the ABC television network, which saw him rise from the legal staff to the post of director of television for ABC's Western Division and manager of KECA-TV in Los Angeles. He was a captain, holding the Legion of Merit, when he was mustered out in 1946. Shortly later he joined the legal department of ABC in N. Y.

Nathan Lord, vice-president and general manager for WAVE, Inc., Louisville, started his career as a reporter for the Louisville Post in 1921. In September, 1933, George W. Norton formed WAVE, Inc., an NBC outlet and the second radio station to commence operations in Louisville. Lord joined WAVE as vice-president and general manager at that time and has continued in this capacity ever since. In November, 1948, WAVE, Inc., commenced operation of WAVE-TV, Kentucky's first TV station, and the nation's 44th. A native of Louisville, Kentucky, Nathan Lord is married and has three sons.

George Bastian, exec. v.p. of the Stuart Investment Co. and temporary mgr. for KFOR and KFOR-TV, Lincoln, Neb., first became associated with the Stuart Investment Co. in 1942. He was named to his present post in 1948. George was born in Nebraska, and except for a brief term of duty in the Navy, has given his complete time and efforts to Nebraska business and industry. His duties as temporary manager of KFOR and KFOR-TV, will be for a period of three to six months.

H. P. Lasker, vice-president and general manager, WLW-D, Dayton, Ohio, was born and educated in Europe. In his eleventh year with the Crosley Broadcasting Corporation, Lasker was appointed sales manager for the company's TV outlet in Dayton, WLW-D. In 1951 he was named manager of WLW-D, a post he held until being promoted to vice-president in July, 1953. Lasker claims that the "harder you work the body, the harder you can work the mind" and ably proves the truth of his observation as a devotee of sports. It is not unusual to see him leading staff parties at skating, swimming, and tennis.

Ben K. McKinnon, general manager, WGVL-TV, Greenville, S. C., assumed his duties April 1, 1953, organized the entire staff, and put the station on the air August 1, 1953. Formerly Carolina sales manager of WBT, Charlotte, N. C., McKinnon is also a former associate editor of Robeson Country's Hometown Newspapers in Lumberton, N. C. Ben is a native of Maxton, N. C., and a graduate of the University of North Carolina. He holds the rank of Lieutenant in the U. S. Naval Reserve, having served three years of active duty in World War II. He is also a member of the Board of Directors of the UHF Association.

John A. Barnett, owner of KSWS and KSWS-TV, New Mexico, is a graduate of Southern Methodist University, Dallas, in 1926. He is a geologist and petroleum engineer, and decided to go into business for himself seven years ago. In 1952, John decided to build the first regional TV station in the U. S. where the trade area includes no large cities. Later in 1952, he purchased KSWS. Barnett is a member of many geological and oil associations, being one of several oil men in the industry.
TV PERSONALITIES

THOMAS E. MARTIN, executive vice-president and general manager of the Hawley Broadcasting Company, owner and operator of WEEU-AM-TV, Reading, Pa., was born in Canthage, N. Y., and is a graduate of the University of Syracuse. He made his first radio appearance at WSYR, Syracuse in 1934. In the spring of 1941, he was named station manager of WWNY, Watertown, N. Y. He came to Reading in May of 1950 as a station executive of the Hawley Broadcasting Company and was named general manager in the summer of that year. In 1953, Martin was advanced to the position of executive vice-president and general manager.

VAL LAWRENCE, general manager, KROD, KROD-TV, CBS affiliates in El Paso, Texas, took Horace Greeley’s advice and went west. Leaving his native New York City he became associated with the El Paso Times and Herald where he served as advertising director. He is still active in the newspaper field holding the office of vice-president of the El Paso Times, Inc. During the baseball season Lawrence can usually find an excuse to be in N. Y. on business and his office is along the first base line in the Yankee Stadium. He is married to the former Gladys Pickett, and they have one married daughter.

JOHN A. COLIN, gen. mgr. of WICA-TV, Ash- tabula, O., is a native of that city. He also serves as assistant publisher of the four Ro- wley publications in N. E. Ohio, and also acts as gen. legal counsel for the newspapers and WICA. John was admitted to the Ohio Bar in 1941, having received his degree in 1939 from Cleveland Law School. During World War II, he served in the U. S. Army for five years. Colin is an active member of church and fraternal organizations.

BUD CLARK, gen. mgr. of The Montana Network, operators of KOOK and KOOK-TV, Billings, Mont., spent 3½ years in the U. S. Coast Guard during World War II. Upon discharge he took an announcing job at KVOS, Bellingham, Wash. Bud joined the Montana Network in 1950, when KOOK was in the blueprint stage. He took his present post in 1951, and began double duties when KOOK-TV began telecasting Nov. 9, 1953. Bud’s hobby is hunting and fishing, which was a big contributing factor in moving to Montana.

THOMAS P. CHISMAN, pres. and gen. mgr. of WVEC-AM-TV, was born and educated in Hampton, Va. He served as a U. S. Naval officer from 1943-46. Thomas started with WVEC in 1948. He was recalled in 1950 with the National Guard and served in Wash. in the Air Defense. In his spare time he prepared his TV application for the FCC. He filed the application in July, 1952 and received approval in Feb., 1953. Thomas is a member of the Rotary Club, and on the Bd. of Directors for the Red Cross.

JAMES HOWARD CONNOLLY, ABC v.p. in charge of San Francisco office, KGO and KGO-TV, started with N. W. Ayer & Son in Phila. in 1926. He joined ABC in 1944 in the station relations department. Jim made the circuits out of N. Y. for two years prior to ABC assigning him to establish its station relations office in Chicago. This accomplished he returned to N. Y. and assumed an even stronger role in the network’s station relations picture. In March 1952, Connolly was named to his present post.
HENRY P. JOHNSTON, pres. of The Television Corp., operators of WAPI-AM-FM and WABT, Birmingham, Ala., is also serving as exec. v.p. of the Birmingham News Co., and pres. of the Huntsville, Ala. Times. He was general manager of WSBN from 1937 until July 1953, when the Birmingham News Co. sold that station to acquire WAPI. Since his graduation from Washington and Lee College in 1929, Henry has served as a Kelly-Smith newspaper rep., and local adv. mgr. of the Birmingham News.

CLAUDIA T. JOHNSON, pres. of the Texas Broadcasting Co., operators of KTCP-AM-TV, Austin, Texas, acquired KTBC in 1943. KTBC-TV was one of the first stations to get into operation after the freeze was lifted, going on the air Thanksgiving Day, 1952. Claudia is a graduate of the University of Texas. She married Lyndon B. Johnson in 1934, and has two daughters. He is the present senior senator from Texas. She is a native of Alabama, and moved to Texas as a young child.

DOUG KAHALE, pres. and gen. mgr. of KCSJ-AM-TV, Denver, Colo., purchased the station in June, 1952, in partnership with Bob Clinton. KCSJ-TV was established in June 1953. In 1946 he established KKOL in Ft. Collins and was part owner and gen. mgr. until 1950. He established KOWB in Laramie, Wyo., in 1948 and held an interest in this station for about a year. He purchased KOKO in La Junta early in 1950 and sold this station in 1951. Kahle is a member of the Rotary Club and Elks Club.

J. ROBERT KERNS, v.p. and managing director of WBRC-TV, is a veteran of 14 years with the Storer Broadcasting Company, and began his broadcasting career as a salesman at WHIZ, Zanesville, Ohio, in 1939. In June, 1947, WHIZ was sold and KERNS was transferred to WLOK, Lima, Ohio, where the station under his dynamic leadership established new records in both sales and audience. He is married, has three children, and attended the Linsley Military Academy. He is also a member of the Elks.

ALFRED H. KIRCHHOFER, v.p. of WBEN Inc., was a national figure and a leader in the newspaper world even before he became the managing editor of The Buffalo Evening News in 1927 and a WBEN official in 1930. Born in Buffalo May 25, 1892, he started cub reporting in 1910, and is now known across the country as managing editor and a director of The Buffalo Evening News as well as v.p., secretary, and director of WBEN Inc. Married and a member of the Buffalo Club, he's also a member of SDX.

TOM KITTSER, KGNC and KGNC-TV, Amarillo, Texas, began his radio career in KGNC's merchandising department in 1940 during summer vacations between college semesters. In 1948, he became gen. mgr. of KDDD, Dumas, Texas, and the following year he returned to KGNC where in Jan., 1950, he was named gen. mgr. Under his leadership KGNC boomed to its three most successful years. Kritser also assumed management of KGNC-TV, when in October, 1952 a CP was granted for the first "Panhandle" TV station.
FRANK S. HOY, gen. mgr. of WLAM-AM-TV, Lewiston, Me., is also gen. mgr. of WPMX, Portland, Me. He served as circulation mgr., advertising mgr., and business mgr. of Lewiston Sun-Journal from 1922 to 1946. Hoy resigned and sold his stock interest in Sun-Journal in 1946 to establish WLAM. He founded Portland Telecasting Corp. in Jan. 1953. WPMX (TV) went on the air Aug. 30, 1953.

WLAM-TV hit the airwave in Nov., 1953. He is former chairman and present member of Maine State Board of Education.

GEORGE J. HIGGINS, v.p. and managing dir. of KMBX-KFRM-KMBX-TV, Kansas City, entered radio in 1931 as sports director of WTCN, Minneapolis. In Feb., 1951, Higgins moved to KMBX-KFRM as v.p. in charge of sales and in Oct. of the same year, was made v.p. and managing dir. He has been associated with KOAT, Des Moines and WISH, Indianapolis. He was elected to the board of directors of the Midland B'casting. Co., Jan. 1, 1954. Higgins is currently chairman of the NARTB Sports Committee.

HARRY HUEY, gen. mgr. of Nevada Radio-TV, Inc., (KZTV), Reno, Nev., entered Reno immediately after the cp for KZTV was made. He made all initial business surveys as well as supervising all property acquisition and construction leading to the initial air date, Sept. 27, 1953. He also assembled and employed all personnel, since responsible for its operation. Harry came to this assignment after 27 years with the same owner as advertising dir. of the Southwest-Times Record newspaper in Ft. Smith, Ark.

PHIL HOFFMAN, v.p. and mgr. of KOAT-TV, Albuquerque, N. M., managed KFJ from 1929-1932. In July, 1953 Phil purchased interest in KOAT-TV. Phil has been associated with WNAX, Yankton, S. D., KRNT, Des Moines, and was v.p. of Cowles B'cast Co., while still responsible for home office supervision of WNAX until pre-war WNAX manager returned from the armed services. He managed KECA-TV owned by ABC, from Nov., 1951 to July, 1953. Phil has also been associated with KOB, Albuquerque, N. M.

ALLEN L. HAID, v.p. and managing dir. of the Storer Co.'s Toledo WSPD and WSPD-TV, joined the Storer organization in 1937 at its Wheeling operation, WWVA. In 1939 when Storer acquired its Zanesville, O., operation, he was transferred there as asst. mgr. and program dir. and was made managing dir. in 1942. In 1946 he was transferred to the company's operation in Fairmont, W. Va. In 1948 he was made v.p. and in 1949 elected to the board of directors. In the Fall of 1951, he took his present post.

MARSHALL H. PENGRA, president and general manager, KSTM-TV, St. Louis' ABC affiliate, was formerly general manager of KGKB, Tyler, Texas. A native of Illinois and a graduate of the University of Illinois, the new KSTM-TV chief executive has long been active in the broadcast legislation field. He headed a group of Oregon radio men in 1941 in outlining a proposal to the FCC for relaxing operator requirements during the war period. The NAB has used his services on numerous occasions, and he has also been on the NAB music advisory committee. He is married, and has two sons—Marshall, 18, and Michael, 15.
LES HACKER, co-owner and mgr. of KVEC-AM-TV, San Luis Obispo, Calif., put KVEC on the air on May 8, 1937, and has seen the station grow both in size and power to its present radio and TV operation. The TV construction permit was applied for in May, 1948 and granted May, 1953. Les Hacker is single and lives in San Luis Obispo with his mother. His hobbies, ships and the sea, take second place only to special events broadcasting on radio and television.

NORMAN KNIGHT, mgr., WABD, N. Y., had been, for four years, vice-president in charge of advertising and promotion for Sponsor Magazine, and before that, was Eastern manager of station relations for the Mutual Broadcasting System. After a varied background of announcing, writing, and promotion with several stations, his selling career started at WMMN, Fairmont, W. Va. Later, before moving to N. Y., Norm became general manager of the West Virginia Radio Corporation. He has long been active as a speaker on broadcasting media before ad and sales groups, and is a member of the Friars Club and the Variety Club.

JOE FLOYD, pres. of Midcontinent B'castg. Co. and pres. of KELO-AM-TV, Sioux Falls, S. D., came to Sioux Falls in 1932 as the manager of the Granada Theater. Floyd is the originator of several network radio and TV productions, having actually produced both types of shows. He is nationally known as the originator of "Blind Date" as heard on NBC. Floyd is wing commander of the state of South Dakota Civil Air Patrol, holding the rank of a Colonel. He has been active in community events since 1933.

NORMAN A. GITTLESON, gen. mgr. of WJAR-TV, Providence, R. I., started in TV in 1949 at WFMY-TV in Greensboro, N. C. Norman is a graduate of Morris-Harvey College in Charleston, West Virginia. He spent four years in the U. S. Navy, serving 26 mos. overseas. WJAR-TV's basic affiliation is NBC and secondary network is ABC. Norman is a member of the Providence Rotary Club, and Secretary-Treasurer of the Rhode Island Radio and TV B'casters Association.

BOB GARDNER, gen. mgr. of KLAS-TV, Las Vegas, Nevada, is a graduate of the University of Minnesota. Following his studies he joined the staff of WMIN in St. Paul as announcer. Except for a period with the special services div. of the Army Air Force, Bob remained with KYSM for 11 years, five of which were in the capacity of ass't. mgr. In June, 1953, Gardner entered TV as commercial mgr. of KLAS-TV, and in Dec. of that year was made general manager of the operation.

ANSEL E. GRIDLEY, v.p. and gen. mgr. of the Salisbury B'castg. Corp., operators of WWOR-TV, Worcester, Mass., has been in radio and TV ever since he enrolled at Rollins College in Fla., and the University of North Carolina. During the war his experience was used by Uncle Sam in special overseas assignments. On one of these occasions he was cited for his achievements in the study of sporadic E behavior. He has been associated with WHOO, WARE, and in 1952 established WFGM, Mass.
GEORGE J. KAPEL, general manager of KOMU-TV, commercial station of the University of Missouri, was previously commercial manager of WAAB, Worcester, Mass., manager, WDYK, Cumberland, Md., manager, WDNE, Elkins, W. Va., program director, WAIR, Morgantown, W. Va., and had been earlier, associated with KMI, Fresno, Calif. He graduated from the University of Oregon in 1943. Now married and the father of a son, Kapel is 31 and during the war served with Counter-Intelligence in both Manila and Tokyo.

W. HANES LANCASTER, JR., vice-president and general manager, WJHL-TV, and WJHL-AM, is a graduate of Washington & Lee University, and spent three years with the Air Force in the Pacific area during World War II as a member of a B-29 bomber group. Originally joining the sales department of WJHL, Johnson City, Tenn., he assumed Managership in 1950. When WJHL-TV had its tower collapse a week before air date, Oct. 17, 1953, he lost 15 pounds between the time the tower collapsed and went on the air Oct. 26, 1953.

ED BREEN, pres. of KOTV, Fort Dodge, Ia., was formerly a county attorney and in the State Senate. KOTV is a TV outgrowth of the radio venture. Breen and others organized KVFD, and took over during the early war years when it didn’t look very promising. He was president of the Iowa Tall Corn Network, also of the Iowa Broadcasters Association. He served one term on the NAB board and is presently chairman of the NARTB Copyright Committee. Breen has been active in radio associations.

THOMAS C. BOSTIC, v.p. and gen. mgr. of KIMA-AM-TV, Yakima, Wash., is now in his ninth year with the company. Graduating from the University of Wash. College of Pharmacy in 1941, he entered radio at KBND in Bend, Ore., soon after graduation. He joined KIMA in 1945 as an announcer. Moving to all phases of operations at KIMA, was named to his present post in 1953. Tom is a member of the board of directors of the Yakima Rotary Club and is active in the Chamber of Commerce and the 4-H Clubs.

JOE BONONSINGA, v.p. and gen. mgr. of WGEM-AM-FM-TV, Quincy, Ill., had his own dance orchestra, and is still a member of the AFM. Following a stint in the Army from 1943-45, he returned to Quincy and in Oct. 1947 went with WGEM as commercial mgr. Joe is a native of Quincy and is a graduate of Quincy College. He was associated in business with his father in a wholesale food company with his father in a wholesale food company as sales rep. Joe is a member of the American Legion, Director of Sales Executives, and Rotary International.

GERALD A. BARTELL, pres. of WOKY and WOKY-TV, Milwaukee, Wis., pres. of WAPL, Appleton, Wis., and pres. of WMV, Madison, Wis., is a graduate of the Univ. of Wisconsin. During World War II he served with the U. S. Naval Aviation. Returning to civilian life, he collaborated with his wife, Joyce Jaeger, former associate dir. of the Wis. School of the Air, WHA, in a series of records for children on MGM label. He recently filmed a series of TV shows for children now running in New England.
JOHN H. CLEGHORN, gen. mgr. of WHBQ and WHBQ-TV, Memphis, Tenn., has been in radio and TV continuously since 1929. He served two years as an officer in the Navy in World War II, and is a member of the Naval Reserve. Born in Atlanta, Ga., he was graduated from the University of the South at Sewanee, Tenn. Cleghorn went with WMC shortly thereafter as a combination staff man and reporter for “The Commercial Appeal” which owns the station. He is married and has two daughters.

ED COONEY, v.p. and gen. mgr. of KOPR and KOPR-TV, Butte, Mont., started with KGVO, Missoula, Mont., while he was attending Montana State University there. In 1948, Ed became gen. mgr. of KOPR which went on the air in June of that year. In April 1950, he was made v.p. of the Copper B’cast Co. KOPR-TV started operations in Aug. 1953. He is a past president of Montana Radio Stations, Inc., a member of the Butte Rotary Club and the Butte Country Club. He is married and has two daughters.

W. M. CARPENTER, v.p. of WTOV-TV and WLOW, Norfolk, Va., entered radio as copywriter for WRAL, Raleigh, N. C. in 1939. He entered the U. S. Army in 1941 and was separated in 1946. He joined WLOW as a salesman in 1947, and became station mgr. of the station in June of 1947. In Oct. 1953, he was appointed v.p. of Commonwealth Broadcasting Corp., operators of WLW and WTOV-TV. He is married to former Hope Walker of Virginia Beach, Va., and have two children, boy 6, and girl 3.

WILTON E. COBB, gen. mgr. of WMAZ and WMAZ-TV, Macon, Ga., joined the station in 1927, when the station was operated by the Macon Chamber of Commerce. He became gen. mgr., and when the Southeastern B’cast Co., of which he is secretary-treasurer, began program broadcasting from its TV transmitter in Sept. 1953, Cobb was made gen. mgr. of the combined radio-TV facilities. He is a member of the Macon Kiwanis Club. His hobbies are photography, boating and dogs.

C. GLOVER DELANEY, v.p. and general mgr. of WHEC and WHEC-TV in Rochester, N. Y., began his radio career as an announcer on WESG in Elmira, N. Y., after his graduation from Hobart College in Geneva, New York in 1933. He moved to Syracuse’s WFBL, then to Hartford, Conn., where he became manager of WTHT in 1941. Delaney was appointed general manager of WHEC and managing director of the Gannett Radio Group in the spring of 1953.

MILTON D. FRIEDLAND, gen. mgr. of WICS, Springfield, Ill., entered the television field early 1948. He has had varied experience at WBKB, Chicago, serving in different capacities as assistant to John H. Mitchell. He also served at WBMM-TV in the capacity of sales service mgr. for both local and national business. Milton took his present post in July, 1953. He received his BA degree at Roosevelt College in Chicago, and did graduate work at the University of Chicago.
CHARLES H. GARLAND, gen. mgr. of KOOL and the Radio Network of Arizona, secretary-treas. of Old Pueblo B'casters, Co., which operates KOFO-AM-TV, Nogales, is also secre-treas. and gen. mgr. of Maricopa B'casters, Inc., which operates KOOL-AM-TV and KOLD, Yuma. In 1945 he moved to Phoenix, Ariz., as gen. mgr. of KPHO, which was then owned by Gene Autry and Rex Schepp, with whom he has been associated for many years. Charles left in 1948 to take his present post.

PAUL GOLDMAN, v.p. and gen. mgr. of KNOE-TV, Monroe, La., came to Monroe in Feb. of 1951 from Alexandria. While in Alexandria he was gen. mgr. of KSYL and prior to that was news director and asst. mgr. of WSMB in New Orleans. During his college days at Oglethorpe University in Atlanta, Ga., he directed and produced plays over the college station. Goldman is also a member of the executive board of the Twin City Concerts Association, and honorary members of the Kiwanis Club.

HARRY L. GOLDMAN, gen. mgr. and v.p. of WROW-AM-TV, Albany, N. Y., started as a radio time salesman for WOKO in 1938, when that was the only radio station in Albany. He founded the adv. agency of Goldman, Walter and Kanna, which is still in existence under present management of brother Jack. In 1947 he opened his own radio station, WROW, which is now an ABC affiliate. WROW-TV took to the air late in 1953. Harry is gen. mgr. and v.p. of Albany's first UHF TV station.

G. DAVID GENTLING, gen. mgr. of KROC-TV, Rochester, Minn., is a graduate of the University of Minnesota. He joined KROC in 1937 as a salesman. Dave left in 1942 to become a member of the U. S. Naval Air Corps and returned to KROC in 1945. He took his present post in 1947. KROC-TV took to the air July 16, 1953. Dave is a past president of the Minnesota Broadcasters Association and has served three years on their board of directors. He is a native of Rochester, Minn.

PAUL N. GOODE, gen. mgr. of KSWO-TV, Lawton, Okla., started with KSWO as a bookkeeper, elevating to office manager in 1948. The company now owns and controls KSWO, Lawton, KRHD, Duncan, KSWO-TV, and Komid-TV, Midland, Texas. Paul holds the post of comptroller of these four properties and general manager of KSWO-TV. He is a member of the Kiwanis Club and interested in various civic activities. He entered the broadcasting field in 1946 with the background of a public accountant.

JERRY GEEHAN, gen. mgr. of KMO-AM-TV, Tacoma, Wash., took his present post in 1953. He started with KMO in 1931, later leaving to join KVI as sports director. In 1939 he returned to KMO, working in the sports department and sales. In 1943 he was made sales manager and in 1949 appointed station manager. Geehan is a member of the Board of Directors of the Tacoma Chamber of Commerce, a member of the Kiwanis. He is a native of Tacoma and a graduate of the College of Puget Sound.
DON DAVIS, pres. of WHB and WHB-TV, Kansas City, first became active in broadcasting in 1928 as a partner in the Kansas City advertising agency of Loomis, Baxter, Davis, and Whalen. In June 1953 the FCC granted the WHB B'castg. Co. a share-time license (with KMBC) for TV channel 9 in Kansas City. Don Davis became pres. of the newly organized WHB-TV at that time. Don has originated the station’s "Weatherman-In-Person," and the "Musical Clock" and hundreds of other local shows.

RICHARD O. DUNNING, pres. and gen. mgr. of KHQ-TV, Spokane, Wash., was born in Colorado Springs, Colo. He is a graduate of Washington State College at Pullman, Wash. He is a member of Beta Theta Pi and Sigma Delta Chi. Richard is a past president of the Washington State Association of Broadcasters. He is married and has two children, Richard H. 17, and George E. 10. Dick is a member of the SPAC-NBC Advisory Council for the Pacific Coast.

THEODORE A. EILAND, pres. and gen. mgr. of WTAP, Parkersburg, W. Va., and West Va. Enterprises, Inc., has been associated with the group which brought the first TV station in the Mountain State. After serving seven years in an executive capacity with WSAZ-AM-TV, Huntington, W. Va., he resigned in April of 1953 to associate with West Va. Enterprises, Inc., and begin construction of WTAP (TV), the only TV station allocated to the Parkersburg-Marion area, Ohio markets. He is married and has three sons.

HAYDN R. EVANS, general mgr. of WBAY and WBAY-TV, Green Bay, Wis., took his present post in 1940. He is a graduate of Cornell College. While at college, he wrote and produced musical shows, led the college glee club, and was business manager of various college publications. Haydn formed his own advertising agcy. After graduation, specializing in radio. He joined NBC sales 10 years later. In 1939 he created and sold "Pot O’Gold" program. WBAY-TV took to the air in 1952.

ROBERT D. ELLIS, v.p. and national sales dir. of KKTV, Colorado Springs, and gen. mgr. of KGHF in Pueblo, Colo., is a native of that state. Graduated from the University of Colorado with a Law Degree, he practiced law in Denver for several years before and after World War II. Robert joined KGHF in 1947 as manager. In 1952 TV Colorado, Inc., was formed under the joint ownership of KGHF in Pueblo and KVOR in Colorado Springs was appointed v.p. KTIV started TV broadcasting Dec. 7, 1952.

WILLIAM J. EDWARDS, pres. and gen. mgr. of Lake Huron B’castg. Corp., operators of WKNX-AM-TV, Saginaw, Bay City, Mich., started as an announcer at WBRC, while attending Birmingham-Southern College in Birmingham, Ala. Before entering the Navy during the war, he was news commentator for KLAC in Hollywood. Upon his discharge from the Navy, he joined with Howard H. Wolle in founding WKNX in 1946. He is vice pres. of the Michigan Association of Broadcasters. Edwards is a 20-year radio veteran.
W. D. ROGERS, president of Texas Telecasting, Inc., owners of KUB- TV Lubbock, Texas, and the new station now under construction, KPAR-TV, Sweetwater, Texas, graduated from Texas University, and started in radio during his college days. An Air Force veteran, "Dub" has been active in the National Association of Radio and Television Broadcasters, and served on the first board of directors of the NARTB, and has been on many of its committees. He is now serving on the 1954 Convention Committee.

IRVING ROBERT ROSENHAUS, president and gen. mgr., WATV Television and WAAT, its radio sister, Newark, New Jersey, first joined the staff of WAAT in 1941 as assistant manager. A former teacher, who holds degrees from both Rutgers, and NYU, Irving has also received an honorary doctorate degree from Seton Hall University. An extremely civic-minded individual, he is a trustee for the New Jersey Society for Crippled Children, and also on the advisory committee for United Cerebral Palsey.

JAMES G. RIDDELL, president, WXYZ, Inc., ABC's owned and operated station in Detroit, was born in Glasgow, Scotland, and after his family moved to America, started at WXYZ in 1931 as an office boy. Within a year he had a promotion, the first of many, and he began his climb to the top. Jim leads a well-rounded life of business and pleasure now, an ardent golfer, he plays in the low 70's. He is also an excellent bowler. A member of the Detroit Athletic Club, Jim is married and has two daughters.

CLYDE W. REMBERT, president of KRLD-AM, FM, and TV, Dallas, was born in Columbia, S. C., and moved to Dallas with his parents at the age of 11. After his first job with an ad agency as an office boy, Clyde came to KRLD as an advertising man with broad experience in newspaper, agency, and theatrical advertising. He has handled every job at the station, except engineering, and became president in 1952. A past director of NARTB, Clyde is also a past member of the Columbia Affiliates Advisory Board.

LEE RUWITCH, executive vice-president and general manager, WTVJ, Miami, received his indoctrination in the communications field under the aegis of Admiral King during World War II. WTVJ began telecasting in March, 1949, and in August of that year, Lee became its general manager. Lee was born in Escanaba, Michigan, and was graduated with a degree of Bachelor of Science in Business Administration from the University of Minnesota. Lee is a bachelor and lives the year around in Miami. His nonoccupational hobbies which progressively command less and less time are boating and golfing.

JOHN M. OUTLER, JR., gen. mgr. of WSB-AM-FM-TV, Atlanta, Ga., is a veteran of 40 years in the newspaper, radio and now TV business. He joined the Atlanta (Ga.) Journal staff and handled real estate advertising from 1916 until he enlisted in the Armed Forces in 1917, returning to the Journal in 1919. In 1931, Outler became business mgr. of WSB, and in 1944 was named gen. mgr. With the inauguration of TV service in 1949, he assumed double duties as genial manager of both AM and TV.
DONALD A. NORMAN, general manager of KNBH, NBC's Hollywood TV station, joined NBC in 1943. He joined A. C. Nielsen Co. in 1937, and his travels really began. Completing a training course in Chicago, he was sent to Los Angeles, and with that base, traveled the Western United States, laying out the Nielsen samples. In 1944, he moved from San Francisco to Hollywood, and in Feb. the following year went to N. Y. Don took his present post in April, 1952, succeeding Thomas B. McFadden.

PHILIP MERRYMAN, president and general manager for WICC-TV, Bridgeport, Conn., was born in Laredo, Mo., the son of Joseph and Ethel Breckenridge. He had been with NBC in various departmental functions from 1927 to 1947. Among others he was with the engineering, station relations, business planning and developing. Phil was also a broadcast consultant from 1947 to 1950, and has been president of the Bridgeport Broadcasting Company since 1950. He is also a daily news commentator on WICC, and now makes his home in Edgewater Hillside, Westport, Connecticut.

JOSEPH WALLACE MCGOUGH, general manager, WTVN, Columbus, Ohio, is better known to his colleagues and friends as Wally. Wally started in radio back during his high school years as a staff announcer with WJAC-AM, Johnstown, Pa., his home ground incidentally. During his three years in the Army, he was connected with the Armed Forces Network Stations in New Guinea and the Philippines. Wally became sales manager of television station WJAC-TV in 1950, a position he held until he was offered the position of sales manager for WTVN in 1952. In December, 1953, Wally became general manager of WTVN.

STERLING "RED" QUINLAN, general manager of ABC's owned and operated WBKB and WENR, Chicago, started in the radio business at the amazing age of 14, a year after his father's death when he induced the then head of the old WJFS, Ralph Ailass, Gary, Ind., to give him a crack at handling an amateur talent show. When United Paramount Theatres, Inc., merged with ABC, "Red" was appointed program director of WBKB, and on July 1, of that year he was named general manager, succeeding John Mitchell, who moved onto New York. "Red" was born in Maquoketa, Iowa, is married, and has one son, David, aged 7.

FRANK O. MYERS, general manager, KCMC-AM-FM-TV, Texarkana, is also vice-president of Camden Radio, Inc., operating KAMD, Camden, Ark., and KWFC, Hot Springs, National Park, Arkansas. He assumed management of KCMC in 1939 when Elliott Roosevelt was president of the Texas State Network where he was employed at Ft. Worth with KFJZ, key outlet. Meyers is a community leader in civic affairs, county chairman for U. S. Saving Bonds, radio advisor to the Red River Arsenal, director of Family Service, Red Cross, Community Chest, an ardent golf fan and member of Texarkana Country Club.

ROLLAND V. TOOKE, general manager of WPTZ, Philadelphia outlet of the Westinghouse Broadcasting Co., Inc., was born in Munnsville, N. Y., and graduated from the Wharton School, University of Pennsylvania. Mr. Tooke joined the Philco Corp. in 1941, then owners of WPTZ, from 1943 to 1945, was attached to the Navy Department as a member of the Philco Technicians Corp., returning to television broadcasting in 1945. He was named general manager of WPTZ in 1953.
DAVID F. MILLIGAN, gen. mgr., WFAM-TV, and WASK, Lafayette, Indiana, began his broadcasting career in 1931 while attending Butler University in Indianapolis, as a gag writer and producer. He then joined the staff of WFBM of that city as an announcer. Later Dave entered the advertising field as owner and general manager of his own agency in the Hoosier capital for three years. For the past four years he has been in the sales promotion field as manager of sales promotion and public relations for WFBM-TV, Indianapolis. On July 4, 1953, Dave came to Lafayette as general manager of WFAM-TV.

HUGH B. TERRY, president of Aladdin Radio & Television, Inc., operators of KLZ, KLZ-TV, Denver, Col., CBS affiliates, was born in Alexandria, Neb., graduated from the University of Missouri, and joined the staff of WKY, Oklahoma City as a salesman in 1932. In 1936 Terry was named manager of KVOR, Colorado Springs, in 1941, manager of KLZ, Denver, which station was sold to Aladdin. He has won many awards, has served as district director of the NAB and director at large to the NARTB.

JAMES H. MOORE, executive vice-president of the Shenandoah Life Stations, WSLS-AM, FM, & TV, in Roanoke, Va., had his first experience with radio when he sang over the old WOL station in Washington. His musical education was instrumental in his creating an avid interest in radio and the business side of radio operation. Jim played a heavy part in the building of WSLS, and was its general manager when the brand new station went on the air in October, 1940. He has been extremely active in civic organizations, and during the war gave his services as a consultant for OWI touring stations in Va., W. Va., and N. C.

ROBERT R. TINCHER, vice-president of the Cowles Broadcasting Co. and general manager of KVTV, Sioux City, Iowa, and WNAX, Yankton, S. D., was educated at the University of Pennsylvania and the Wharton School of Finance. Bob became vice-president and treasurer of the Langwith Publishing Co., Minneapolis, and later, with the Iowa Emergency Relief Administration, was made assistant treasurer of the Iowa Broadcasting System. In 1938 he took over his duties at WNAX, and KVTV in 1953.

FRED M. THROWER, vice-president and general manager, WPIX, New York, came to that station after almost 25 years experience with the National Broadcasting Company, ABC and CBS Television, Inc. He had been for nine years vice-president in charge of network sales for ABC prior to joining CBS TV in the same capacity. Fred served as a lieutenant in the U.S.N.R. during World War II, with service both in the European and the Far Eastern Theaters. He is married and has a home in Greenwich, Connecticut.

LEE PIERSON LOOMIS, president of Lee Broadcasting Inc., Licensee of WTAD-AM-FM, Quincy, Illinois, and KHQA-TV, Hannibal, Mo., and Quincy, Illinois, was born in Hannibal, Mo., September 28, 1884. In the publishing field, Loomis has served as president of the Iowa Daily Press Association, a director of the Inland Daily Press Association, and was for seven years a director of the Bureau of Advertising, ANPA. He is a Mason and an Elk, and is an active member of the St. John’s Episcopal Church, Mason City, Iowa. He is married, and has one adopted daughter, who lives in Mason City, Iowa.
CARLETON D. SMITH, NBC vice-president and general manager of WNBW and WRC, NBC O & O stations in Washington, D. C., has been in broadcasting for 26 years. He joined NBC in Washington as a staff announcer in 1931, and became manager of WRC in 1941, and in 1947 put WNBW on the air as the nation's first postwar TV station. Carleton is married, and has a son twelve years old. He is a member of the Columbia Country Club, the Burning Tree Club, the National Press Club, and Sigma Chi.

P. A. "BUDDY" SUGG, vice-president, WKY Radiophone Company, manager WKY-AM-TV, Oklahoma City, became interested in radio when it was still only a squealing and intriguing infant. A Navy reservist, "Buddy" was called to active duty in October, 1940, and had a major role in the development of radar during the war. He held the rank of captain when he was released in 1945. He also did additional radar work at MIT. "Buddy" is married and makes his home in Oklahoma City. He has one daughter, Nancy.

ERVIN F. LYKE, president and general manager of Veterans Broadcasting Company, Inc., operating WVET and WVTET-TV, began his radio career at WOLF, Syracuse in 1940. He worked at WENY, Elmira, and was chief engineer at WSLB, Ogdensburg, when in 1941, he went to CBS, N. Y., as an engineer and worked on the construction of the CBS Office of War Information transmitters during World War II. He came to Rochester and WVET in 1947 as chief engineer. He became general manager in 1950 and president of the company in 1951. Ervin is a member of the Rochester Advertising Council and the Institute of Radio Engineers.

ROBERT LEMON, station manager, WTVN, Bloomington, Indiana, is a young man straight from a local daily newspaper advertising staff. He spent a year as a sales manager for WTTS, radio division of the Sarkes Tarzian Corporation, and then threw his energies into the sprouting television station as sales manager. In 1952, he was named station manager, and since then the sky's the limit for him with the direct supervision of Indiana's highest tower, a 1000 foot structure for WTVN's new channel 4 operations. With the WTVN expansion under way, Bob's leisure hours are spent at home with his wife and two daughters.

BEN LUDY, general manager, WIBW-AM, WIBW-TV, Topeka, Kansas, and KCKN, Kansas City, is a native of Cedar Rapids, Iowa, and attended the University of Iowa. He has spent all of his working years in the radio and sales game. In 1929 he went with KOIL, Omaha, Nebraska, where he remained until he came to Topeka and went with Senator Arthur Capper's station, WIBW in 1933. WIBW is one of the oldest stations in Kansas and today is one of the most prominent, building a wide following under Ludy's leadership. Married, and the father of a daughter, 8, Ludy is a Mason and member of the Shrine.

EDWARD G. SMITH, general manager, WTCN-AM, WTCN-TV, Minneapolis, is a 25-year veteran in the broadcasting business. He started out for WXYZ in Detroit, then managed a station in Grand Rapids, Michigan. After being with WGN in Chicago for six years as production director, he took on the responsibilities of looking after General Mills' radio and television programs. For two years he was director of the ABC Radio Network Central Division. In 1951, he became general manager of WTCN-Radio, later WTCN-TV.
HECHT S. LACKEY, president and general manager of WEHT, was born in Paducah, Kentucky, August 9, 1901, one of seven sons, four of whom are in radio and television. Lackey entered radio in 1939 when WHOP was built. In addition to his duties as president and general manager of WEHT, he is owner and managers of WSON-AM and FM. Lackey also serves his town as mayor, chairman of the Methodist Hospital Board, director of the Red Cross Chapter, YMCA, Chamber of Commerce, Community Chest, and director of the Kentucky Broadcasters Association. He is married and has three sons, ages six, eight and eleven.

WILMER C. SWARTLEY, station manager, WBZ-TV, Boston, was born in North Wales, Pa., in 1908. Wilmer has an engineering degree from Cornell University, and during World War II, he received a leave of absence from WBZ to serve with the Army as a major in the Ordnance Department. Wilmer is a director of the Boston Chamber of Commerce, a past director and member of the Radio Executives Club, and has served on numerous civic and charitable committees. He is a resident of Newton, Mass., married and a father.

CHARLES DE YOUNG THIERIOT, general manager of KRON-TV and KRON-FM, born February 1, 1915, graduated from Princeton University, and served in the Navy from 1942 to 1945. Mr. Thieriot is vice-president of the Bakersfield Broadcasting Co., vice-president and director of the Chronicle Publishing Co., and director of the Bureau of Advertising, ANPA. Under him, KRON-TV has been commended by the City of San Francisco for notable achievements.

VICTOR A. SHOLIS, vice-president and director, WHAS-AM-TV, Louisville, Ky., was born in Glasgow, Scotland, and in 1928, after his family had moved to Chicago, became a citizen of the United States through the naturalization of his father. An honorary journalism graduate of the University of Illinois, and a member of Sigma Delta Chi, Victor has often aided Democratic nominees for the presidency. Married in 1943 to Jane McDonald, he is the father of three children, all boys, Victor, Robert and David.

FRANKLIN SNYDER, vice-president and general manager, WXEL, Cleveland, Ohio, has headed the station’s operation since its opening in 1949. After leaving Carnegie Institute of Technology in 1935, he later joined the Empire Coil Company to supervise the final phases of construction of their station WXEL in Cleveland. During the past four years he has directed the activities of WXEL’s rapid and progressive growth, and finds his berth in TV broadcasting as one of the most interesting in his career.

ALVIN D. SCHROTT, manager, WJAC-TV, Johnstown, Pa., was appointed manager of the station six months before it went on the air. He is treasurer and secretary of the Johnstown Tribune Publishing Company, parent of WJACTV, and has been with that organization since June, 1932. In January, 1934, he began national advertising for the newspaper and remained in the advertising department until he entered the U. S. Navy in March, 1944. He was on submarine duty until his discharge in December, 1945.
LOU POLLER, owner and operator, WCAM-AM, WCAM-TV, Milwaukee, Wisconsin, and president of the Ultra-High Frequency Television Association, is an old hand in radio, and a new, vigorous hand in television. He started in radio at the age of 16 as a sportscaster in Scranton. His first ownership venture in radio came in Scranton also, when in 1942, he built WARM. Shortly after this venture, he enlisted in the Marine Corps, serving until the end of World War II. Lou’s primary purpose is to make WCAM-TV a model UHF station for the entire country, and his efforts have already focused national interest.

GENE O’FALLON, gen. mgr. of KFEL-AM-FM-TV, Denver, Colo., came to Denver in 1906 to enter the plumbing and heating supply business. During World War I, he served in the 320th Aero Squadron. In 1925 he assumed ownership of KFEL, established KFEL-FM in 1946, and on July 18, 1952, KFEL-TV started operation on channel 2. From 1929 to 1938 Gene served three terms as a director of the NAB. From 1943-45 he was a member of H. V. Kaltenborn’s 20 year radio club.

A. R. HEBENSTREIT, pres. and gen. mgr. of the New Mexico Broadcasting Co., operators of KGGM-AM-TV, Albuquerque, N. M., was graduated from Notre Dame University with a Civil Engineering degree in 1911. He became city manager of Albuquerque in 1921. In 1927, after the Pyle Bunion Derby’s portable radio station settled in Albuquerque as KGGM, he bought the station. Hegenstreit purchased KVSF in Santa Fe, N. M. in 1938. KGGM-TV began program operation October 4, 1953.

HUGH R. NORMAN, pres. of the Davenport Broadcasting Co., Inc., operators of KSTT, came to Davenport in 1946 and organized KSTT. He graduated from the University of Missouri in 1927 with a B. S. degree. He was associated with a few newspapers in the capacity of editor, business manager, and advertising department. From 1941 to 1946, Hugh was manager of WCOB, Cape Cod. He is a member of Kappa Tau Alpha, Kiwanis, Chamber of Commerce, Elks, and the Iowa Press and Radio Association.

VERNON A. NOLTE, managing dir. of WHIZ and WHIZ-TV, Zanesville, O., attended the University of Missouri. Upon completion of his studies in 1937, Vern entered the broadcasting industry via WTMV, East St. Louis, Ill. as an advertising copywriter. From there he went to WMDB, Peoria, in 1939. His first job was a radio copywriter, from where he advanced through the ranks of continuity dir., program manager and finally sales promotion mgr. Vern is a member of the Rotary Club and Masons.

ARMISTEAD RUST, president and gen. mgr. of KTXL-TV, San Angelo, Texas, has been one of the owners of KTXL-AM since its opening in 1947. During his university days at Princeton, he was a musician, actor, and producer of the famous Triangle Club musical comedies, working with among others, Jimmy Stewart, Josh Logan, and others. He was a major in World War II and is now mayor of San Angelo. This combination of "show business" talent, public service education and experience, plus proven ability as an able administrator and coordinator has made him a natural for television.

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JOSEPH H. ROHRER, president and general manager of the Pikes Peak Broadcasting Co., put KRDO radio on the air in 1947. He put its sister station KRDO-TV, Colorado Springs, Colorado, on the air for the 1953 World Series. His first radio job was with NBC in Denver in 1934. Two years earlier, he climbed Pikes Peak and transmitted the event for NBC from coast to coast. He is coordinator of civil defense, and in 1951, directed the local Cancer Crusade. Married, he has one son, Joe Jr.

CHARLES W. PITTMAN, president and general manager, WCOS-AM, WCOS-TV, Columbia, South Carolina, began his radio career in Macon, Georgia, in 1941. He constructed WBML and served as its general manager until 1952. In 1952, he purchased the stock of WCOS, and moved to Columbia, South Carolina, as president and general manager. WCOS-TV received approval for television, and WCOS-TV began operation on May 1, 1953, as South Carolina's first television station.

HOWARD O. PETERSON, general manager, KTVH, Hutchinson, Kansas, broke into the radio field in 1935 in charge of promotion advertising for WOW, Omaha, Nebraska. In World War II, Pete entered the Army as a major and specialized in radio during his tour of duty. In 1945, he became sales manager for KMA, Shenandoah, Iowa, and when KMA started KMTV in Omaha, Pete became a pioneer in TV and sales manager for both stations. Early in 1952, Pete found himself starting KTVH from scratch, and the station had the honor of being the first Kansas TV station on the air. The Pettersons have two children.

TED NELSON, gen. mgr. of WFIE-TV, Evansville, Ind., took his present post in July, 1953. In 1952 he bought a substantial interest in WIRO, Ironton, O., and at the same time became gen. mgr. of the Polam Industries three TV stations. In Jan. 1953, Ted purchased an interest in WOHP, Bellefontaine, O. Ted attended Washburn College, University of Tulsa and Case University in Cleveland, Ohio, holding two degrees, one of which is in communications engineering. He is a native of McPherson, Kansas.

LAWRENCE H. ROGERS, vice-president and gen mgr., WSAZ-AM-TV, Huntington, West Virginia, is a veteran of five years in the television industry, in spite of the youthful age of 32 years. He is an honor graduate of Princeton University, and served as a captain during World War II. A native of New Jersey, before settling in Huntington, West Virginia, he is credited with many of the firsts for his television station. An example is his first order for color equipment which has now arrived at WSAZ.

WILLIAM B. QUARTON, gen. mgr. WMT, WMT-TV, Cedar Rapids, Iowa, was born in Algona, Iowa, on March 27, 1903, and attended both the University of Iowa and George Washington University. Since he first became interested in radio back in 1935, when he started with KWCR, in Cedar Rapids, Bill has held many outstanding executive positions in the radio and television industry. He has been a director of the NARTB, vice-president of American Broadcasting Stations in Washington, D. C., and president of the Iowa Broadcasters Association. He is married and the father of one daughter, Diane.
J. HAMPTON MANNING, vice-president of WJBF-TV, in Augusta, Georgia, joined the staff of WJBF-TV in October, 1953, after having been associated with the aviation industry for more than fourteen years. Born in Dillon, South Carolina, on March 31, 1923, Hampton now makes his home in Augusta, having lived there since 1946, after completing five years as a pilot with the Air Force.

HERBERT MAYER, president of Empire Coil Company, Inc., is best known, for his outstanding achievement of bringing television to Portland, Oregon viewers, with Brig. Gen. Sarnoff, heading the list of notable speakers who paid tribute at the opening of KPTV. He was born in 1908 in New York City, son of a successful builder, and at Colgate he led both the track and debating teams. He got his legal education at the University of Wisconsin and in 1936 married Wisconsin's Frances Leaper, a commercial artist. The Mayers have five children and make their home in Larchmont, New York.

ROBERT Z. MORRISON, JR., general manager, KCRI-TV, Cedar Rapids, Iowa, spent ten years with NBC in New York, San Francisco, and Washington, D.C. For many years, Bob worked and lived in New York City, selling AM & TV for NBC Spot Sales. He also managed the Syndicated Sales office for NBC in Washington, and San Francisco. He joined KCRI-TV as sales director when a CP was granted in Aug., 1953. Bob became general manager in January, 1954, succeeding Frank D. Rubel, who since has moved to Des Moines to look after his theater interests. Bob is 39 and a graduate of the University of Pennsylvania.

TROY McDaniel, general manager, KGBT-AM-TV, Harlingen, Texas, was in the advertising business in 1931. He worked as business manager for the Valley Morning Star in Harlingen, and was, for two years, the business manager for the Nevada State Journal in Reno, Nevada. Troy was also general manager for KGBS Radio, now KGBT, in Harlingen, Texas, for twelve years before being made the general manager for KGBT Radio and Television.

H. MOODY McELEVEEN, JR., general manager, WNOK-A-M, and WNOK-TV, Columbia, S. C., entered the radio business in 1939 as an announcer. In 1942 he was program director of another station in Columbia, S. C., until 1947, and the following year, in 1948, he was manager of WNOK. When WNOK entered the television field in 1953, he was made general manager of both the radio and television operations. For the past 15 years he has been very active in the broadcasting field and presently serves as a member of the board of directors of the South Carolina Radio and Television Broadcasters Association.

HARRY Y. MAYNARD, general manager, WCIA, Champaign, Ill., had served as sales manager for KTLA, Los Angeles, since 1948. Before joining KTLA he was with BBD&O, Hollywood. Before World War II, Harry operated an ad agency and public relations service in San Francisco, handling among others, Italian Swiss Colony Wines, and Tidewater Associated Oil Company. He served in the United States Marine Corps from 1941 through 1944 as a major in the recreation and athletic department at the base in San Diego, California. He is a native of California, born in San Jose, is married and has three daughters.
DONALD WAYNE THORNBURGH, president and general manager of the WCAU stations in Philadelphia, has played an outstanding part in building radio from its crystal-set infancy into one of the greatest advertising mediums during the past 22 years. He had been vice-president of CBS, in charge of the western division, when he resigned to assume on Aug. 1, 1949, his present position. He is active in many of Philadelphia's civic and community organizations and is also a member of BAB.

HAMILTON SHEA, general manager, WNBC, WNBC-FM, and WNBT, returned to New York in Sept., 1953 after a period of two years as general manager of WTAM and WBNK, the NBC O&O stations in Cleveland. Prior to his association with NBC he had been treasurer, controller, and a member of the board of directors of the Emerson Drug Company, Baltimore. A native of Brooklyn, he is a graduate of Middlebury College, Middlebury, Vermont, and a member of the RTES in New York. He is married, has four daughters, and lives in Chappaqua.

M. C. WATERS. gen. mgr. of WCPO-AM-FM-TV, Cincinnati, O., is a graduate of Georgetown University. In 1938, Waters joined Scripps-Howard Radio, Inc., as gen. mgr. of WCPO, and in 1940 he became a vice-president of Scripps-Howard Radio, Inc., and was made a director of the Corp. in 1941. Mort was honored in 1950 by being awarded the Variety Magazine Phi Beta Variety Key for his leadership in that year of TV. He is a member of the Broadcaster's Advisory Council to the president of the U. S.

FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., Chicago, has been with the Tribune Company and its broadcast operations for more than 35 years. In addition to his leadership of the Tribune stations, he has been extremely active in the operations of the Mutual network. He is a member of the board of directors of Mutual, WGN, Inc., and WPIX, New York. He is a member of the RTES in New York, Sigma Delta Chi, and the Chicago Press Club. Married to Ann Walker, they reside in suburban Riverside.

OWEN SADDLER, executive vice-president and general manager of the May Broadcasting Company, actively manages radio station KMA in Shenandoah, la., while headquartering sixty-five miles away in his KMTV office in Omaha. To save time he usually flies to Shenandoah in the company plane. He received his BA and MA from Bucknell University and at one time was seriously considering the teaching profession. Owen is married, and has three children. He and his family reside in western Omaha.

E. R. VADEBONCOEUR, president of the Central N. Y. Broadcasting Corp., operators of WSYR-AM-FM-TV, Syracuse, came to the station in 1939, after 19 years in the newspaper field. In 1941, Vadeboncoeur became gen. mgr. of WSYR, and a member of the board of directors of Central N. Y. B'castg. Corp.; in a few years he became v.p. In 1952 he became president of the corporation. He has been chairman of the Radio News Committee of the former NAB, and twice a member of NBC's SPAC.
**WILLARD SCHROEDER.** General manager, WOOD-TV, and WOOD, Grand Rapids, Michigan, was born in St. Louis, Mo., and is a graduate of the University of Missouri. In 1950, he became general manager of WOOD-AM, owned by the Grandwood Broadcasting Company of Grand Rapids. Willard's wife is the former Barbara Will, a former teacher at Briarcliff Junior College in Briarcliff, New York. They met at WINS in New York, where he at the time was general manager and she was a member of the station staff. They now live in Grand Rapids.

**ELDEN H. "DENNY" SHUTE, JR.** President of the Lewiston-Auburn Broadcasting Corporation, Lewiston, Maine, station manager, WLAM-AM-TV, Lewiston-Auburn, Maine, is a graduate of Boston University. He entered radio in 1937 as an announcer with WCBS, Portland, later moving to WFEA, Manchester. A Marine Corps veteran, (First Marine Division) Denny is director of the Lewiston-Auburn Tuberculosis Association, Lewiston Salvation Army, a member of the Auburn Superintending School Committee, and president of the Kiwanis Club.

**LEROY STAHL.** Director of television, KFBB-TV, Great Falls, Montana, was born in DeWitt, Iowa, and was a professional student at the Northwestern College of Speech Arts. Author of more than thirty plays and books related to the radio, dramatic, and entertainment fields, LeRoy's most recently published is "How to be a Successful Emcee," by T. S. Denison & Company, Minneapolis. With KFBB, he has been successively, since 1941, copy editor, program director, and sales representative. He was appointed TV director in 1953.

**WELDON STAMPS.** General manager, KFSA-AM, TV, Ft. Smith, Arkansas, has been in the radio business ever since his graduation from high school in 1933. Between April, 1941, and December, 1945, he served as general manager of KADA, Ada, Okla., also serving at that time as a director on the Oklahoma network. Weldon is married, and has two children, Mike, 15, and Patricia, 13. Very active in civic work, he is president of the Kiwanis Club, a member of the Carnegie Library, and also the Knights of Columbus.

**JULIAN M. "JULIE" KAUFMAN.** Manager, KPHO-TV, Phoenix, Arizona, has been with the station since 1950 when he started there as account executive later to become executive sales manager. Prior to that "Julie" was with ABC-TV in San Francisco as an account executive where he established a national sales record in 1949. Born in Detroit, he was a former newspaper publisher before turning to broadcasting. "Julie" is married to ex-Conover model Kitty and has one daughter, Nikki, age 9.

**THOMAS P. SHELBURNE.** Managing director of WILK-TV, Wilkes-Barre, Pa., and treasurer of the Wyoming Valley Broadcasting Company, graduated from Hampden-Sydney College in Virginia, and received his MA degree from William and Mary. He has been very active in community affairs in Wilkes-Barre, having served as president of the Junior Chamber of Commerce, president of the Greater Wilkes-Barre Endorsement Board, on the Board of Directors of the Travelers Aid Society, and the Wilkes-Barre Rotary Club.
LLOYD E. YODER, general manager, WTAM-WNBK, Cleveland, has been a broadcasting career executive with NBC continuously since 1927, with the exception of three years spent serving as a Lt. Commander in the U.S. Navy during World War II. He is a graduate of Carnegie Institute of Technology, where he was Tech's first "All-American" playing on the great team of 1926 which went on to defeat Rockne's undefeated Notre Dame squad of that season. He was appointed general manager of WTAM-WNBK in August, 1953.

M. F. WOODLING, mgr. of KHSL-TV, Chico, Calif., started with KBS in San Francisco about 1930. In 1933 he was traffic mgr. for the now forgotten Northern Calif. Broadcasting System. In the early part of 1939 the McClung Stations purchased the Golden Empire Broadcasting Company, operating stations KHSL, Chico and KVCV, Redding. In the fall of that year Woody was asked to come to Chico and take over as manager. KHSL-TV is affiliated with CBS-TV and NBC-TV networks.

WILLET H. BROWN, pres. of the Mutual-Don Lee Broadcasting System, is a native of Detroit, Mich. In 1932, he joined Don Lee Inc., the state-wide distribution agency for Cadillac and LaSalle Automobiles in Calif., soon becoming assistant gen. mgr. Meantime, the organization had taken on a subsidiary, the Don Lee B'castg. System. Brown soon became asst. gen. mgr. With the expansion of MBS, with which Don Lee is affiliated, Brown was named a member of the board of directors.

CLAIR R. MCCOLLOUGH, pres. and gen. mgr. of Steinman Stations, which include WGAL-AM-TV-FM, Lancaster, Pa.; WDEL-AM-TV-FM, Wilmington, Del.; WKBO, Harrisburg; WRAW, Reading; WOIK, York; and WEST-AM-FM, Easton, Pa., to mention nothing of his busy activity as a member of the NARTB's TV board of directors. He was one of the original three-man TV Code Committee that laid the ground work for the new TV code, and was active on the TV Excess Profit Committee which secured relief for the industry.

WARREN P. WILLIAMSON, JR., pres. and gen. mgr. of WKBN Broadcasting Corp., operators of WKBN-AM-FM-TV, Youngstown, O., obtained a government license authorizing construction and operation of WKBN in 1926. In 1947, WKBN-TV went on the air, and on Jan. 11, 1953, WKBN-TV began telecasting. His special hobby is candid photography. He is past president of the Ohio Association of Broadcasters, president of the Youngstown Board of Education, and a members of the Elks.

D. L. (TONY) PROVOST, vice-president and member of the board of directors of Hearst Radio, Inc., as well as in charge of all Hearst operations, supervise WBAL and WBAL-TV, Baltimore, is a graduate of William and Mary College. He has been associated with Doremus & Co. and Miller Tape Recording Co. In 1942, Tony joined NBC and in short order became program director of the network's principal station. From there he moved to his present position with Hearst Radio, Inc.
GAYLE V. GRUBB, vice-pres. and gen. mgr. of WJBK-TV Detroit, is a graduate of Nebraska University. In 1924 he joined KFAB, Lincoln, where he was manager, program dir., entertainer and stenographer. He later went to WKY, Oklahoma City, as gen. mgr. In 1945 Gayle was appointed by ABC as gen. mgr. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Gayle is one of the nation's honest to goodness pioneers of b'castig.

Harold H. Thomas, president of WEAM in Arlington, Va., is one of the principal stockholders in the Inter-City Advertising Company, owners and operators of WAYS and WAYS-TV, Charlotte, WCOG, Greensboro; and also has an interest in WTSK-TV, Knoxville, Tenn. He has two established television stations — WISE-TV, Asheville, and WAYS-TV in Charlotte. He is a graduate of Purdue and began his radio career in 1939 with WISE. His home is now in Asheville, where he resides with his wife and daughter.

Irving Waugh, commercial mgr. and executive assistant to the pres. of WSM, Inc., in Nashville, Tenn., has been associated with WSM since 1941. Irving became comm. mgr. of WSM-AM TV in 1948, and in 1952 was appointed to the office of exec. assistant to the president. During the war, he served as WSM’s war correspondent in the Pacific and Japan. Waugh is a native of Norfolk, Va., and a graduate of William and Mary College. He is married and the father of two sons, 17 and 4 years old.

Alan C. Tindal, vice-president of WWLP, in Springfield, Mass., and the Springfield Television Broadcasting Corporation, and president of WSPR, Springfield, is a graduate of Harvard and the Babson Institute of Business Administration. During the war he was a B-29 pilot and completed 28 combat missions over Japan. He is a member of the Springfield Rotary Club, the Advertising Club, the Springfield Sales Executive Club. He is married and lives with his wife and two sons in Longmeadow, Massachusetts.

Linus Travers, executive vice-pres. and gen. mgr. of the Yankee Network, operators of WNAC and WNAC-TV, Boston, is a graduate of Brown University. He began his radio career while still a senior in college by joining WEAU, Providence. After a year he was transferred to WNAC, where he became production chief. Later, he became v-p. in charge of sales and production, and in 1943 he was elected exec. v-p. and member of the board of the Yankee Network. He makes his home in Wellesley, Mass.

Paul E. Taft, president of Gulf Television Company, KGUL-TV, Galveston, Texas, was born in Wallingford, Vermont, attended the University of Vermont for two years, and then went to Annapolis, where he graduated in 1938. He served with the Navy during the war as a lieutenant. He moved to Texas in 1938, and after a position as assistant to the president for Duncan Coffee Co., he left in 1952 to take over the management of the Gulf Television Company. He is married, has three children and lives in Houston.
ROBERT DWIGHT SWEZEY. gen. mgr. of WDSU-AM-FM-TV, New Orleans, La., was gen. mgr. and v.-p. of Mutual from 1944-48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-44. Originally, Sweeney's profession was that of attorney at law, having practiced in Boston, N. Y., and Washington from 1932-38. He is a graduate of Harvard where he obtained his A.B, and L.L.B. He is a past president of the Radio Executives Club of New York and v.-p. of the New Orleans AB Club.

MARIA HELEN ALVAREZ. gen. mgr. of KOTV, Tulsa, Okla., started her radio career in 1943 as a continuity writer for a Tulsa radio station. In 1947 Maria was drawn to the TV industry which offered opportunities for creative expression and devoted herself to full time study of the new medium. Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Cameron TV, Inc. was formed and Helen headed up KOTV.

LESTER P. ETTER. pres. and gen. mgr. of WLRB-TV, Lebanon, Pa., is a graduate of the University of North Carolina. Upon graduation he entered the U. S. Army, and at the end of WW II was retired to inactive service with the rank of 1st Lieut. in the Field Artillery. Les then became one of the founders of Lebanon's radio station WLRB. He is sec.-treas. of the station and until assuming his duties as gen. mgr. of WLRB-TV, he served in the same capacity for the radio station.

HENRY W. SLAVICK. gen. mgr. of WMC-AM-TV, Memphis, Tenn., is a native of St. Louis. At 17 he became interested in radio, and in the Merchant Marine Service got his apprenticeship in installation of radio transmitting apparatus on Miss. transports. He joined WMC in 1925, and by 1929 was chief engineer, and has shown such ability that he was placed in complete charge of erecting WMC's transmitting plant, one of the first directional systems. In 1930 he was appointed gen. mgr.

J. L. STACKHOUSE, president of the Easton Publishing Company, parent organization of WEEX-FM, and UHF television station WGLV, Easton, Pa., entered the public communications field more than fifty years ago as a carrier for the Philadelphia Bulletin in his native Buck County. Married in 1913 he has three sons and one daughter. He is a member of Sigma Delta Chi, and the Nation-Press Club of Washington, D. C. He has received a number of official honors for his efforts to elevate standards in the industry.

JACK HARRIS. gen. mgr. of KPRC-AM-TV, Houston, Texas, considers coverage of the Miss. flood in 1937 as one of the three most important big stories he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the flood area. During the war he covered initial Army maneuvers, and took over Radio Tokyo facilities for Gen. MacArthur.
GEORGE WHITNEY. gen. mgr. of KFMB-AM-TV, San Diego, Calif., is a graduate of the University of California. From 1937 to 1946 he was associated with KFI and KECA, L. A., as a salesman. From 1946 to 1948 he was a partner in the Harrington, Whitney and Hurst Adv. Agy, of L.A. and San Francisco. From 1946 to 1949 he was gen. sales mgr. of radio and TV of the Don Lee Network. In 1951 he returned to Don Lee as v.p. in charge of television. He assumed his present duties on Nov. 6, 1953.

ALLEN M. WOODALL, president of Radio Columbus, Inc. licensee of WDAK, Columbus, Ga., is also president of the Middle Georgia Broadcasting Co. licensee of WBML, Macon, execu- tive vice-president of Radio Augustus, Inc., licensee of WRDW. Augustus, president of Radio Brunswick, licensee of WMOG, in New Brunswick, and executive vice-president of WETV, the new NBC-ABC television station in Macon. He's a member of Sigma Delta Chi, has two sons, ages 19, and 15, and his hobbies are, you guessed it—radio and television.

EDGAR B. STERN, JR., president of the WDSU Broadcasting Corporation in New Orleans, is responsible for the planning and building of WDSU-TV. A graduate of Harvard, he spent three years in the Army, and entered the broadcasting field when he became president of International City Broadcasting Service, which subsequently became WDSU Broadcasting Corporation. A pioneer in television, he is an active civic and cultural leader in New Orleans, heading the many local organizations there.

JAMES W. WOODRUFF, JR., pres. and gen. mgr. of WRBL-AM-FM-TV, Columbus, Ga., is a native of Columbus. His early education was gained in the Columbus public schools. He attended the Episcopal H. S. in Alexandria, Va., where he graduated in 1934, and also attended the School of Commerce at the University of Georgia. James is a member of the Columbus Rotary Club, and a member of the Radio and TV Executives Society. He is also a director of the First National Bank of Columbus.

JOHN E. FETZER, owner of WKZO-TV, Kalamazoo, Mich., started as a radio engineer, helping to build a number of pioneer stations in the middle west. John is pres-owner of the Fetter Broadcasting Co., operating WJEF, CBS outlet in Grand Rapids and also heads up WKZO and WKZO-TV. He is a veteran of 10 years in the old NAB board and during the war served with Byron Price in the Office of Censorship as the Radio Censor, later joining the Eisenhower radio mission in ETO.

WALTER E. WAGSTAFF, gen. mgr. of KIDO-AM-TV, Boise, Idaho, went to Boise in 1944 when he went to assume the management of and minority ownership of KIDO. His career in TV began July 12, 1953 when KIDO-TV became the first TV station in Idaho to get on and stay on the air. He had served as vice president of the Advertising Association of the West, and presently, he is a member of the Planning Committee of Broadcasting Advertising Bureau. He is the father of two girls.
CECIL D. MASTIN, gen. mgr. of WNBF and WNBF-TV, Binghamton, N. Y., entered Syracuse University to study law but after two years left to pursue the study of voice in N. Y. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. Cecil became program director of WNBF in 1933. In 1932 he began gen. mgr. and in 1942 WNBF-FM was added to his chores. WNBF-TV was launched on Dec. 1, 1949.

JOHN ROSSITER, gen. mgr. of WTVI, Jackson, Miss., began his broadcasting experience as sales manager of WIKK, Erie, Pa. When WICU was built in Erie, John went there as a salesman and rapidly rose to commercial manager. His tireless energy and ability made him logical choice for helmsman of the WTVN operation when it was built and took to the airwaves in 1949. John is a World War II Air Corps veteran. He is interested in sport cars and has participated in many races throughout the country.

ALBERT WAYNE COY, pres. of KOB-TV, Albuquerque, New Mexico, was chairman of the FCC. Born in Indiana, he broke into the newspaper field in 1919, rising from reporter to city editor in 1926. Wayne got his introduction to radio in 1944 when he joined the Washington Post as assistant to Eugene Meyer. Before that he had been assistant director of the budget, from 1942-44, after having served two years as one of President Roosevelt's special assistants and liaison men.

U. A. (Jake) Latham, gen. mgr. of WKRC-TV, Cincinnati, O., switched to the field of television in 1949. Before entering radio he had been a factory representative and sales mgr. for Cincinnati automobile distributors. Jake sold the mgr. of WKRC some automobiles in such a quick fashion, he was immediately hired on the sales staff. In 1941 he was made local sales mgr. and three years later became gen. sales mgr. He was appointed gen. sales mgr. of WKRC-TV in 1949, and was named manager in 1950.

JAMES LEONARD REINSCH, managing dir. of the Cox TV and radio properties in Atlanta, Miami and Dayton, O., became associated with Gov. James M. Cox of Ohio and in 1934 helped set up WHIO. In 1942 he was made managing dir. of the three Cox stations. He developed WSB-TV, Atlanta, which went on the air in 1949 and WHIO-TV which took to the airwaves the same year. In 1944 he was radio dir. of the Democratic National Committee and TV dir. at the Democratic National Convention in 1952.

STAN WILSON, gen. mgr. of KFDA-AM-TV, Amarillo, Texas, took his present post in Sept. 1953. He graduated from Texas Christian University in 1940, as class president. He started his radio career while still in college as merchandising representative for the Texas State Network. During World War II, he served as communications officer in the amphibious force and later was chief staff officer for an LCI Flotilla, in the South Pacific. He was manager of KRIQ at McAllen, Texas.
Where Do We Go From Here?
And Where Is Here?

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

Each new year or at the end of given periods of stress or prosperity, as the case may be, we read so many articles entitled, “Where Do We Go From Here.” It would seem fair to ask, Well, where are you now? Certainly everybody isn’t in the same place even theoretically and by no means economically or sales-wise. Then too, it would seem sensible to inquire, “Where does one want to go from wherever one is?” In the business of television, whether as producer, buyer or user in any event, you are bound to be somewhere else by the time you finish the question because television, as one wag put it, is the one business about which you can’t lie fast enough to keep up with the truth. This factor of speed is so dynamic an element that where any of us in TV may be going, including the sponsor, is not as important for the moment as is the point, are we moving in the right direction. The most fearful thing in business is motion without direction, it seduces the mind’s eye with soothing panoramic vistas while denying it the opportunity of reading the names on the stations en-route and thus, pinpoint somewhere looks just as good as passport nowhere.

The purchasing of creative, productive television material so often is hindered by arid arguments as to which is best, live or film, origination East or West, half hour or quarter hour, etc., etc. No one ever heard a “live” or a “film,” a half hour or a quarter hour. They heard people and saw them doing and saying something interesting or uninteresting, dynamic or static. All too often, entirely too much has already taken place before the thinking has been done and twilight has overtaken the stillborn spirit of a promise before the dawn of its acceptance by the public it was supposed to serve.

Selling, through any medium, is a process. There are no short cuts in human emotion; it never changes; it only reacts, and the real problem of tomorrow is that of retaining all of the human prerequisites in the moving of minds while using all of the mechanical means in the operational moving of merchandise. The mechanics of operation cannot be successfully used to effect confidence, imagination, intellect or the will itself. Sales problems will be aided but will never be solved by mechanical robotry. The mind of man is a very strange world ‘Tis filled with equations complexive Never indeed will its processes heed Machines which would make it indexive.

The profitable production and sale of TV film will become increasingly more complex in ’54 and the years ahead. Competitively, the business is bound to see an increase of new producers and distributors. More star names from the motion picture field will be seen in “starter” series and the economic promise of better days because of more markets will be offset by an ever-increasing flow of new product.

The action, will of necessity, be as dynamic in one area as the other. There can be no “bleacher bleating” by money at the expense of creative and production quality, nor any creative or production puerility because of lack of market information from the sales group, nor must sales make any errors in opportunistic advice based upon a quick dollar.

Properly integrated and activated teamwork of the character envisioned here will give agency and client, local or national, a service which will permit long-term association so that should a specific program have served the purpose, that condition will be recognized by all, accepted by all and the same group, along with agency and client, will be ready with the new show rather than with the axe which cuts both the relationship and the advantages which can only come from long term, efficient service and mutually profitable association.
Peerless Services include:

Peerless Protective and Preservative Film Treatments
Release Prints, Trailers, Television Shows on Film, Kinescopes, TV Commercials, Theatre Screen Advertising, Prints for Continuous Projection Negatives, Masters, Originals, Filmstrips, Transparency Slides, Microfilm

Film Rejuvenation
Shrinkage Reduction, Scratch Removal, Rehumidification, Cleaning and Repairs

Film Library Servicing
Shipments, Inspection, Cleaning, Repairs, Inventory and Booking Records, Storage

Servicing TV Shows on Film
Insertion of Commercials, Shipments to Stations, Booking Records, Follow-up, Inspection on Return, Cleaning, Repairs, Replacements, Storage, Substitution of Commercials, Reshipments

Film Distribution Servicing
Storage pending orders, Inventory Records, Shipments to Purchasers

Filmstrip Packaging
Breakdown of rolls into strips, Packaging in cans, Labeling, Boxing of Sets, Storage pending orders, Shipments

Without exception, ALL film should be treated, if you are to get maximum results in terms of good projection and number of showings. Without treatment, your film – from initial release to the last booking – is much more susceptible to damage. And damaged film can result in an indifferent audience.

Peerless Treatment is the finishing touch and the least expensive item in the whole process of picture-making. Yet it safeguards millions of dollars invested in finished prints.

Peerless Treatment assures: seasoned, toughened, smoothly projecting prints. Peerless-treated prints start off right and keep in good condition longer. So when you order prints, don’t forget to include "PEERLESS TREATMENT" in every purchase order.
Services to TV Producers

LENSES
CARPETS
RAW STOCK
COSTUMES
PROJECTORS
LARGE SCREEN
LABORATORIES
SCREENING ROOMS
STORAGE VAULTS
PUPPET MAKERS
CARTOON PRODUCERS
COLOR PROCESSES
BACKGROUND PROCESSES
VENTILATION EQUIPMENT
STOCK SHOT LIBRARIES
SPOT AND FLOOD LAMPS
PRIZES, PREMIUMS, ETC.
RADIO-TV STATION BROKERS
TV SERVICE FIRMS

(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

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.
DeVry 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.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantine Co., 1707 Davenport St., Omaha 2, Neb.
Century Projector Corp., 729 7th Ave., New York, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.

Spot and Flood Lamps

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 3887 S. State St., Salt Lake City, Utah.
Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
Capital Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
General Electric Co., Nela Park, Cleveland, O.
International Motion Picture Consultants, Inc., Warner Bldg., Washington 4, D. C.

Kilegi Bros., 321 W. 50th St., New York, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Sylvania Electric Products Co., 1740 Broadway, New York, N. Y.
Wenzel Projector Co., 2500 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
Radio Corp. of America, Camden, N. J.

Carpets

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karageusian, Inc., 295 5th Ave., New York, N. Y.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

Background Processes

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38) Hollywood 4-7471
Anderson, Howard A.
1611 Cosmo St. .................. Hollywood 2-1247
Cinecolor Corp.
2805 S. Olive St., Burbank... Rockwell 9-1126
Cinema Research
7000 Romaine, Hollywood (38) Hollywood 2-7464
Consolidated Films Industries, Inc.
359 Seward St. .................. Hollywood 9-1441
Dunnucolor Corp.
932 N. La Brea Ave. ....... Hollywood 7-3174
Mercer, Ray
4241 Normal Ave. ............ Olympia 8434
Pacific Title & Art Studio
6856 Santa Monica Blvd. ...... Hollywood 3-5611
Pathé Laboratories, Inc.
6823 Santa Monica Blvd. ...... Hollywood 9-3961
Rabin, Jack
7324 Santa Monica. ............. Hollywood 5-4126
Technicolor Motion Picture Corp.
6311 Romaine St. .......... Hollywood 7-1101
LABORATORIES

**LOS ANGELES, CALIF.**

**Acme Film Laboratories,** Inc.
1161 N. Highland Ave. (38). Hollywood 4-7471

**Anscor Processing Lab.**
1161 N. Highland Ave. Hollywood 4-7471

**Associated Film Laboratories**
5631 Hollywood Blvd. Hollywood 4-8195

**Cinecolor Laboratories**
7020 W. Olive Ave, Burbank.. Rockwell 9-1126

**Cinema Research**
7000 Romaine Hollywood 2-7464

**Colorure Laboratories**
7936 Santa Monica Blvd. (46) Hollywood 4-8225

**Columbia Pictures Laboratory**
1143 N. Beachwood Drive (28) Hollywood 5-5122

**Consolidated Film Industries**
9520 Santa Monica Blvd. (38) Hollywood 9-1441

**Crescent Film Laboratories**
7510 N. Ashland AvenueAMBassador 2-5000

**Dunningcolor Process Co., Inc.**
9522 La Brea Ave. (38) Hollywood 7-3174

**Eastman Kodak Research Laboratory**
1017 N. Las Palmas Ave. (38) Hollywood 5-7151

**Emmet-Vail Enterprises, Inc.**
6926 Melrose Ave, Hollywood (38) Webster 8-5171

**Film Effects of Hollywood**
1153 N. Highland (38) Hollywood 9-5808

**Filmservice Laboratories**
6327 Santa Monica Blvd. Hollywood 2-3237

**Flora Color**
1103 N. El Centro Hollywood 7-9559

**General Film Labs Corp.**
1546 N. Arzyle Ave Hollywood 9-6391

**Hollywood Film Enterprises Inc.**
6060 Sunset Blvd. (28) Hollywood 4-2181

**Hungerford Film Lab.**
6327 Santa Monica Blvd. Hollywood 2-3237

**Mercer, Ray & Co.**
4241 Normal Ave. (29) OLYmpia 8436

**Modern Movies, Inc.**
6015 Fountain Ave. Hollywood 4-7293

**National Screen Service**
7026 Santa Monica Blvd. Hollywood 5-3136

**Pathé Laboratories**
6823 Santa Monica Blvd. Hollywood 9-3961

**Peerless Process Labs.**
939 Seward St. Hollywood 7-9223

**Picture Recorders**
4992 Santa Monica Blvd. Normandie 2-6085

**Precision Film Lab.**
1107 S. Robertson Blvd. B R andshaw 2-2340

**Producers Photographic Lab. Inc.**
6556 Santa Monica Blvd. Hollywood 2-1334

**Richter Film Lab.**
1715 N. Mariposa Ave. OLYmpia 3215

**Technicolor Motion Picture Corp.**
6311 Romaine St. Hollywood 7-1101

**Telefilm**
6039 Hollywood Blvd. Hollywood 9-7205

**Williams Film Laboratories**
1040 N. McCadden Pl. Hollywood 4-8131

**SAN FRANCISCO, CALIF.**

**Ball Film Laboratory**
1256 Howard St. UNderhill 1-8638

**Commercial Film Enterprises**
125 Hyde St ORdway 3-9102

**Motion Picture Service Co.**
125 Hyde St ORdway 3-9102

**Multichrome Laboratories**
760 Gough St. HEmlock 1-6567

**Palmer, W. A. Films, Inc.**
611 Howard St. YUkon 6-5061

**COLORADO SPRINGS, COLO.**

**Alexander Film Co.**
Alexander Film Bldg 4206

**DENVER, COLO.**

**Western Cine Service**
114 East Eighth Ave. TABor 2-8112

**WASHINGTON, D. C.**

**Byron, Inc.**
1226 Wisconsin Ave., N.W. DUPont 7-1800

**Capital Film Laboratories, Inc.**
1905 Fairview Ave., N.E. LAwrence 6-1634

**ATLANTA, GA.**

**Paramount News Laboratory**
134 Walton St., N.W. CYpress 1636

**Strickland Film Co.**
220 Pharr Rd., N.E. CHERokee 5317

**CHICAGO, ILL.**

**Atlas Film Corp.**
1111 S. Boulevard, Oak Park AUSTin 8-7820

**Bell and Howell Co.**
7100 McCormick Lincolnwood AMBassador 2-1600

**Chicago Film Laboratories, Inc.**
1325 W. Belmont Ave. BIttersweet 8-6789

**Colburn, Geo. W., Laboratory**
164 N. Wacker Drive. STATe 2-7316

**Crescent Film Laboratories**
7510 N. Ashland AvenueAMBassador 2-5000

**Film Laboratories Inc.**
538 N. LaSalle WHItchall 4-5460

**Flmuck Laboratories**
1327 S. Wabash Ave HARRison 7-3395

**Wilding Picture Productions Inc.**
1345 W. Arzyle St. LONGbeach 1-8410

**DES MOINES, IA.**

**General Pictures Productions**
Kemptor Rd. 3-8275

**Parrot Films Studio**
1700 Keo Way 2-4211

**NEW ORLEANS, LA.**

**Motion Picture Advertising Service Co., Inc.**
1932 Carondelet St. AMaritima 4545

**BALTIMORE, MD.**

**Alpha Film Laboratories**
6000 Pimlico Road. Liberty 6216

**BOSTON, MASS.**

**Ambuter Motion Picture Co.**
42 Melrose Ave. HAncock 6-1158

**Master Motion Picture Co.**
50 Piedmont St. HAncock 6-3592

**DETOIT, MICH.**

**General Film Laboratory, Inc.**
66 Sibley WOODward 1-7818

**Jam Handy Organization**
2851 E. Grand Blvd. TRinity 2-3450

**Metropolitan Motion Picture Co.**
121 Fisher Bldg. TRinity 5-4266

**Wilding Picture Productions, Inc.**
4955 Euclid st. TUXedo 2-4600

**ST. PAUL, MINN.**

**Reid H Ray Film Industries**
2269 Ford Parkway EEmerson 1393

**KANSAS CITY, MO.**

**The Calvin Co.**
1105 Truman Rd. HArrison 1230

**Ess-E Pictures**
1121 W. 47th St. VAlenite 8780

**FORT LEE, N. J.**

**Consolidated Film Industries**
Main Street FORT Lee 8-3400

**NEW YORK, N. Y.**

**Ace Film Laboratories (Walter Bros.)**
1277 E. 14th St., Brooklyn ESPmalade 7-8700

**Circle Film Laboratories, Inc.**
33 W. 60th St. COLUMbus 5-2180

**Consolidated Film Industries**
"IN THE EAST"

it's MOVIELAB FIlMS LABORATORIES

For COMPLETE FILM PROCESSING

ROUND THE CLOCK SERVICE

- Negative Developing
- First Print Department
- Ultra Violet & Flash Patch Track Printing
- 16mm & 35mm Release Printing
- Quality Control
- Title Department
- 22 Cutting Rooms

FOR COLOR

it's Rainbowlab, Inc.

AN ADDED FEATURE

"FOR THE PRODUCER"

Up-to-the-minute advances in motion picture techniques demand radical innovations in projection equipment... Movielab's new preview theatre brings TO THE EAST the ultimate in theatre projection.

- Three dimensional projection
- 16mm interlock projection

FEATURING

35mm THREE CHANNEL INTERLOCK & TAPE INTERLOCK PROJECTION.

MOVIELAB FILM LABORATORIES, INC.

619 West 54th Street, New York 19, N. Y. JUdson 6-0360
Div. of Republic Pictures Corp.  
1740 Broadway ......................Judson 6-1700 
Fort Lee, N. J. .....................Fort Lee 8-3400 
DeLuxe Laboratories, Inc. (20th Century-Fox) 
850 Tenth Ave. .......................Circle 7-3220 
Du-Art Film Laboratories, Inc.  
245 W 55th St. .......................Plaza 7-4580 
Filmab, Inc.  
126 W. 46th St. ......................Judson 2-2863 
Fordel Film Laboratories  
1187 University Ave. ...............Ludlow 8-5100 
Guffanti Film Laboratories, Inc.  
630 Ninth Ave. .......................Columbus 5-5530 
Major Film Laboratories Inc.  
653 Eleventh Ave. ....................Circle 6-0950 
Malcolm Laboratories Corp.  
244 W. 49th St. ......................Circle 6-6150 
Meeta Film Laboratories, Inc.  
650 Ninth Ave. .......................Circle 6-5289 
Mercury Film Laboratories, Inc.  
732 Seventh Ave. ...................Circle 5-4830 
Movielab Film Laboratories  
619 W. 54th St. .....................Judson 6-0300 
National Screen Service Corp.  
1000 Broadway .......................Circle 6-5700 
Paramount Laboratories  
Sixth & Pierce Sts., Astoria, N.Y.  
Raineswood 8-8000 
Paramount News Laboratory  
Office: 544 W. 43rd St.  
Longacre 3-4300 
Pathe Laboratories, Inc.  
105 E. 106th St. ....................Trafalgar 6-1120 
Precision Film Laboratories  
21 W. 49th St. .......................Judson 2-3970 
Producers Laboratories, Inc.  
457 W. 46th St. .......................Circle 6-5232 
Rainbowlab, Inc.  
619 W. 54th St. .....................Judson 6-0300 
Star Safety Film  
630 Ninth Ave. .......................Circle 6-0888 
Tri Art Color Corp.  
245 W. 55th St. .......................Plaza 7-4580 
Video Film Laboratories  
131 W. 23rd St. ......................W. Atkinson 4-6156 
Cleveland, O.  
Escar Motion Picture Service, Inc.  
7315 Carnegie Ave. ..................Exidcott 1-2707 
Motion Picture Productions, Inc.  
Rockefeller Bldg. ...................Prospect 1-4900 
Dayton, O.  
Film Assoc., Inc.  
Sc. Dixey Hxy. & Winwood Ave. 
Beswick, Harold W.  
1017 W. Allegheny Ave. ................Baldwin 9-9355 
News Reel Laboratory  
1734 Samsom St. .....................Rittenhouse 6-3892 
Welsh Studios  
1209 E. Chelton Ave. ...............Livingstone 8-4611 
Dallas, Tex.  
Big D Film Lab.  
4215 Gaston Ave. ...................Victor 1341 
Jamieison Film Co.  
3825 Bryant .........................Tennison 8158 
Southwest Film Laboratory, Inc.  
2015 Young .........................Riverside 6782 
Variety Pictures, Inc.  
3825 Bryan .........................Tennison 8158 
Milwaukee, Wisc.  
Film Arts Corp.  
1032 N. Sixth St. ..................Broadway 6-5670 
Canada  
Calgary  
Barnes Calgary Film Production Co.  
Montreal  
Associated Screen News, Ltd.  
5571 Western Ave. ..................Dexter 1180 
Cinecraft Studios, Inc.  
1184 St. Catherine St., W. ....LANcaster 8092 
Toronto  
Associated Screen News, Ltd.  
140 Adelaide St., W. ............Waverly 4971 
Film Laboratories of Canada, Ltd.  
310 Lakeshore Rd. ..................Murphy 7226 
Shelly Films, Ltd.  
156 King St., W., Toronto 14. Lyndhurst 8431 
Ottawa  
Crawley Films, Ltd.  
19 Fairmont Ave. .................8-0085 
National Film Board of Canada  
John & Sussex Sts. ...............Ddeen 9-5730 
Regina, Sask.  
General Films, Ltd.  
1924 Rose St.  
Vancouver  
Motion Skreenadz, Ltd.  
Film Exchange Bldg.  
Vancouver Motion Pictures, Ltd.  
Film Exchange Bldg. 
Raw Stock  
Anasco  
Anasco Division of General Aniline & Film Corp.  
DuPont  
Eastman  
See W. J. German, Inc., Factory: Eastman Kodak Co., Rochester, N. Y.  
German, W. J., Inc.  
Distributor of Eastman motion picture film.  
John St., Fort Lee, N. J., Fort Lee 8-5100; 6700 Santa Monica Blvd., Hollywood 7-6314, Hollywood 38, Calif.; 6040 N. Pulaski Rd., Irving 8-4064, Chicago, Ill.  
Gevaert Co. of America  
423 W. 55th St. ..................Judson 6-2770  

Circle Film Laboratories  
24 Hour Service  
A complete motion picture service  
Serving the industry over a decade  
30 West 60th St. N. Y. 23, N. Y.
Storage Vaults

**LOS ANGELES, CALIF.**

Bekins Van & Storage Co.
1025 N. Highland Ave. Hollywood 9-5181

Hollywood Film Co.
940 Seward St. Hollywood 4-7191

Lyons Van & Storage Co.
6372 Santa Monica Blvd. Hollywood 9-1401

**BOUNDROOK, N. J.**

United Storage Corp.
Band-Chestnut Sts. Boundbrook 9-3050

**NEW YORK, N. Y.**

Bonded Film Storage Corp.
630 Ninth Ave. New York 6-1030

Consolidated Film Industries.
Div. of Republic Pictures Corp.
1740 Broadway New York 6-1700

Lloyd's Film Storage Corp.
729 Seventh Ave. Columbus 5-5400

Miles, Joseph R., Film Storage
729 Seventh Ave. Columbus 5-5400

Stock Shot Libraries

**LOS ANGELES, CALIF.**

Anquish, Toby
8470 Melrose Webster 3-8301

Camera Craft Audio Visual Sales & Rentals Co.
9794 Lexington Avenue Hollywood 3-0866

Dennis, Wm. M.
25063/4 W. Seventh Street Dunkirk 4-3722

Film Classics
1611 N. LaBrea Hollywood 7-4255

Ideal Pictures Corp.
2890 W. 7th Street Dunkirk 3-3195

Independ Film Library
C/o Hal Roach Studios, Culver City Texas 0-2761

Mec, Ray & Co.
4241 Normal Ave. (27) Olympia 8436

Smith, Howard K., Films
2408 W. Seventh Street Dunkirk 7-8288

Wild Life Film Co.
5151 Strehm, N. Hollywood Stanley 7-5845

**NEW YORK, N. Y.**

Lloyd's Film Library
729 Seventh Ave. Columbus 5-5400

Miles Film Library
729 Seventh Ave. Columbus 5-5400

RKO Pathe, Inc.
105 E. 106th St. Sacramento 2-2600

Stock Shots Unlimited, Inc.
1600 Broadway Plaza 7-0878

**NEW ROCHELLE, N. Y.**

Terry, Paul
271 North Ave. New Rochelle 2-3467

**NEW YORK, N. Y.**

Disney, Walt Productions
1276 Ave. of Americas Judson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th Street Trafalgar 3-0720

Famous Studios
23 W. 45th Street Judson 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St. Murray Hill 5-6626

**Prizes, Premiums, Etc.**

The Reuben H. Donnelley Corp.
305 East 45th St., N. Y. C. Regen 9-4000

Richard S. Robbins
163 Bleecker St., N. Y. C. Spring 7-2658

Spotlight Promotions
1537 West 44th St., N. Y. C. Plaza 7-0880

VIP Service, Inc.
35 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.

Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.

McQuay, Inc., 1600 Broadway, N. E. Minneapolis 13, Minn.

National Theatre Supply, 92 Gold St., New York, N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 10, N. Y.

Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.

United States Air Conditioning Corp., 2504 Como Ave., Minneapolis 14, Minn.


York Corp., York, Pa.

**Color Processes**

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif.; Hollywood 4-7471.

Anson Color

Associated Film Lab.

Casteignaro, Mario

Cinecolor, Inc.
2800 W. Olive St., Burbank, Calif.; Rockwell 9-1126.

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**Cartoon Producers**

**LOS ANGELES, CALIF.**

Cinema Research Corp.
7000 Romaine St, Hollywood (38) Hollywood 2-7464

Disney, Walt
2400 W. Alameda, Burbank. Rockwell 9-3461

Glenar (Sid) Productions
6615 S. Sunset Blvd. (38) Hollywood 4-0406

Lantz, Walter
861 N. Seward St. Hollywood 9-3907

Mec, Ray & Co.
4241 Normal Ave. Olympia 8436

Metro-Goldwyn-Mayer
Culver City Texas 0-3311

United Productions of America
4440 Lakeside Dr., Burbank. Charleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave. Hollywood 5-4131

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**TELEVISION SERVICE FIRMS**

**1042**
Cinema Research

Color Research Corp.
105 E. 106th St., New York, N. Y.; Sacramento 2-7830.

Color Reproduction Co.
7266 Santa Monica Blvd., Hollywood 46, Calif.; Hollywood 4-8225.

Consolidated Film Ind.

Dunningcolor Corp.
Laboratory, 932 N. La Brea Ave., Hollywood 38, Calif.; Hollywood 7-3174.

Eastman Kodak Co.
Rochester, N. Y.

Eastman Kodak Co.

Film Effect

Flora Color

Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6000 Hollywood Blvd., Hollywood; RG 4-2181.

Mercer, Ray, & Co.
4241 Normal Ave., Hollywood 29; Olympia 8436.

Monopack
Technicolor's color negative system for use with regular black and white cameras.

Pathe Lab., Inc.
6823 Santa Monica Blvd., Hollywood; Hollywood 9-3961.

Polacolor Process

Rainbowlab, Inc. (Div. of Movielab)
619 W. 54th St., New York, N. Y.; Judson 6-0360.

Technicolor Motion Picture Corp.

Trucolor

Screening Rooms

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St. Hollywood 9-1441

Eastman Kodak Co.
1017 N. Las Palmas Hollywood 5-7151

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd Hollywood 4-2181

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

Bondeo's Film Center Theater
630 Ninth Ave. Judson 6-1030

Johnny Victor Theater
40 W. 49th St. Circle 6-4030

Lloyd's
729 Seventh Ave. Columbus 5-5400

Miles Public Projection Theaters
729 Seventh Ave. Circle 6-8573

Movielab Theatre Service, Inc.
619 W. 54th St. Judson 6-0360

Preview Theater
1600 Broadway Circle 6-0865

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ALLEN KANDER
Negotiator

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Washington 6, D. C.
NA 8-3233

Lincoln Building
New York 17, N. Y.
MU 7-4242

401 Georgia Savings Bank Bldg.
Atlanta 3, Georgia
LAmar 2036
Puppet Makers
Norbert's Puppets
107 Brooklyn Ave., Brooklyn, N. Y.
President 2-3805
Scott Brinker
22 Livingston Court, Staten Island, N. Y.
Gibraltar 8-6991
American Puppetry Workshop
430 E. 78th St., New York, N. Y.
Regent 4-6900

Costumes
NEW YORK, N. Y.
Bally-Hoo Theatrical Costume Co.
160 W. 48th St. Circle 5-5634
Berthe, Mme.
110 W. 47th St. Plaza 7-4170
Brooks Costumes
3 W. 61st St. Plaza 7-5800
Eaves Costume Co., Inc.
151 W. 46th St. Plaza 7-3730
Lillien Costume Co.
1658 Broadway Circle 5-5199
Stage Costumes, Inc.
3 W. 61st St. Circle 7-7946

Radio-TV Station Brokers
Blackburn-Hamilton Co.

FOR LISTINGS OF
RADIO-TELEVISION
PROGRAM PRODUCERS
SEE PAGE
711
TV Film Distribution Looks To Record Year

By MICHAEL SILLERMAN
Executive Vice President
Television Programs of America

TV film distribution in 1954 should reach an all-time high. The phenomenal rise in the use of TV film by advertisers, both national and local, indicate the highly accelerated trend toward film. According to the latest figures of the NARTB, the average hours of film programming exceed the average live hours. This success of TV film may be attributed to a combination of many factors, namely: the advertiser has more flexibility with TV film; the film operation cost less and it permits the advertiser the opportunity of getting better time availabilities. In addition to these factors, the TV syndicators have developed outstanding merchandise programs to support their film series, thus, in effect, when the advertiser purchases a TV film series he also purchases a complete sales campaign including star endorsement, a title buildup and a long list of premiums which will bear the product's name. TPA as well as a few of the other leading film distributors recognized the great value of merchandising to the advertiser and have developed intense promotions and strong merchandising techniques which were more than welcomed by sponsors and the stations.

In terms of advertisers results, there are dozens of success stories. Perhaps the best evidence of their value is the length of time some advertisers have stuck with their programs. Even the blue-chip advertisers are going more into TV film. The huge operating cost of live network shows are forcing certain types of advertisers to TV film.

The market for the TV syndicators is becoming larger and larger. In addition to the fast trend toward film by the national and regional advertisers, there is also the fact that many new stations are opening or planning to open soon. There were approximately 350 stations in 1953 and by the end of 1954 there should be close to 600 stations actively broadcasting. The opening of these new markets and the increase of competing stations, all of which are ready clients for syndicated properties, should result in an improvement in the quality of product. The residuals realized from this expanded market will be put back into production of new and better series.

The telefilm business emerged in 1953 as a sound and stable industry. TPA launched its first product “Ramar of the Jungle” with amazing success. In less than three months “Ramar” had been sold in over 115 markets proving that TPA in a short time had set up one of the most powerful sales organizations in the industry. TPA believes in concentrat-ed selling policy, that is, to only sell one product at a time. We believe that this enables the salesman to become thoroughly acquainted with the product and give a presentation that the advertiser will be able to understand. By releasing only one film at a time our organization has been able to concentrate its efforts on making that one film “click” and by click we mean by doing the best possible sales and merchandising job for the advertiser. All our promotion efforts, all our services are aimed at this objective. 1954 will present a buyer's market in the entertain-ment as well as in the commercial sense. There is a new type of individual sitting before the TV set in ever increasing numbers. He is the selective viewer. We are gearing all our efforts towards this viewer for our new 52-week series “Your Star Showcase” hosted by Edward Arnold. We screened 345 plays before selecting 45 we considered worth showing. To these we are adding 7 new plays.

Looking ahead then, the year 1954 will be one of ever increasing demand for the syndicated product, for program quality, and for specific market by market sales and merchandising techniques. As one of the newest, largest and most imaginative organizations in the field, we at TPA are dedicated to supply some explicit and effective answers to these demands.
Ed Herlihy
Behind the Mike

Before the Camera
RADIO-TV ARTISTS
— their work during 1953

— A —

ABBOTT & COSTELLO
Columbia Comedy Hour
NBC-TV

ACREE, CHUCK
Man on the Farm
Mutual

ADAMS, MASON
Pepper Young's Family
NBC

ALDA, ROBERT
Bob Alda Show, ABC-TV; Pantomime Quiz, Dumont; Robt. Montgomery Show, NBC-TV; Lux Video, CBS-TV; Milton Berle Show, NBC-TV.

ALLEN, GRACIE
B. 1906, San Francisco, Cal. The George Burns and Gracie Allen Show, CBS-TV.

ALLEN, STEVE
Steve Allen Show, NBC-TV; What's My Line, CBS-TV.

ALLISON, FRAN
Kukla, Fran & Ollie
NBC-TV

AMSTERDAM, MOREY

ANDERSON, EDDIE
(ROCHESTER)
B. Sept. 18, 1905, Oakland, Cal. The Jack Benny Show, CBS-TV.

ANDREWS, ANN
Man on the Farm
Mutual

ARDEN, EVE
B. Mill Valley, Cal. Our Miss Brooks, CBS, CBS-TV.

ARLEN, MARGARET
Margaret Allen Show
CBS-TV

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNOLD, EDWARD
B. Feb. 18th, 1890, New York City, Mr. President, ABC; Coronet Story Teller, ABC & Mutual; Your Star Showcase, Syndicated TV.

ARTHUR, JACK
Jack Arthur's Toy Town Tunes
NBC-TV

AUTRY, GENE
Gene Autry Show
CBS-TV

AVREY, PHYLIS
Meet Mr. McNutley
CBS

AVKES, MITCHELL
Perry Como Show
Mutual

— B —

BACHARACH, BERT
Men's Corner
Mutual

BAILEY, JACK
Place the Face
CBS-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANKHEAD, TALLULAH
All Star Revue, Buick Berle Show
NBC-TV

BARAGREY, JOHN
B. April 15, 1919, Haleyville, Ala. U. S. Steel Hour, ABC; You Are There, Suspense, Studio One, CBS-TV; Kraft Theatre, Philco Playhouse, NBC-TV

BARTON, DON
Welcome Ranch
Mutual

BARRY, JACK
Juvenile Jury
CBS-TV

JIM and MARIAN JORDAN
as
FIBBER McGEE
AND MOLLY

NBC

Monday thru Friday
10 P.M., EST
TENNESSEE ERNIE

VIDEO
“Hometown Jamboree”
KLAC-TV — Saturday at 7:30 p.m.

RECORDS
Capitol Records

CLIFFIE STONE

RADIO
“Hometown Jamboree”
KXLA — Monday thru Friday and Saturday night

VIDEO
“Hometown Jamboree”
KLAC-TV — Saturday at 7:30 p.m.

RECORDS
Capitol Records
BARRYMORE, LIONEL  
Hallmark Hall of Fame  
CBS  
BARTLETT, TOMMY  
Welcome Travels  
NBC, NBC-TV  
BARTY, BILLY  
BECK, JACKSON  
U.S. Steel Hour  
ABC  
BECKER, SANDY  
Young Dr. Malone  
CBS  
BELLE, DORESE  
Dorese Bell Show  
ABC  
BELLAMY, RALPH  
Man Against Crime  
NBC-TV  
BENDIX, WILLIAM  
Life of Riley  
NBC-TV  
BENNY, JACK  
B. Feb. 14, 1894, Chicago, Ill. The Jack Benny Show, CBS; The Jack Benny Show, CBS-TV.  
BENSON, BOBBY  
B-Bar-B  
Mutual  
BENSON, RED  
Take a Number  
Mutual  
BERG, GERTRUDE  
The Goldbergs, NBC-TV  
House of Glass, NBC  
BERLE, MILTON  
Milton Berle Show, NBC-TV  
BILLINGSLEY, SHERMAN  
The Stork Club  
NBC-TV  
BLAINE, MARTIN  
FBI in Peace and War  
CBS  
BLANC, MEL  
Woody Woodpecker  
Mutual  
BLOCK, MARTIN  
Make Believe Ballroom, WNEW; Make Believe Ballroom, WABC  
BLUE, BEN  
All Star Revue  
NBC-TV  
BOLGER, RAY  
Where's Raymond  
ABC-TV  
BOULTON, MILO  
Rod and Gun Club  
Mutual  
BREEN, ROBERT  
Down You Go  
DuMont  
BRITTON, BARBARA  
Mr. and Mrs. North  
CBS  
BROWN, JOE E.  
Buick Circus Hour  
NBC-TV  
BROWN, VANESSA  
I'll Buy That  
CBS-TV  
BRYSON, LYMAN  
Lamp Unto My Feet  
CBS-TV  
BUNCE, ALAN  
Ethel and Albert, NBC-TV  
BURNS, GEORGE  
BURT, HARDY  
State of the Nation  
Mutual  
BUTTONS, RED  
CAGNEY, JEANNE  
Queen for a Day  
Mutual  
CAIN, JEFF  
Marge and Jeff  
DuMont  
Caldwell, Sam  
Garden Gate  
CBS  
CAMARGO, RALPH J.  
Nick Carter, Mutual; Whispering Streets, ABC; Plainsclothesman, Dumont; Danger, Gangbusters, Crime Syndicated, CBS-TV; Kraft Theatre, NBC-TV  
CAMP, SIS  
Paul Dixon Show  
DuMont  
CAMPBELL, PATSY  
Second Mr. Buton  
CBS  
CANNON, JIMMY  
What's the Story  
DuMont  
CANOVA, JUDY  
Judy Canova Show  
NBC  
CANTOR, EDDIE  
Eddie Cantor Show, NBC  
Colgate Comedy Hour, NBC-TV  
CARR, ERIC  
Life Begins at Eighty  
DuMont  

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Mistress of Ceremonies  
“TV Card Party” WTVP-TV  
Mistress of Ceremonies  
“General Electric Theatre” WMAL-TV  
“Hi Neighbor” Shopping Show WHAM-TV  

DORESE BELL

ABC Network  
New York  
“Dorese Bell Show”  
Women’s News Commentary  

Hostess  
“New Homes Preview” WMAL-TV  
Mistress of Ceremonies  
WTTG-TV  
“Dorese Bell Show” WRNY  

1051
"RAIN OR SHINE"

with

Have a Happy

CAROL REED
WCBS-TV
RADIO AND TELEVISION ARTISTS

CARMICHAEL, HOAGY
Saturday Night Revue
NBC-TV

CARNEY, ART
Jackie Gleason Show, Studio One,
Toast of the Town, Danger; CBS-
TV; Robt. Montgomery Presents,
Campbell Sound Stage, NBC-TV;
Kraft Television Theatre, ABC-
TV

CARR, NANCY
Chicago Theatre of the Air
Mutual

CARR, JEAN
Take It From Me
ABC-TV

CARR, JIMMY
Wonderful City
Mutual

CARR, LEO G,
Topper
CBS-TV

CARR, MADELEINE
Starlight Theatre
CBS

CARSON, JACK
8, Oct., 1911, Carmen, Manitoba, Canada. G.E. Theatre, CBS-
TV; Royal Show Case, NBC-TV

CARSON, KEN
Saddle Scouts
WABD, New York

CARSON, WHITEY
Tootsie Hippodrome
ABC-TV

CAULFIELD, JOAN
My Favorite Husband
CBS-TV

CEASAR, SID
Your Show of Shows, NBC-TV

COB, BENNETT
What's My Line
CBS-TV

CESANA, RENZO
(Continental)
Love Story
WABD, New York

CHANDLER, ROBIN
I'll Buy That
CBS-TV

CHAPMAN, JOHN
Best Plays
NBC

CHILDERS, ALVIN
Amos 'n' Andy
CBS-TV

CHURCHILL, SARAH
Hallmark Hall of Fame
NBC-TV

CLARKE, MARION
Chicago Theatre of the Air
Mutual

CLARK, EVERETT
Chicago Theatre of the Air
Mutual

CLARK, LON
Nick Carter
Mutual

CLARKE, PHILIP
Mr. Keen, Tracer of Lost
Persons
CBS

COBB, BUFF
Masquerade Party, Mike and
Buff
CBS-TV

COCA, IMOGENE
Your Show of Shows, NBC-TV

COLEMAN, NANCY
Valiant Lady
CBS-TV

COLLINS, TED
Kate Smith Show
NBC-TV

COLLYER, BUD
Quick As a Flash, ABC-TV

COMO, PERRY
Perry Como Show
CBS-TV

CONRAD, WILLIAM
Gunsmoke
CBS

CONREID, HANS
"I'll Buy That"
CBS-TV

CONWAY, TOM
Mark Saber
ABC-TV

COOK, DONALD
My Son Jeep
NBC

COOKE, ALISTAIR
Omnibus
CBS-TV

COOKE, DWIGHT
Dwight Cooke's Guestbook
CBS

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

COTSWORTH, STAATS
Crime Photographer
CBS

COUGHLIN, FRANCIS
Down You Go
DuMont

COWAN, JEROME
VALANT
Lady
CBS-TV

COY, JIM
Jim Coy Show
NBO

CRABBE, BUSTER
Luncheon with Buster Crabbe
NBC

CRONYN, HUME
The Marriage
NBC

George and Gracie
MARY MARGARET McBRIDE
ABC CO-OP NETWORK COAST TO COAST

Exclusive Management:
ESTELLA H. KARN
49 West 45th Street
New York City

ART CARNEY
Jackie Gleason Show
CBS-TV

Personal Management:
Wm. McCaffrey Agency
ELdorado 5-1076
CROSBY, BING  
Bing Crosby Show  
CBS

CROSBY, BOB  
B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, CBS

CROSS, REGGIE  
Man on the Farm  
Mutual

CULLEN, BILL  
I've Got a Secret, It Happens Every Day, Fun for All, Walk a Mile, Garry Moore Show, CBS-TV

DAHL, ARLENE  
Playhouse  
ABC-TV

DALEY, JOHN  
What's My Line  
Mutual

DAVIS, JOAN  
I Married Joan  
NBC-TV

DAVIS, WATSON  
CBS

DAY, DENNIS  
RCA Show Starring Dennis Day  
NBC-TV

DELMAR, KENNY  
My Friend Irma  
CBS-TV

DEMNING, ELIZABETH  
Guiding Light  
CBS

DENNING, RICHARD  
Mr. and Mrs. North  
CBS

DENNIS, JAMES  
Turn to a Friend  
ABC-TV

De SANTIS, JOE  
Squad Room  
Mutual

DEVINE, ANDY  
Wild Bill Hickok  
WABD, New York

DeWILDE, BRANDON  
Jamie  
ABC-TV

DIETRICH, MARLENE  
Time for Love  
CBS

DIXON, BOB  
B. April 8, 1911, Stamford, Conn. Perry Mason, Edward R. Murrow, Red Buttons, Person to Person, CBS-TV; Life Can Be Beautiful, NBC

DONALD, PETER  
Can You Top This  
NBC

DONLEVY, BRIAN  
Dangerous Assignment  
NBC-TV

DOTY, ROY  
The Roy Doty Show  
WABD, New York

DRAKE, GALEN  
Housewives Protective League, Starlight Salute  
CBS

DUBLIN, DR. LOUIS I.  
Search That Never Ends  
Mutual

DURANTE, JIMMY  
B. Feb. 18, 1893, New York City. Colgate Comedy Hour, NBC-TV

EDWARDS, ALLYN  
Allyn Edwards Show  
NBC

EDWARDS, JOAN  
At Home With Joan  
CBS

EDWARDS, RALPH  
B. June 13, 1913, Merino, Colo. This Is Your Life, NBC-TV; Truth or Consequences, NBC

EDWARDS, WEB  
Hawaii Calls  
Mutual

EMERSON, FAYE  
Faye Emerson Show  
NBC

ERICKSON, CORYDON  
ARVID  

ERWIN, STU AND JEAN  
Stu Erwin Show  
ABC-TV

EVANS, DALE  
Roy Rogers Show  
ABC-TV
Joan Davis
in
"I MARRIED JOAN"
NBC Television
Every Wednesday Night
Sponsored By General Electric

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and the GOLDBERGS

REPRESENTATION:
Ted Ashley Associates
FRANCES, ARLENE
What’s My Line?
CBS-TV

FRANSDEN, TOM
B. July 20, Los Angeles, Cal.
Late Date at the Movies, KNBC,
Los Angeles, Cal.; The Unex-
pected, KECA-TV, Los Angeles,
Cal.; Colgate Comedy Hour,
NBC-TV

FREBERG, STAN
That’s Rich
CBS

FREEMAN, FLORENCE
Wendy Warren and the News
CBS

FREEMAN, STAN
Stan Freeman Show
NBC

FROMAN, JANE
Douglas Edwards and the
News
CBS-TV

GAMBLING, JOHN A.
John Gambling Show
Mutual

GARGAN, WILLIAM
Barrie Crane, Confidential
Investigator

GARROWAY, DAVE
Dial Dave Garway, NBC
Today, Dave Garaway Show,
NBC-TV

GATESON, MARJORIE
One Man’s Family
NBC

GEHRHART, VIRGINIA &
LIVINGSTON
Fred Waring Show
CBS-TV

GILBERT, RUTHIE
Texaco Star Theatre,
Buick Berle Show
NBC-TV

GILMAN, TONI
Down You Go
DuMont

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GNAGY, JON
Draw With Me
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show,
Arthur Godfrey and his Friends,
Arthur Godfrey’s Talent Scouts,
Arthur Godfrey’s Digest, CBS,
CBS-TV

GORDON, GALE
Our Miss Brooks
CBS-TV

GOSDEN, FREEMAN
Amos ’n’ Andy
CBS-TV

GOTTSLAHL, NORMAN
Sky King, Chicago Theatre of
the Air
Mutual

GRAHAM, BILLY
Hour of Decision
ABC-TV

GRANIK, THEODOR
American Forum of the Air
NBC-TV

GRANT, HARVEY
Life With Father
CBS-TV

GRANT, KIRBY
Sky King
ABC-TV

--- G ---

FITZMAURICE, MICHAEL
Radio Registry

FLETCHER, TEX
B-Bar-B
Mutual

FOOTE, BRUCE
Chicago Theatre of the Air
Mutual

FORD, SENATOR ED
Can You Top This?

FOSTER, PRESTON
B. August 24, Ocean City, N. J.
Waterfront, Syndicated

--- F ---

FADIMAN, CLIFTON
This Is Show Business
CBS-TV

FAIRBANKS, DOUGLAS
The Rheingold Theatre
NBC-TV

FAIRBANKS, TINY
Remember with Tiny
Fairbanks
Mutual

FALKENBERG, JINX
Jinx Falkenberg Diary
NBC-TV

FARRELL, CHARLES
My Little Margie
NBC-TV

FENNELLY, PARKER
Titus Moody
Mutual

FERRADAY, LISA
Dinner With Lisa, The Mask,
ABC-TV; Robert Montgomery,
Martin Kane, NBC-TV; Studio
One, CBS-TV

FLETCHER, TEX
B-Bar-B
Mutual

FORD, SENATOR ED
Can You Top This?

FOSTER, PRESTON
B. August 24, Ocean City, N. J.
Waterfront, Syndicated

--- G ---

GAMBLING, JOHN A.
John Gambling Show
Mutual

GARGAN, WILLIAM
Barrie Crane, Confidential
Investigator

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Dial Dave Garway, NBC
Today, Dave Garaway Show,
NBC-TV

GATESON, MARJORIE
One Man’s Family
NBC

GEHRHART, VIRGINIA &
LIVINGSTON
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CBS-TV

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Texaco Star Theatre,
Buick Berle Show
NBC-TV

GILMAN, TONI
Down You Go
DuMont

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GNAGY, JON
Draw With Me
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show,
Arthur Godfrey and his Friends,
Arthur Godfrey’s Talent Scouts,
Arthur Godfrey’s Digest, CBS,
CBS-TV

GORDON, GALE
Our Miss Brooks
CBS-TV

GOSDEN, FREEMAN
Amos ’n’ Andy
CBS-TV

GOTTSLAHL, NORMAN
Sky King, Chicago Theatre of
the Air
Mutual

GRAHAM, BILLY
Hour of Decision
ABC-TV

GRANIK, THEODOR
American Forum of the Air
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GRANT, HARVEY
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CBS-TV

GRANT, KIRBY
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ABC-TV

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Arthur Godfrey’s Digest, CBS,
CBS-TV

GORDON, GALE
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CBS-TV

GOSDEN, FREEMAN
Amos ’n’ Andy
CBS-TV

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Sky King, Chicago Theatre of
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Mutual

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Hour of Decision
ABC-TV

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Life With Father
CBS-TV

GRANT, KIRBY
Sky King
ABC-TV

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Buick Berle Show
NBC-TV

GILMAN, TONI
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DuMont

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GNAGY, JON
Draw With Me
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Arthur Godfrey’s Talent Scouts,
Arthur Godfrey’s Digest, CBS,
CBS-TV

GORDON, GALE
Our Miss Brooks
CBS-TV

GOSDEN, FREEMAN
Amos ’n’ Andy
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Sky King, Chicago Theatre of
the Air
Mutual

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Fred Waring Show
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NBC-TV

GILMAN, TONI
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GNAGY, JON
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GORDON, GALE
Our Miss Brooks
CBS-TV

GOSDEN, FREEMAN
Amos ’n’ Andy
CBS-TV

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Sky King, Chicago Theatre of
the Air
Mutual

GRAHAM, BILLY
Hour of Decision
ABC-TV

GRANIK, THEODOR
American Forum of the Air
NBC-TV

GRANT, HARVEY
Life With Father
CBS-TV

GRANT, KIRBY
Sky King
ABC-TV
JOHNNY MERCER

BOB CROSBY
RAY, BARRY
Barry Gray Show
WABD, New York
GREAZA, WALTER
Treasury Men in Action
NBC-TV
GREENE, LORNE
Lorne Greene Show
Mutual
GREENE, MARGE
Marge and Jeff
DuMont
GROVE, BETTY ANN
The Big Payoff
CBS-TV

HAGEN, JEAN
Make Room for Daddy
ABC-TV
HAGY, RUTH GERI
Junior Press Conference
ABC-TV
HALL, CLIFF
Search for Tomorrow
CBS-TV
HALL, HELEN
(Barbara Wells)
B. Kansas City, Mo. Bur-Mil Cameo Lady, Helen Hall Show,
Mutual; Barbara Wells Show, WOR, New York
HALOP, FLORENCE
Meet Millie
CBS-TV
HAMER, RUSTY
Make Room for Daddy
ABC-TV
HAMILTON, GENE
B. Feb. 22, 1910, Toledo, Ohio.
All Star Revue, NBC-TV; What's
the Score, Mantovani Concerts,
Alemite News, Travelers Voices 
& Events, NBC; Doctor Gino,
WNBC, New York
HAMILTON TRIO
Your Show of Shows
NBC-TV
HAMMOND, EARL
Rocky King, Dumont
HARDWICKE, SIR CEDRIC
Bulldog Drummond
Mutual
HARMON, LARRY
Commander Comet
 Adventures of Patches
HARTLINE, MARY
Super Circus
ABC-TV
HARTMAN, PAUL
Pride of the Family
ABC-TV
HASTINGS, DON
Captain Video
Dumont
HAYES, GABBY
Gabby Hayes Show
NBC-TV
HAYES, HELEN
Omnibus
CBS-TV
HAYMES, BOB
Bob Haymes Show
CBS
HAYWORTH, VINTON
Keep Healthy
Mutual
HEATHERTON, RAY
The Merry Mailman, WOR TV &
Mutual
HEBERT, DON
Mr. Wizard
NBC-TV
HEILNER, VAN CAMPEN
Rod and Gun Club
Mutual
HENRICH, TOMMY
Tommy Henrich Show
ABC-TV
HENRY, BILL
Who Said That?
NBC-TV
HERSFIELD, HARRY
Can You Top This?
NBC
HEWITT, VIRGINIA
Space Patrol
ABC-TV
HODGE, AL
Captain Video
DuMont
HOPE, BOB
Hope Show, NBC, NBC-TV
HORWICH, DR. FRANCES
Ding Dong School
NBC-TV
HULL, WARREN
Strike It Rich
CBS-TV
HYATT, BOBBY
Pride of the Family
ABC-TV

IRVING, CHARLES
Search for Tomorrow, CBS-TV

BRYNA
RAEBURN

RADIO REGISTRY
"Here's Looking At You"

NBC-TV

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Jack Owens (Hear Jack
and Mary Ann Sing It
on Decca Records.)

JACK and Daughter, MARY ANN
RADIO-TV ARTISTS

IRVING, HOLLIS
Somerset Maugham Theatre, Robert Montgomery Present, NBC; Ellery Queen, ABC-TV; Suspense, Love of Life, NBC-TV; Road of Life, NBC, CBS

IRWIN, CAROL
I Remember Mama
CBS-TV

J

JACKSON, EDDIE
All Star Revue, Colgate Comedy Hour
NBC-TV

JACKSON, FELIX
Studio One
CBS-TV

JACKSON, SHERRY
Make Room for Daddy
ABC-TV

JAMESON, HOUSE
Aldrich Family
NBC-TV

JEEFFREYS, ANNE
Topper
CBS-TV

JENKS, FRANK
Colonel Flack
DuMont

JESSEL, GEORGE
All Star Revue
NBC-TV

JOHNSON, BESS
Search for Tomorrow
CBS-TV

JOHNSON, GERALD W.
Where’s Raymond
ABC-TV

JORDAN, JAMES E.
B. Nov. 16, Peoria, Ill. Fibber McGee & Molly, NBC

JORDAN, MARIAN B.
April 15, Peoria, Ill. Fibber McGee & Molly, NBC

JOSELYN, ALLYN
Where’s Raymond?
ABC-TV

K

KADELL, CARLTON
Sky King
Mutual

KAPLAN, MARVIN
Meet Millie
CBS-TV

KARNS, ROSCOE
Rocky King, Detective
DuMont

KAUFMAN, GEORGE S.
This Is Show Business
CBS-TV

KAUFMAN, MURRAY
The Murray Kaufman Show
WMCA

KAVE, VIRGINIA
Rosemary
CBS

KEENE, WILLIAM
Rocky King, Plainsclothesman, DuMont; Ethel & Albert, Robert Montgomery Presents, NBC-TV; Nick Carter, The Falcon, Mr. D.A., WOR, New York

KENNER, ED
Space Patrol
ABC-TV

WILLIAM KEENE

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WCBS

“The Big Top”
CBS-TV

“Make Up Your Mind”
CBS

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KILGALLEN, DOROTHY
What's My Line
CBS-TV

KIMBRough, EMILY
Emily Kimbrough Presents
CBS

KING, CARL
KING, JOE
The World Traveler
Mutual

KING, JOHN REED
Have a Heart
Mutual

KIRBY, DURWARD
Garry Moore Show
CBS-TV

KIRCHNER, CLAUDE
Super Circus
ABC-TV

KOPLAN, HARRY
B. Oct. 8, 1911, Camden, N. J.
Meet the Missus, CBS; Meet the
Music, KNX; You're Never Too
Old, KNXT; Harry Koplan-Rose-
mary LaPlanche Show, KHJ TV;
Children Should Be Heard,
What's the Question, KLAC TV,
Los Angeles, Cal.

LAIRE, JUDSON
Mama
CBS-TV

LA PLANCHE, ROSEMARY
B. Oct. 11, Los Angeles, Cal.
Colgate Comedy Hour, NBC-TV;
Harry Koplan-Rosemary La-
Planche Show, KHJ TV; Children
Should Be Heard, KLAC TV, Los
Angeles, Cal.

LARKIN, JOHN
Perry Mason
CBS

LAWRENCE, JERRY
B. Dec. 18, 1911, Rochester, N.Y.
I Love Lucy, Philip Morris Play-
house, Omnibus, CBS-TV; All
Star Revue, NBC-TV; Jerry Law-
rence & Beverly, KFWB; White-
rock Show, KNBH, Los Angeles,
Cal.

LEONARD, BILL
This Is New York
CBS

LESCOUILE, JACK
Jackie Gleason Show, CBS-TV;
Today, NBC-TV

LESTER, JERRY
Late Date
NBC-TV

LEVENSON, SAM
B. Dec. 28, 1911, U. S. A. This
Is Show Business, Toast of the
Town, CBS-TV

LEWIS, CATHY
On Stage
CBS

LEWIS, ELLIOTT
On Stage
CBS

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J.
Colgate Comedy Hour, NBC-TV

LEWIS, ROBERT Q.
The Name's the Same, ABC-TV;
Robert Q. Lewis Show, CBS-TV

"ETHEL and ALBERT"

STARRING
PEG LYNCH
and
ALAN BUNCE

NBC-TV, SATURDAY, 7:30 P.M.
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TOM LOEB
Producer

WALTER HART
Director
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<td>B. May 16, 1920, Milwaukee, Wis.</td>
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<td>Studio One</td>
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**MARSHALL, DR. ROY K.**
The Nature of Things
NBC-TV

**MARTIN, DON**
Radio-TV School
Hollywood, Cal.

**MARTIN, DEAN**
8 June 7, 1917, Steubenville, O.
Colgate Comedy Hour, NBC-TV

**MARTIN, JEAN**
Chock Full O' Nuts Show, WNBT, New York

**MARX, GROUCHO**
You Bet Your Life
NBC, NBC-TV

**MASSEY, CURT**
Curt Massey Time
CBS

**McBRIDE, MARY**

**MARGARET**
Mary Margaret McBride Co-Op Show, ABC

**McBURNEY, DR. JAMES H.**
Northwestern University Reviewing Stand
Mutual

**MCCARTHY, JOSEPHINE**
Cooking Show
NBC-TV

**McCAY, PEGGY**
Love of Life
CBS-TV

**McCRAVEY, TEX**
Weekend, NBC
The President's Week, NBC-TV

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Personal Management:
Frank Stempel
RADIO AND TELEVISION ARTISTS

McCUNE, HANK
The Hank McCune Show

McDONNEL, CRAIG
Official Detective
Mutual

McELHONE, ELOISE
Leave It to the Girls
ABC-TV

McGUIRE, MAC
Mac McGuire Show
Mutual

McNELLIS, MAGGI
B. Chicago, Ill. Maggi's Magazine, WABC, New York; Maggi McNellis Show, WABC-TV, New York; Leave It to the Girls, ABC-TV

McVEY, PAT
B. Mar. 17th, Ft. Wayne, Ind. Big Town, CBS-TV; Heart of the City, Syndicated

MEADOWS, AUDREY
Jackie Gleason Show, I'll Buy That
CBS-TV

MEADOWS, JAYNE
I've Got a Secret
CBS-TV

MEIKLE, PAT
Mazie Cottage
WABD, New York

MENARD, GEORGE
Man on the Farm
Mutual

MENJOU, ADOLPH
Favorite Story
NBC-TV

MERCER, JOHNNY
B. Nov. 18th, 1909, Savannah, Ga. The Johnny Mercer Show, CBS

MERCER, RUBY
Ruby Mercer Show
Mutual

MEREDITH, BURGESS
Excursion
NBC-TV

MERRILL, GARY
The Mask
ABC-TV

MERRIMAN, RANDY
Bir Payoff
NBC-TV

MILLAND, RAY
Meet Mr. McNutley
CBS-TV

MILLER, DAVE
Welcome Ranch
Mutual

MILLER, SIDNEY

MINER, JAN
Hilltop House, Ma Perkins, CBS; Great Plays, Philco Theatre, NBC; Schlitz Playhouse, Robt. Montgomery Presents, Martin Kane, Tallulah Bankhead, All Star Revue, NBC-TV

MONTGOMERY, ROBERT
Robert Montgomery Presents, NBC-TV

MOORE, GARRY
Garry Moore Show
CBS-TV

MOORE, TIM
Amos 'n' Andy
CBS-TV

MOORE, TOM
Ladies Fair
Mutual

MOREHEAD, ALBERT
I'll Buy That
CBS-TV

MORELAND, DON
Man on the Farm
Mutual

MORGAN, EDWARD P.
Chronoscope
CBS-TV

MORGAN, HENRY
I've Got a Secret
CBS-TV

MORRIS, HOWARD
B. Sept. 4, 1919, New York City. Your Show of Shows, NBC-TV

MORRISON, BRETT
The Shadow
Mutual

MOWBRAY, ALAN
Colonel Humphrey Flack
DuMont

MURRAY, JAN
Meet Your Match, NBC; Dollar A Second, Dumont

MURRAY, KATHRYN
Arthur Murray Party
NBC-TV

The Murray Kaufman Show
WMCA
MON.-SAT. — 11:05-12 P.M.
THURS. 8-9 P.M.

Personal Representative: WYNN LASSNER
PL. 7-0876

1067
MAGGI McNELLYS

MAGGI McNEILLIS

MICHAEL FITZMAURICE
Radio Registry

EDDIE "ROCHESTER" ANDERSON

JOE SILVER
Featured
RED BUTTONS SHOW — CBS-TV
SU 7-5400
MCNAMARA, EDWARD R.
Person to Person. See It Now
CBS-TV

MYERS, BESS
The Big Payoff
NBC-TV

MYSTIC, HARRY
Queen for a Day
Mutual

—— N ——

NELSON, BARRY
My Favorite Husband
CBS-TV

NELSON, DOLLY
Ladies' Fair
Mutual

NELSON, JIMMY
Milton Berle Show, NBC-TV

NELSON, OZZIE & HARRIET
Adventures of Ozzie & Harriet
ABC-TV

NELSON, RAY
Rod and Gun Club
Mutual

O'CONNOR, DONALD
B. August 28, 1925, Chicago,

—— N ——

—— O ——

O'KEEFE, WALTER
Double or Nothing
NBC

OLIVIER, SIR LAURENCE
Theatre Royal
NBC

OLSEN, JOHN
Johnny Olsen Show
Mutual

OSBORN, LYN
Space Patrol
ABC-TV

OWEN, JAY
Dr. I. Q.
ABC-TV

OWENS, JACK
B. 1913. The Jack Owens Show, ABC; The Jack Owens Show, KCAL-TV, Los Angeles, Cal.

—— P ——

PARKS, BERT
Double or Nothing
CBS-TV

PARSON, LOVELLA
Louella Parsons Show
CBS

PAUL, LES AND MARY FORD
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul & Mary Ford at Home, TV Film

—— R ——

PAUL, RALPH
B. Oct. 11, 1920, Denver, Colo.
Strike It Rich, CBS-TV; Sound Stage, TV Playhouse, NBC-TV

PAYNE, VIRGINIA
Ma Perkins
CBS

PEARL, JACINTON
Baron and the Bee
NBC

PERKINS, R. MARLIN
Zoo Parade
NBC-TV

PETESEN, DON
Farm Quiz
Mutual

PETESEN, VIRGINIA
Author Meets the Critics
Mutual

PETRIE, GEORGE
Adventures of the Falcon
Mutual

PICKENS, JANE
Jane Pickens Show, ABC-TV; Jane Pickens Show, NBC

POLERI, DAVID
Chicago Theatre of the Air
Mutual

POLESIE, HERB
Twenty Questions
Mutual

POPE, CARMEcLITA
Down You Go
DuMont

POTTER, PETER
Peter Potter Show
ABC-TV

PRINCE, WILLIAM
The Mask
ABC-TV

—— R ——

RAY HEATHERTON
"The Merry Mailman"

and

"The Ray Heatherton Show"
Coral Records — Personal Appearances
Personal Management

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KAY WESTFALL

BOB MURPHY

JOHNNY OLSEN
CI. 7-7517

MOREY AMSTERDAM
WNBT — BREAKFAST WITH MUSIC
9-10 A.M. MON. thru FRI.
DECCA RECORDS
RAEBURN, BRYNA
B. March 14, Gangbusters, Helen Trent, CBS; Phrase That Pays, Big Story, Barrie Craig, Eternal Light; NBC; Official Detective, Counterspy, Nick Carter, Search That Never Ends; WOR, N. Y.

RANDOLPH, AMANDA
Beulah CBS

RAYBURN, GENE
Bright Ideas NBC-TV

RAYE, MARTHA
Martha Raye Show, NBC-TV

RAYMOND, GENE
Fireside Theatre NBC-TV

REDDY, TOM
Journey Through Life CBS-TV

REED, CAROL
Rain or Shine, CBS-TV

REINER, CARL
Your Show of Shows, NBC-TV

RINARD, FLORENCE
Twenty Questions Mutual

RIO, ROSA
My True Story, When a Girl Marries, Ted Malone, ABC; Johnny Olsen, Opera Versus Jazz, ABC-TV; Front Page Farrell, NBC

RITZ BROTHERS
Colgate Comedty Hour NBC-TV

ROBBINS, FRED
Fred Robbins Show, Coke Time Mutual

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, O. Roy Rogers Show, NBC, NBC-TV

ROMERO, CESAR
Your Chevrolet Showroom ABC-TV

ROSS, DAVID
Words in the Night, Golden Treasury NBC

ROUNTREE, MARTHA
Meet the Press NBC, NBC-TV

ROWLES, POLLY
Jamie ABC-TV

ROY, MICHAEL
B. July 18, 1913, Hanford, N. D. Mike Roy’s Kitchen, KLAC-TV; Mike Roy’s Key to the Kitchen, KNBH, Los Angeles, Col.
CORYDON ERICKSON
Age 6-9 — 52 Inches High
LE 2-1100
TV: Philco Playhouse, Good Year, Lux Video,
Robert Montgomery Presents
FILMS: U-I, "Girls in the Night", Columbia,
"It Should Happen to You"
and many others

PAT McVEY
"Steve Wilson"
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HEART OF THE CITY

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SCHOOL OF
RADIO and TELEVISION
ARTS and SCIENCES

Now in our 17th Year

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Operator of KSRT-FM
93.9 mc
HOLLYWOOD, CALIFORNIA
RUICK, MELVILLE
City Hospital
CBS

RUSSELL, BOB
Big Top, CBS-TV; Joe Di Maggio Club, Live Like a Millionaire, NBC-TV

RUSSELL, JACK
Your Show of Shows, NBC-TV

RUSSELL, TODD
Wheel of Fortune
CBS-TV

RUYKEYSER, MERRYLEE STANLEY
Ruykeyser Reports
Mutual

S

SAWYER, STAN
SCHILDKRAUT, JOSEPH
DuMont

SCOTT, JOHN
Footnotes to History
Mutual

SHEEN, BISHOP FULTON J.
Life Is Worth Living
DuMont

SHELDON, HERB
Herb Sheldon Show, Erbert & Unly
NBC, NBC-TV

SHERWIN, WALLY
B. Aug. 26, 1918, Chicago, Ill. Stairway to Stardom, KTTV, Los Angeles; Here's the Pitch, KNBH; Critical Court, KLAC-TV, Los Angeles

SHIP, MARY
My Friend Irma
CBS-TV

SHIRNER, HERB
For the Money
NBC-TV

SILVER, JOE
B. Sept. 28, 1922, Chicago, Ill. Red Buttons Show, Studio One, Danger, CBS-TV; Colgate Comedy Hour, Kraft TV Theatre, NBC-TV

SINATRA, FRANK
Rocky Fortune, Songs with Sinatra
NBC

SINCLAIR, DIANE
Dave Garroway Show, Paul Winchell Show
NBC-TV

SKELETON, RED
B. July 18, Vincennes, Ind. The Red Skelton Show, CBS-TV; Syndicated

SLOANE, EVERETT
21st Precinct
CBS

SLOCUM, CHICK
Welcome Ranch, New England Barn Dance
Mutual

SMITH, BILL
Brighter Day
CBS

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, KATE
The Kate Smith Hour, NBC-TV

JAY STEWART
M.C.
“It Pays To Be Married” NBC
“Your Claim To Fame” ABC-TV
“Townhall Party” KTTV

GENE HAMILTON
“Dr. Gino”
NBC
EARL HAMMOND
TELEVISION
LEXington 2-1100

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TV-Radio — Coast-to-Coast
WHitney 8612 Hollywood, Calif.

JACQUELINE SUSANN

BILLY BARTY
"A little bit of everything"
DIRECTION MCA
RADIO-TV ARTISTS

SMITH, SYDNEY
Market Melodies, Leave It to the Girls, WABC-TV; Quick on the Draw, NBC-TV; Your TV Shopper, Ask Miss Smith, WABD; To the Ladies, WPIX, New York

SMOLEN, VIVIAN
Our Gal Sunday
CBS

SOUTH, CLIFF
Sky King
Mutual

SOUTH, ANN
Private Secretary
CBS-TV

SPIVAK, LAWRENCE E.
Meet the Press
NBC, XRC-TV

STAHL, ARNOLD
House of Glass, Buick Berle Show
NBC, XRC-TV

STEIN, FRED
Life Begins at Eighty
DuMont

STERLING, JACK
B. June 24, 1915, Baltimore, Md. The Jack Sterling Show, WCBS, New York; The Big Top, CBS-TV; Make Up Your Mind, CBS

STERLING, PHIL
Counter-Spy
Mutual

STERLING, ROBERT
Topper
CBS-TV

STERN, BILL
The Name's the Same
ABC-TV

STEVENS, JULIE
Romance of Helen Trent
CBS

STEVENS, MARK
Martin Kane
NBC-TV

STEWARD, JAY
It Pays To Be Married—NBC Your Claim To Fame—ABC-TV Townhall Party

STEWARD, JIMMY
Six Shooter
NBC

STONE, CLIFFIE

STORM, GALE
My Little Margie
Mutual

SULLIVAN, ED
Toast of the Town, Arthur Godfrey & His Friends, Jackie Gleason Show
CBS-TV

SUSANN, JACQUELINE
This Is Show Business, Studio One, Your Surprise Store, CBS-TV; Arthur Murray Party, Who Said That, NBC-TV; Rocky King, Dumont

SWEENEY, KARL
Lorenzo Jones
NBC

TANDY, JESSICA
The Marriage
NBC

TAYLOR, DEEMS
Deems Taylor Concert
Mutual

TAYLOR, MARY LEE
Mary Lee Taylor Show
NBC

RALPH CAMARGO
RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600

LARRY HARMON
Stars as "Commander Comet" and does voices on KNBH show. Stars on "Adventures of Patches"
SYDNEY SMITH
NBC-TV
"Home" show

Your Blue-Eyed Boy, Rugged
MICHAEL ROY*

KNBH - 4
Los Angeles, Calif.
* Good TV Cooking Done Expensive

EVE ARDEN
"OUR MISS BROOKS"
CBS-TV

CARL KING
Personal Management
Madelyn Killeen
RADIO-TV ARTISTS

TENNESSEE, ERNIE
B. Feb. 13, 1919, Bristol, Tenn.
Tennessee Ernie Show, ABC;
Hometown Jamboree, KLAC-TV;
Hollywood, Calif.

THOMAS, DANNY
Make Room for Daddy, ABC-TV

THOMAS, FRANKIE
Tom Corbett,
Space Cadet
DuMont

THOMAS, SHIRLEY
B. July 16, 1920, California.
Shirley Thomas from Hollywood,
CBS; Shirley Thomas Reports,
NBC; Shirley Thomas InterViews;
KCOP-TV, Los Angeles; NBC's
Hollywood Correspondent

THOR, JEROME
Foreign Intrigue
NBC-TV

TIBBETT, LAWRENCE
Golden Voices
NBC

TILTON, MARTHA
Curt Massey Time
CBS

TOMPKINS, JOAN
This Is Nora Drake
CBS

TOMPKINS, TOMMY
Choose Up Sides
WCBS-TV, New York

TRACY, LEE
Martin Kane
NBC-TV

TRENDLER, ROBERT
Chicago Theatre of the Air
Mutual

TRIPP, PAUL
Lamp Unto My Feet
CBS-TV

TROHAN, WALTER
Report from Washington
Mutual

TRUEX, ERNEST
Jamie
ABC-TV

TRUMAN, MARGARET
Paul Winchell Show,
All Star Revue
NBC-TV

TUTTLE, LURENE
Life With Father
CBS-TV

TYLER, JANET
The Weather Girl
DuMont

TYLER, JUDY
Howdy Doody
NBC-TV

VALentine, Jack
Action in the Afternoon
CBS-TV

VANCE, VIVIAN
I Love Lucy
CBS-TV

VAN DEVENTER, FRED
Twenty Questions
Mutual

VAN HORN, HARRIET
What's the Story
DuMont

VAUGHN, BERYL
Sky King
Mutual

VERDUGO, ELENA
Meet Millie
CBS-TV

WAKELY, JIMMY
The Jimmy Wakely Show, CBS

WALLY SHERWIN
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“STAIRWAY TO STARDOM”
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Hollywood’s Newest TV Star Talent Show
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Sherman Oaks, Calif.

TOM FRANDSEN
Your Host
“Late Date at the Movies”
KNBH
SIDNEY MILLER
actor - writer

Colgate Comedy Hour

NBC-TV
staged & directed

SATURDAY NIGHT REVUE
Morning Radio Programming;
A Pattern for AM Stations

By SAM SLATE
Program Manager
WCBS, New York

Radio is anything but a static business and even though WCBS has been New York's top station for a long time we've made a number of program changes the past two years.

Our first problem was to find a "different" disc jockey for the 5:00 to 6:00 P.M. time slot. He had to be different as he'd be in direct competition with Martin Block and Art Ford, two long established performers.

I interviewed talent and listened to audition discs from all parts of the United States for several weeks. Finally John Henry Faulk came to see me and I decided he was the ideal person for this time period. Faulk had an interesting background. He'd been a professor at the University of Texas, had two degrees and specialized in Americana and folk music. He had a decided Texas drawl, an ability to tell both folk and "tall tales," and a rather unusual viewpoint on everyday events.

Johnny made his debut on December 17, 1951 and has become one of the station's best liked personalities.

The next problem was our morning schedule. It was obvious there was too much talk and not enough music. It was my belief that having music by a personality, combined with news, would be proper programming. I suggested to General Manager Carl Ward that we cut Bill Leonard's "This Is New York" from 45 minutes to a half-hour. He agreed, and we put in a live musical show, that meant WCBS programming would be a half hour of talk and a half hour of music. In April, 1952, a leading singing star, song writer and entertainer made her bow on WCBS in the person of Joan Edwards, today rated the top morning show among the local network stations in the Metropolitan area.

A short time later we were ready for another change. We still felt that there was still too much talk on the morning schedule. More music was wanted and so we brought in Bob Haymes in August, 1952. Haymes was programmed for the 8:15-9:00 A.M. spot, preceding "This Is New York." At the same time WCBS acquired an additional 25 minutes in the afternoon and we promptly filled it with author-lecturer, Emily Kimbrough.

We next decided that the "Jack Sterling Show," on the air from 5:30-7:45 A.M. Monday thru Saturday, needed a "shot in the arm." In October, 1952, we added a 5 piece live musical unit, the Elliott Lawrence group, that gave the program live musical lead-ins for commerce's and records, and which built the show materially.

As the WCBS morning programming shapes up today, we have one hour and fifteen minutes more music in addition to live units. Joan Edwards and Bob Haymes are stars in their own right. They write their own music and sing as well. In the afternoon we have 50 minutes more music than was on the air prior to the fall of 1951.

From a news standpoint, we have put in five minutes of news at 6:00, 6:30, 7:00, and 7:30 A.M., as well as at 5:00 P.M. In addition, our "Let's Find Out" program, a show that turns the spotlight of interest to New Yorkers every Sunday from 12:00 Noon to 12:30 P.M., has built tremendous public service.

Our "all-night show," which went on the air early this year, has increased listener interest. We were fortunate in finding a sponsor in American Airlines. Taking a look at the competition we decided to put in semi-classical music and add five minutes of news every hour on the hour, running from midnight to 5:00 A.M.

We are extremely careful about our selection of music. We are always trying to give our listeners the type of music we think they want. Our policy is to stay clear of novelty discs in the morning, play as many top ten and all time standards as possible and use the type of music that blends with Faulk's humor.
Peggy Lee
VOCAL ARTISTS
RADIO AND TELEVISION
—their work during 1953

— A —

ALLEN, LLOYD
KELS, Flossstaff, Ariz.

ALLEN, RAY
WTOP, Washington, D. C.

ANDERSON, PADDI
Just For You
KWHP, Cushing, Okla.

ANDERSON, PAUL
Breakfast With Bigelows
WXTN, Jamestown, N. Y.

ANDRESS, ANN
Man On the Farm
Mutual

APPLEWHITE, CHARLIE
Milton Berle Show, Arthur Murray
Ray Show; NBC-TV

APRIL, ODETTE
CFIF, Riviere Du Loup, Que.

ARAKAI, MICHIE
Together With Michiko
KPOA, Honolulu, Hawaii

ARCHER, GENE
A Visit With Archer
WNWB, Washington, D. C.

ARCHER, DON
KGST, Fresno, Cal.

ARDEN, JAN
Robert Q. Lewis Show
CBS

ARMEN, KAY
Meet Me at Kay's
NBC

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ARNOLD, EDDY
Eddy Arnold Show
NBC

ASHBY, ALYAN
WGBF, Evansville, Ind.

ATCHER, BOB
Faultless Starch Time
NBC

ATTER, VIRGINIA
WMBR, Jacksonville, Fla.

AZALEA TRIO
Beantown Varieties
WEAI, Boston, Mass.

— B —

BAILEN, BUDY
Buddy Bain Show

BAIN, BUDDY
Buddy Bain Show

BAKER, MARIE
Starlite Serenade
KJEO, Fresno, Cal.

BALENTINO, BARRY
ABC

BARBER, LOUIS
Stablemates
WGAR, Cleveland, O.

BARRETT, RON
WEOL, Elgyria, O.

BARTON, EILEEN
Broadway Open House, Milton
Berle Show, Lucky Strike Hit
Parade, NBC-TV; Jackie Gleason
Show, Songs for Sale, Perry Como
Show, CBS-TV

BECKER, JOHNIE
KIUP, Durango, Colo.

BEERS, BOBBY
KTEL, Denver, Colo.

BIRCH, TOMMYE
KMO, St. Louis, Mo.

BOERSON, STAN
Open For Business
KING-TV, Seattle, Wash.

BOOTH, KEITH
ABC

BROWN, LOUIS
Name the Song
WMTC, Vancleve, Ky.

BRADY, PAT
Pat Brady Sings
WABY, Albany, N. Y.

BRANDY, BOB
WRBL, Columbus, Ga.

BRANNEN SISTERS
WKRO, Cocoa, Fla.

BREES, BUD

BRINKLEY, J. B.
Cedar Ridge Boys
WBAP, Ft. Worth, Tex.

BRIGES, MERCER T.
ABC

BRITT, ELTON
Elton Britt Show
WCOP, Boston, Mass.

BRITTON, JAMES
WHEC, Rochester, N. Y.

BROOKS, MAGGIE
Date at Eight, Harmony Hall
WDSU, New Orleans, La.

BROWN, DOTTIE
Down The Town
KSL-TV, Salt Lake City, Utah

BRUCUT, HARRY AND DOTTIE
Welcome Ranch

BUSSE, GLORIA
Gloria Sings
WDOR, Cleveland, O.

BYERLY, JAMES E.
ABC

C —

CAGLE, BOB
Music Shop

CABEY, JACK
WKAL, Mobile, La.

CARTER, BERT
Sons for You

CARR, NANCY
Chicago Theatre of the Air
Mutual

CARR, JUDY
WJR, Detroit, Mich.

CARSON, KEN
Saddle Scouts

CASH, JOHNNY
WMCJ, Middleboro, Ky.

CHAPMAN, BILL
CBS

CLOOKE, ROSEMARY
Rosemary Clooney Show

COMO, CLARENCE
CKFJ, St. Cathertines, Ont.

COME, PERRY
Perry Como Show; CBS-TV; Perry
Como Show, Mutual

COSTA, DEWEY
KTHI, Houston, Texas

CONNOR, ELLEN
KCBS, San Francisco, Cal.

COOK, JOE
Smile Away

COOK, LOIS
Smile Awhile

COREY, JILL
Dave Garaway Show

COURY, ROSELLE
 WCOS, Lewiston, Me.

COW, BETTY
Broadway to Hollywood

Cox, JIMMY
Time for Adventure

CRANE, DICK
KNEA, Jonesboro, Ark.

CROMWELL, JEAN
WHBQ, Memphis, Tenn.

CULVER, RANDY
Morning Melodies

1081
JIMMY WAKELEY

CORAL RECORDS exclusively
CBS RADIO for Bristol-Myers
REPRESENTATION Radio & TV
PUBLIC RELATIONS

West Coast 7:30 P.M. Saturdays
MCA
The Ettinger Company
VOCAL ARTISTS — RADIO-TELEVISION

CUNNINGHAM, DAVIS  
Chicago Theater of the Air Mutual

CURTIS, KEN  
Lucky U  
KHJ, Los Angeles, Cal.

— D —

DAVIS, MEL AND KATY  
Carousel  
WEAP-TV, Fort Worth, Tex.

DALE, DIANE  
WIXIE Wonderland  
WXYZ-TV, Detroit, Mich.

DARLENE, DONNA  
WKBI, St. Marys, Pa

DATA, MARISHA  
Polish Poppies  
WSBC, Chicago, Ill

DAVIS, GEORGE  
WREL, Columbus, Ga.

DAVIS, JEANETTE  
Arthur Godfrey Shows  
CBS-TV

DAWN, MARION  
Club 1300  
WFBR, Baltimore, Md.

DAYE, MARLYN  
Auction Antica  
WLW-C, Columbus, O.

DEAN, EDDIE  
Hoffman Hayride  
KPIX, S. F., Cal.

DE CAMP, ARDEEN  
KCBS, San Francisco, Calif.

DEE, JIMMY  
Ole Chiz  
WDAR, Columbus, Ga.

DELAND, JIM  
WWJ, Detroit, Mich.

DELLENGER, LOU  
KWWB, Hutchinson, Kan.

DEVLIN, COLETTE  
CKCH, Hull, Que.

DONNADIO, TONY  
WWIN, Baltimore, Md.

DOREY, RAY  
WEDH, Boston, Mass.

DOUGLAS, MIKE  
The Music Show  
DuMont

DOWLING, JEANNE  
WTOP, Washington, D. C.

DOWNING, CLYDE  
Parade of Stars  
WHBY, Appleton, Wis.

DRAKE, MILDRED  
Gospel in Song  
WMTC, Vancleave, Ky.

DURBIN, MARK  
KOOK, Billings, Mont.

— E —

EAGER, CLAY  
Burkhardt’s Bunkhouse  
WLOR-TV, Lima, O.

EARLES, BARBARA  
WLOE, Lenksville, N. C.

EDEN, JOAN  
Songs with Joan  
WCCO, Minneapolis, Minn.

ELLIS, PEGGY ANN  
ABC

ELLIS, SHIRLEY  
Chapel Echoes  
KFDA, Amarillo, Texas

EMERALD, GENE  
KRNT, Des Moines, Iowa

EMERY, RUSs  
New England Talent Club  
WJAR-TV, Providence, R. I.

ERICKSON, HELENE W.  
Opera—Concert—Radio-TV

ERLANDSON, BETTY  
KGVO, Missoula, Mont.

ESTES, DON  
Don Estes Show  
KPRC, Houston, Tex.

EVANS, JOANNE  
WAVU, Alberville, Ala.

— F —

FIELD, ELLIOT  
Field House  
WKAT, Miami Beach, Fla.

FINCH, DICK  
WPBC, Minneapolis, Minn.

FISHER, EDDIE  
Coke Time with Eddie Fisher, 
NBC, NBC-TV

FLETCHER, TEX  
B-Bar-B  
Mutual

FOLEY, RED  
Grand Ole Opry  
NBC

FOOTE, BRUCE  
Chicago Theater of the Air Mutual

HELENE W. ERICKSON  
Soprano  
Opera — Concert  
Radio — TV  
TR 7-8308

JEAN MARTIN  
NBT Singing Star  
Sammy Kaye Show  
Morey Amsterdam Show  
and Jerry Lester’s “Late Date”
FORD, MARY
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But The Best, NBC; Les Paul & Mary Ford At Home, TV Film

FRANK, KEITH AND LEILA
Sunlight Singers
KIUP, Durango, Colo.

FRYE, GWEN
Gwen & Elizabeth
KTAT, Frederick, Okla.

FURTADO, TOMMY
ABC

GAUDREAU, CARMELLE
CJEM, Edmundston, N. B.

GIPSON, JACK
Cedar Ridde Boys, Bentley Barn Dance, WEAP, WEAP-TV, Ft. Worth, Texas

GOODE, GLORIA
Mello-D-Roundup
WXYZ-TV, Detroit, Mich.

GORME, EYDIE
Steve Allen Show
NBC-TV

GRAM, MARGO
Welcome Corner
WWSC, Glens Falls, N. Y.

GRANT, HAL
WDJB, Roanoke, Va.

GRAY, DOLORES
Buick Circus Hour
XBC-TV

GROVE, BETTY ANN
The Big Payoff
NBC-TV

HAGGART, BUD
The Blues Chasers
WDFD, Flint, Mich.

HALELOKE
Arthur Godfrey Shows
CBS-TV

HALFTOWN, CHIEF
"Pony Express" WFIL-TV, Philadelphia, Pa.

HALL, BUDDY
WSM, Nashville, Tenn.

HALL, GEORGE
KZTV, Reno, Nev.

HALL, WENDELL
Wendell Hall Reflections
WBKB, Chicago, Ill.

HAMILTON, DAVE
WLW, Cincinnati, O.

HAMILTON, LOIS
Music & Meditation
CRNX, Wingham, Ont., Can.

HANNA, PHIL
Bride & Groom
NBC-TV

HANSON, BURT
Hanson Sings
WCCO, Minneapolis, Minn.

HARMER, SHIRLEY
Dave Garroway Show
NBC-TV

HARMONY TRIO
WLET, Toccoa, Ga.

HARP, MARTHA LOU
ABC

HARPER, HECK
KEX, Portland, Ore.

HARRIS, JACK
WWJ, Detroit, Mich.

HAYES, BILL
Your Show of Shows
NBC-TV

HETZER, DIANE
Twilight Time
WSAZ-TV, Huntington, W. Va.

HIT PARADERS
Your Hit Parade
NBC-TV

HOLDEN, JACK
Jack and Frances
WEAS, Decatur, Ga.

HUFFMAN, JULES
Coffee Time
WSAZ-TV, Huntington, W. Va.

HUGGLER, LYLE
WKBI, St. Marys, Pa.

HUTCH, NITA
WTVM, Columbus, O.

HUTCHINSON, LUCIA
WRBL, Columbus, Ga.

IVANY, HAROLD
Echoes at Eventide
VOCM, St. John's, Nfld.

JACKSON, RUDOLPH
Valley Swing Session
KCSB, San Bernardino, Cal.

JESKE, FRED
The Jeske Programs
WNDR, Syracuse, N. Y.
VOCAL ARTISTS — RADIO-TELEVISION

JOHNSON, JUDY
Your Show of Shows
NBC

JOHNSON, MARY JANE
Faultless Starch Time
NBC

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

JORDAN, FRANK
WFMY, Frankfort, Ky.

JOY, JEANNE
Western Stampede
KOA, Denver, Colo.

KEAN, HAROLD
Operation Sunshine
WJR, Detroit, Mich.

KELLEY, JUDITH
Stars Over Fall River
WALE, Fall River, Mass.

KEYS, CHARLIE
Ladies Matinee
KCBD-TV, Lubbock, Tex.

KING, BILL
King Singa
WToc, Savannah, Ga.

KINNEY, WENDELL
Patterns in Black and White
KMO, Tacoma, Wash.

KIRSTEN, DOROTHY
Railroad Hour
Nbc

KRUEGER, DICK
KXYZ, Houston, Texas

LA CHANCE, BOB
WHIM, Providence, R. I.

LACHESNAYE, CHOEUR
Folklore
CJFF, Riviere Du Loup, Que.

LALONDE, JEAN
Cocktail Hour
CHLP, Montreal, Que., Can.

LANE, FRANCEY
Morey Amsterdam Show
NBC-TV

LANE, LARRY
Larry Lane Show
KFGO, Faro, N. D.

LAXTON, SNORKY
Your Hit Parade
NBC-TV

LaRosa, JULIUS
Toasts of the Town
Arthur Godfrey Shows
CBS-TV

LATULIPPE, DON
WJDA, Quincy, Mass.

LAWRENCE, STEVE
Steve Allen Show
NBC-TV

LECLERC, LOUIS
CKCV, Quebec

LEE, PEGGY
B. 1920, Jamestown, N. D.
Colgate Comedy Hour, NBC-TV

LENKE, DAVE
Songs of the West
RTSM, El Paso, Texas

LESIE, MARY ANN
Deline Gang
WSYR-TV, Syracuse, N. Y.

LEWIS, NANCY

LINN, ROBERT
Cafe Continental
RTLA, Hollywood, Cal.

LONG, GENE
Auction Anectides
WLW-C, Columbus, O.

LOU, MARTY
KODY, North Platte, Neb.

LOVELL, MARILYN
WWJ, Detroit, Mich.

LYNN, JACKIE
Morning Bandwagon,
Henry & Jackie
WTAM, WNBK, Cleveland, O.

MacKAY, RENEE
Guest House
WJR, Detroit, Mich.

MACKENZIE, GISELE
Your Hit Parade
NBC-TV

McRAE, GORDON
Railroad Hour
NBC-TV

McCALL, BECKY
KNEA, Jonesboro, Ark.

McCoy, MARY
KMSO, Conroe, Tex.

McCRITCHIE, BARBARA
Melodies & Money
KGO, San Francisco, Cal.

McDONALD, HOWARD
CKCK, Regina, Sask.

McDOUGAL, EDDIE
Country Capers
WIRL, Peoria, Ill.

ROBERT MERRILL
RADIO-TV
RCA VICTOR RECORDS
METROPOLITAN OPERA

Personal Management
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48 W. 48th St., N. Y.
VOCAL ARTISTS — RADIO-TELEVISION

McGUIRE, MAC
Harmony Ranger
WIP, Philadelphia, Pa.

McGUIRE SISTERS
Arthur Godfrey Shows
CBS-TV

MAIN, EVERETT
Singin' Buckaroo
KLIK, Twin Falls, Idaho

MANN, JOE
Meet Your Neighbor
WDTV, Pittsburgh, Pa.

MARINERS, THE
Arthur Godfrey Shows
CBS-TV

MARLENE, MARLENE
TV WAAMBoree
WAAM, Baltimore, Md.

MARLOWE, MARION
Arthur Godfrey Shows
CBS-TV

MARTIN, HELEN
Breakfast With Bigelows
WJTN, Jamestown, N. Y.

MARTIN, ILLEAN
Albers for You
WLOK-TV, Lima, O.

MARTIN, JEAN
Jerry Lester's Late Date
NBC-TV

MARTIN, TONY
Tony Martin Time
NBC

MARVIN, BOB
Open House
WBNS, Columbus, O.

MASSEY, VERA
Our House
WDSU, New Orleans, La.

MAYE, ROBERT
Encore, NBC; RCA Victor Records, Metropolitan Opera

MILLS, VICKI
Name That Tune
NBC-TV

MILNE, NANCY
WDBJ, Roanoke, Va.

MITTEN, JAY
WBNR, Cleveland, O.

MITCHELL, BOOTS
Boots and Bob
WGEM, Quincy, Ill.

MOLASKEY, EDDIE
Eddie Molaskey Show
KODI, Cody, Wyo.

MORATH, MAX
Shopping Notes
KKTW, Colorado Springs, Colo.

MORELAND, DON
Man on the Farm
Mutual

MORGAN, JAYE P.
Robert Q. Lewis Show
CBS

MORGAN, MARION
Bandstand Revue
RTLX, Hollywood, Cal.

— N —

NADEAU, YVON
CJEM, Edmundston, N. B.

NELSON, GENE
Between Times
KPAM, St. Cloud, Minn.

NOEL, HENRI
The Music Show
DuMont

NOONAN, STANLEY
KCBS, San Francisco, Cal.

NORWOOD, JACK
WTAR-TV, Norfolk, Va.

— O —

O'BRIEN, MARY LOU
Career Girl
KENT, Shreveport, La.

O'DAY, PAT
WHDH, Boston, Mass.

OHARA, PATTI
WLW, Cincinnati, O.

OLIVER, JEAN
WFAA, Dallas, Tex.

— P —

PAGE, KIKI
Take 10
WENS, Columbus, Ohio

PAGE, PATTI
Scott Music Hall
NBC-TV

WENDY WAYE
Coral Recording Artist
After 19 years at NBC, Bill Stern made headlines by suddenly switching to ABC. The top sports commentator moved trophies, portable recorder, and Inga (secretary)—despite the year left on his NBC contract. What's more, Bill had just been wooed & won by a new sponsor. The question making the rounds was: Why did he hand over this lucrative setup to ABC instead of NBC? The inside story is that Bill was not happy at NBC—he hadn't been for several years. He felt that he was being wasted. Furthermore, he was obliged to slant his sports news. The same Stern who'd reached the top by way of fresh, hot news—plus a resonant voice and diction that left no doubt as to who was on first. The taboos and pressures from within inevitably resulted in stale news items. There was also the rule of eternal praise for the Yankees, right or wrong. Stern's not anti-anything. He simply feels that there are several worthy ball clubs. As an impartial reporter who likes to do his work in his own way, Bill did the only thing possible—he opened the nearest door, and walked out.
ABLEMAN, BERWYN
WPDR, Portage, Wis.
ACHOR, DAVE
Sportsman
WEEX, Philotheo, O.
ACKERMAN, AL
Sports Notebook
WTCH, Holland, Mich.
ADAMS, TONY
Sports Tonite
WCAX, Burlington, Vt.
ADELMAN, JIM
Today in Sports
KJIB, Minot, N. D.
AGRESTA, PHIL
WBTV, Charlotte, N. C.
ALAN, MARC
WMSF, Chattanooga, Tenn.
ALBERTS, MAL
KPKG, Bellingham, Wash.
ALDRIDGE, MAHLON R.
Sports Page
KFRR, Columbus, Miss.
ALLAN, STAN
WPAC, Patchogue, N. Y.

ALLEN, MEL
B, Feb. 14, 1913, Birmingham, Ala.
N.Y. Yankees Baseball, WPIX, WIN, World Series, NBC-TV; Rose Bowl, NBC-TV; Major League All Star Game, NBC-TV; NCAA College Football, NBC-TV; White Owl Sports Spot, CBS-TV; Sports Daily, NBC
ALLEN, STEVE
Sports Parade
KICD, Spencer, Iowa

AMBROSE, JOHNNY
Speaking of Sports
ANDERSON, ALLEN
WASA, Havre de Grace, Md.
ANDERSON, ANDY
Sports Highlights
LWST, Hattiesburg, Miss.
ANDERSON, DICK
WEOA, Evansville, Ind.
ANDERSON, KIRK
WPGM, Fitchburg, Mass.
ANDERSON, TOM
Sports Roundup
WYEZ, Belfair, Wisc.
ANTHONY, GEORGE
Sports Parade
WOND, Pleasantville, N. J.
ARKERON, JIM
Sports Beat
WALE, Fall River, Mass.
ARKON, SAM
WPIX, N. Y. C., N. Y.
ARROYO, VICTOR
WKVM, San Juan, P. R.
ARTHUR, DON
Sports Edition
WDUZ, Green Bay, Wisc.
ARTHUR, FRANK
KSan-TV, San Francisco, Calif.
ARTHUR, HARRY
Sports Whirl
KNOE, Monroe, La.
ASHLEY, ERNIE
WOGK, Pl. Wayne, Ind.
ATWOOD, TED
The Sportspage
WCNT, Centralia, Ill.

BABB, HUGH WEBSTER, JR.
WPOR, Portland, Maine
BAGLI, GUY
WALT, Tampa, Fla.
BAILEY, CHARLIE
WEBR, Buffalo, N. Y.
BAIR, PAUL
WEOA, Evansville, Ind.
BAKER, BILL
WMIK, Middleboro, Ky.
BAKER, DICK
Sports Time
WSAI, Cincinnati, O.
BAKER, NELSON
Mets, Scoreboard
WFBR, Baltimore, Md.
BAKER, PAUL
Good Morning Sports
WLAD, Dubuury, Conn.
BALDING, CHUCK
WOAY, Oak Hill, W. Va.
BALDWIN, BILL
WKBV, Rochrsh, Ore.
BALDWIN, KEN
WCSO, Columbus, S. C.
BALIENT, CHARLES
BALTER, SAM
KLAN, Los Angeles, Cal.
BARKER, RED
Football Roundup
Senior Bowl Game CIB
BARRON, RUS
Down the Line
WRLY, Blackstone, Me.
BARBUS, GABBY
Sports Report
KODI, Cody, Wyo.
BARRY DONALD J. WIE, Newport, Vt.
BARRY, KEITH
Fanfare
CHIC, Halifax, N. S.
BARRY, NORMAN
Let's Look at Sports
WBBQ, Chicago, Ill.
BARTON, DALE
Sports Parade
RCIM, Carroll, Iowa
BATES, JACK
KFOR, Lincoln, Nebr.
BATES, MARVIN
WGEB, Evansville, Ind.
BATES, ROY
WWSW, Wooster, O.
BEARD, CHARLIE
KENT, Denton, Texas
BEATTY, ROSS
WLOL, Minneapolis, Minn.
BENACK, EIGHT
KEX, Napa, Calif.
BECKER, HARRY
KCLS, Flagstaff, Ariz.
BECKER, ART
KENT, Richmond, Ind.
BEIAN, DENNIS
World of Sports
KLIR, Lamar, Colo.
BELL, ROD
KMLL, Seattle, Wash.
BELL, GABBY
WILD, Birmingham, Ala.
BELL, MONTE
KADA, Ada, Okla.

BELOTE, WILLARD
WGAF, Valdosta, Ga.
BENDER, BOB
Bob Bender's Sport Show
WGY, Schenectady, N. Y.
ENDER, TOM
WTMA, Charleston, S. C.
BENINGTON, L. H.
KMT, Oklahoma City, Okla.
BENNEDT, DON G.
KREW, Sunny Side, Texas
BENNEDT, ELDEAN
KSL, Salt Lake City, Utah
BERONIO, DAVE
What Do You Know About
Sports
KYN, Napa, Cal.
BERRILL, LARRY
KBIG, Avalon, Cal.
BERRYMAN, EDWARD
Sports Roundup
WBIB, Flint, Mich.
BIRD, BUD
Bird's Eye on Sports
KISD, Sioux Falls, S. D.
BLECHFI, LARRY
KFRC-TV, Cheyenne, Wyo.
BISHOP, HAROLD
WCCM, Lawrence, Mass.
BITTERMAN, JAN
WABB, Mobile, Ala.
BIVENS, CHARLES
WMOZ, Mobile, Ala.
BLACK, JIM
Quarterback Club
KCCB-TV, Lubbock, Tex.
BLACK, MARTIN
KRAMN, Las Vegas, Nev.
BLACKBURN, BOB
KEX, Portland, O.
BLAINE, GENE
Today's Games
WGST, Atlanta, Ga.
BLATTNER, BUDDY
Baseball
ABC-TV
BLESSEY, EARL B.
WVTM, Biloxi, Miss.
BLUE, IRA
KNBC, S. R., Cal.
BLUM, BOB
KEEN, San Jose, Cal.
BODA, LOU
WMBH, Joplin, Mo.
BODIE, ARMOND
WSOC, Charlotte, S. C.
BODNEY, AL
KDSD, Boise, Idaho
BOGESS, JOHN
Sports Roundup
WLAL, Lancaster, Ga.
BOLAND, JOE
WSBT, South Bend, Ind.
BOND, LYLE
KJJ, Los Angeles, Cal.
BONNELL, GEORGE
WHIL, Hammond, La.
BOUTON, ED
WKTV, Utica, N. Y.
BOWMAN, DON
WIOD, Miami, Fla.
BOYD, DON
WCLO, Janesville, Wisc.
BOYER, JOHNNY
KDKA, Pittsburgh, Pa.
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"It Happened in Sports”—NBC-TV, 10:45-11 P.M. Tuesdays
National Tennis Championships—NBC-TV
Today—NBC-TV
Sports Final—WNBT
Madison Square Garden—WPIX:
Hockey, Basketball, Westminster Dog Show,
National Horse Show

1953

Personal Management: LESTER LEWIS ASSOCIATES
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1090
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Panorama Of Sports
WTG, Ashland, Ohio

C

CAIN, DOYLE
Sports Roundup
KFXD, Nampa, Idaho

CALLIGAN, BOB
WSDR, Sterling, Ill.

CAMMAROTA, ED
WEUE, Reading, Pa.

CAMPELL, BUD
WIND, Chicago, Ill.

CAMPELL, L. JACK
KFBI, Wichita, Kansas

CAMPELL, JOHN T.
Coach's Corner
KXLI, Missoula, Mont.

CAMPELL, NENIE
WMC, McKeessport, Pa.

CAPP, DA, NICK
WAAM, Baltimore, Md.

CANE, LENNY
WEXT, Groverville, N. Y.

CAPOSSELLA, FRED
Gillette Racing Series
NBC-TV

CARIKER, KEN
KUSD, Lubbock, Texas

CARNEAL, HERB
KYW, Phila., Pa.

CAREWIE, TOM
WFIM, Indianapolis, Ind.

CARPENTER, JOHN
KOIN, Portland, Ore.

CARR, GEORGE
WPEB, Sylacauga, Ala.

CARR, LARRY
WNCT, Greenville, N. C.

CARTER, CAL
KAMD, Camden, Ark.

CASIL, AL
WCPM, Cumberland, Ky.

CASPER, TEE
KCFM, Fort Worth, Tex.

CASTENEDA, LES
KXNO, San Fernando, Cal.

CASTLE, CLYDE
WFIE, Evansville, Ind.

CAULEY, AL
Sports Final
CJAD, Montreal, Canada

CHALMERS, JIM
Speaking Fo Sports
WEIM, Fitchburg, Mass.

CHAMES, NICK
Sports Reel
KMOR, Oroville, Cal.

CHARLES, AL
WAYB, Waynesboro, Va.

CHARLES, BERT
WVKO, Columbus, O.

CHARLES, DICK
WMTV, Omaha, Neb.

CHARVAT, JACK
KTUL, Tulsa, Okla.

CHASE, HOWARD

CHRISTIAN, CHARLIE
KTOP, Topeka, Kan.

CHRISTIAN, GUY
KSBW, Salinas, Cal.

CIRALDO, AL
Sports Column
WGIL, Davenport, Ia.

CLAHAN, JOHN
Marin Sports
KTIM, San Rafael, Cal.

CLAPPER, KEN
WRTA, Tooba, Pa.

CLARK, BILL
Sports Page
KIBA, Batesville, Ark.

CLARK, CHRIS
In the Sportlight
WBSM, New Bedford, Mass.

CLAYTON, TOM
WLHL, Lowell-Lawrence, Mass.

CLEMENTS, JOE
KILX, Twin Falls, Idaho

CLIFRO, CHARLIE
KRRD, Los Angeles, Cal.

CLOSE, BILL
KOY, Phoenix, Arizona

COBURN, HUGH
WRBL, Columbus, Ga.

COLBY, LEN
WKZO-TV, Kalamazoo, Mich.

COLE, DON
KCKX, Sidney, Montana

COLEMAN, KEN
"Cleveland Browns"
WTAM, Cleveland, Ohio

COLES, ED
Sports Roundup
WTIK, Durham, N. C.

COLEY, HAL
Sports Roundup
KMCQ, Conroe, Tex.

COLKITT, JERRY
KALE, Richland, Wash.

COLLARO, CHARLIE
CKCV, Quebec

COLLINS, JOE
KGNC, Amarillo, Texas

COLLINGS, SID
Fox's Den
WIBC, Indianapolis, Ind.

COLON, JACK
KCOY, Santa Maria, Cal.

COLTHORPE, LLOYD
CHAT, Medicine Hat, Alta.

COLTON, LARRY
In This Corner
WGUY, Bangor, Maine

CONRAD, STEVE
WAPO, Chattanooga, Tenn

COOK, BOE
KICA, Clovis, N. M.

COOK, DICK
WMPS, Memphis, Tenn.

CORBIN, LOU
WFRB, Baltimore, Md.

CORLEY, BILL
WBNB, Milwaukee, O.

CORNISH, W. C.
WGAN, Portland, Maine

COSITTER, DON
WFUG, Altoona, Pa.

COPPER, AL
KEST, Des Moines, Iowa

COVELLE, JOE
WCYB, Bristol, Va.

CREAGER, MACK
KRMG, Tulsa, Okla.

CREWS, BILL
WTAD, Quincy, Ill.

CROWLEY, PAUL G.
WJJD, Joliet, Mich.

CRUM, JIM
WLWC, Columbus, O.

CUMMINS, JACK
WTVJ, Miami, Fla.

CUMMINS, TAIT
WMRTV, Cedar Rapids, Ia.

CURLEE, DICK
WSIC, Charlotte, S. C.

CURRY, ERNEST "BUTCH"
Big Town Sports
WMBY, New Orleans, La.

CURTIS, BOB
KCLX, Califa, Wash.

CUSICK, FRED
WEEI, Boston, Mass.
Guy Le Bow
SPORTS ANNOUNCER — MC — NARRATOR
TV — RADIO — PICTURES
HA. 6-0763
HATHEWAY, GENE
Sports Spotlight
WKIZ, Muskerson, Mich.

HAUGHEE, JOHN
Sports Review
WPIC, Lake Wales, Fla.

HAYDEN, JIM
Sports Spotlight
KSRV, Ontario, Ore.

HAYES, GAYLE
KPTS, San Antonio, Texas

HAYNES, JERRY
WFMA, Dallas, Texas

HEALY, CHUCK
WWEN, Buffalo, N. Y.

HEALY, DAN
WMGT, Adams, Mass.

HEALY, DAN
WBWR, Pittsfield, Mass.

HEARN, F. D.
Pee. Data, Ill.

HEININGER, VAN CAMPEN
Rod and Gun Club
Mutual

HEISS, BOB
WREG, Milwaukee, Wis.

HELPER, AL
Al Helper Sports Show
Mutual

HENDEX, GENE
KYL, Alpine, Texas

HENRICH, TOMMY
WCBS, N. Y., N. Y.

HENRIKSON, LES
World of Sports
WAGA, Atlanta, Ga.

HENRY, BON
CKRD, Red Deer, Alta.

HERMANN, CLEVE
Trophy Room
KBNH

HEWET, IRA I.
Spotlighting the Sportlight
WHAS, Greenfield, Mass.

HICKERSON, EARL
KRES, St. Joseph, Mo.

HICKS, FRANK
WBBF, Rock Island, Ill.

HILL, DON
WKLO, Louisville, Ky.

HILL, DON
Red Bird Baseball
WHKC, Columbus, O.

HILL, EDDIE
WRR, Dallas, Texas

HILL, HUGH
WJOB, Hammond, Ind.

HILL, JOE
WTYN, Columbus, O.

HINKLE, CHARLIE
Sports Diary
WHO, Dayton, O.

HODGES, RUS
Scoreboard, Sports Daily
NBC-TV, NBC

HOF, PAUL
KTLI, Tillamook, Ore.

HOGAN, BILL
WEWO, Laurinburg, N. C.

HOPKINS, GEORGE
Rod & Gun Club
KVAN, Vancouver, Wash.

HORSTMAN, BOB
You and Conservation
KFEQ, St. Joseph, Mo.

HOUGH, BOB
Sports-Eye-View
KVNL, Coeur d'Alene, Idaho

HOUSSON, BOB
Spotlight On Sports
KNEA, Jonesboro, Ark.

HOWARD, BOB
Sports by Howard
WKWO, Columbus, O.

HOWER, BOB
KFBM, San Diego, Cal.

HOYT, WAITE
WCPO-TV, Cincinnati, O.

HUBBELL, Ned S.
Sports In Review
WHLS, Port Huron, Mich.

HUBBELL, RALPH
WBEN, Buffalo, N. Y.

HULL, HURR
KLAS, Las Vegas, Nev.

HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.

HULL, FRED YANT
KEYD, Minneapolis, Minn.

HUME, ART
WORL Sport Page
WORL, Boston, Mass.

HUNDELEY, ED
Sportsline
KFWN, Lawrence, Kan.

HUNTER, DAN
Sports Extra
WFDF, Flint, Mich.

HUNTER, HERBERT
Baseball Bench
WJMON, Great Falls, Mon.

HUNLEY, MACK
WJR, Lenoir, N. C.

INGHAM, BOB
Sportsviews
KSD, St. Louis, Mo.

IZZARD, BOB
KGNC, Amarillo, Texas

INGALLS, WALLIE
KGKH, Fayetteville, Ark.

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1095
Litzinger, Ray
Sports Club
KIT, Yakima, Wash.

Lloyd, Bob
Sports Review
WIBC, Appleton, Wis.

Lomax, Stan
Mutual

Loomis, Jim
WTTY, Ft. Lauderdale, Fla.

Lorang, Bill
WSGW, Saranac, Mich.

Lommer, David C.
Sports Digest
WILE, Cambridge, O.

Lott, Jimmy
KFSA, Ft. Smith, Ark.

Lott, Johnny
WERH, Hamilton, Ala.

Love, Dan
Bexel Scoreboard
KTBC-TV, Austin, Tex.

Lowery, James
WOHI, East Liverpool, O.

Ludwig, James
Speaking of Sports
WGVA, Geneva, N. Y.

Lumpkin, Lee
Dillon, S. C.

Lundquist, Bob
Time Out
WHYB, Erie, Pa.

Lundquist, Jim
KJUN, Pecos, Tex.

Lusk, Bernie
KROC, Rochester, Minn.

Lynch, Buddy
WWJ, Detroit, Mich.

Lynch, Jack
KWHK, Hutchinson, Kansas

Lyons, Tom
WHHL, Johnson City, Tenn.

Mack, Ken
WCIT, Newark, Ohio

MacLeod, Tom
KJJC, Medford, Oregon

MacWilliams, Don
Sports Journal

Magee, Art
KLBK, Houston, Tex.

Malone, Bill
Sports Review

Maloy, Hank
Carnalade of Sports

Maness, Peck
KWCY, Searcy, Ark.

Mann, Al
KTBX, Tyler, Texas

Manners, Dave
WAFX, Montgomery, Ala.

Manning, Tom
WNBK, Cleveland, O.

Manning, Tom
Ohio State Football

Marrone, Mike
WKIP, St. Marys, Pa.

Marshall, Grant
Tops In Sports

Martin, Bill
Sports Page

Martin, Dick
WCMJ, Ashland, Ky.

Martin, Don
Cornell Football Broadcast

Martin, Herbie
WKBL, St. Marys, Pa.

Martin, Ted
WKY, Jackson, N. Y.

Martindale, Winston
WHBQ, Memphis, Tenn.

Mason, Art
EMP, Bakersfield, Cal.

Mason, Bill
KDIX, Dickinson, N. D.

Mason, Frank
WSLE, Ogdenburg, N. Y.

Masters, Len
Little League Salute

Matyas, Joe
Sports Digest

Maxwell, Jacke
WWRL, N. Y., N. Y.

Mayer, Joe
WDOK, Cleveland, O.

Mays, Bob
KWBB, Wichita, Kan.

McAleece, Gerald
KDTH, Dubuque, Iowa.

McAllister, Don
Sports Review

McAllister, Grady
WKKO, Cocoa, Fla.

McAulay, Loman
CFXV, Charlottetown, Canada

McAulay, Bob
Sports Parade

McCann, Bob
KBMY, Billings, Montana

McCarty, Jim
On The Sports Scene

McCarthy, Richard
WKNY, Kingston, N. Y.

McHale, Bill
Sports Page

McKee, Don

McQueen, Bob
Sports Parade

New York Rangers Hockey—WMGM

Today's Baseball—WMGM

Wilson, Glickman & Lee

World Series—MBS

Wilson, Glickman & Lee

TV—WABD

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WMGM

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Sports Review
WROK, Rockford, Ill.

OYE, PAUL
Inside Of Sports
KXGI, Fort Madison, Iowa

PACKARD, CHARLEY
KSTM-TV, St. Louis, Mo.

PAGE, ELIOT
WSKI, Montpelier, Vt.

PAGE, JOHN
Paging Sports
WCSS, Amsterdam, N. Y.

PAIGE, CARL
KYMA, Yuma, Ariz.

PALMER, BUD
B. Sept. 14, 1921, Hollywood, Calif. Jackie Gleason Show, CBS-TV; Natl. Tennis Championships, Kate Smith Show, NBC-TV; Basketball, Hockey, Dog and Horse Shows, WPIX, New York

PALMER, ROBERT
KTSW, Emporia, Kansas

PARKER, JOHN
KERO, Bakersfield, Calif.

PARKER, JOHNNY
WCOG, Greensboro, N. C.

PARKER, TONY
WTVP, Decatur, Ill.

PARKER, VIRGIN
KORE, Eugene, Ore.

PARKS, DARYL
WRC, Clinn., O.

PARMET, GUS
WHIM, Provo., R. I.

PARRY, TONY
WLBR, Lebanon, Cal.

PARSONS, MARSHALL
WQAM, Miami, Fla.

PATTERSON, BILL
Sports Unlimited
KFLY, Lafayette, La.

PAUL, SYD
WHOL, Allentown, Pa.

PAULIN, ED
WMRX, Marion, O.

PAYNE, JACK
WOW-TV, Omaha, Neb.

PAYNE, MAURY
Speaking of Sports
KSUB, Cedar City, Utah

PEISS, EDMUND
Mustangs Baseball
KOOK, Billings, Mont.

PELLON, DAVE
WGBP, Evansville, Ind.

PENFIELD, ADD
WBIG, Greensboro, N. C.

PENNEWELL, RALPH
WWIN, Baltimore, Md.

Perez, Rudy
WCOL, Columbus, Ohio

PERLIN, BERNIE
KOPO, Tucson, Ariz.

PERREY, DON
Jax World of Sports
WJBO, Baton Rouge, La.

PERRY, LOU
WHUC, Hudson, N. Y.

PETERS, BOB
WAFB, Baton Rouge, La.

PETERSON, EDWIN L
Great Moments in Sports
KSUB, Cedar City, Utah

PETERSON, GENE
WRAY, Princeton, Ind.

PHELPS, JOHN
KTSM, El Paso, Texas

PHILLIPS, BYRON
WGHL-TV, Scranton, Pa.

PHILLIPS, DALE
Sports Wire
KXOB, Stockton, Cal.

PIPHER, WILLIAM P
WIOU, Kokomo, Ind.

PLATT, BILL
Sports Extra
WBBZ, Ponca City, Okla.

PLEUNIK, ROBERT
WLOA, Braddock, Pa.

PLOC, RUDY
WROW, Madison, Wisc.

POLITZ, J. C.
WBR, Baton Rouge, La.

POLLACK, TED
WLAN, Lancaster, Pa.

POPE, BILL
Sportscorner
WABY, Albany, N. Y.

POPHAM, GUY H., JR.
Time in for Sports
KTWL, Texas City, Tex.

PORTER, HERB
WGVL, Greenville, S. C.

PORTON, BOB
KRSN, Los Alamos, N. M.

POUCHER, WAYNE
WCOS, Columbia, S. C.

POWELL, DON
Poach The Coach
KLCB, Libby, Mont.

POWERS, JIMMY
Cavalcade of Sports
NBC-TV

POWERS, PERCY
Sports Roundup
WRBC, Jackson, Miss.

MARK SCOTT
“Tops in Sports in the West”
SHUDP, SHXOPEK, SIMS, SOIPSON, SILVERSTEIN, ART, SIECEL, SJOL, NDER, SZOO, SISMONDI, SLATER, SKIRVIN, SMITH, SMITH, SMITH, SMITH, SMITH, SMITH, SNYDER, SOLIE, SOLIE, SPOKES, A. E., SPOKES, WJOY, Burlington, Vt., SPRAGLIN, KJY, SPRAGLIN, JIM, SPROJE, SJOL.

SPOKES, A. E., WJOY, Burlington, Vt., SPRAGLIN, KJY, SPRAGLIN, JIM, SPROJE, SJOL.

SPENCER, DONN
Sports Report
KVOE, Santa Ana, Cal.

SPENCER, MILTON
Sports Section
WFLA, Tampa, Fla.

SPENCER, PAT
Sports As We See It
KWH, Here
KHOZ, Harrison, Ark.

SPENCER, PHIL
1st in Sports
WTAF, Amsterdam, N. Y.

SPIEGEL, SID
WTRY, Plattsburg, N. Y.

SPILLER, WALTER
WLOV, Montgomery, Ala.

SPINS, JIM
WJOY, Sheridan, Wyo.

SPON, DON
WJOI, Florence, Ala.

SPURER, KEN
WDEV, Waterbury, Vt.

STAFIELD, RAY
WIS, Columbia, S. C.

STANGEWOOD, ROWLOW
WTRW, Two Rivers, Wisc.

STAHL, BILL
WGZ, Columbus, Ohio, WPTZ, Philadelphia, Pa.

STELLA, TOM
KFOR, Brockville, Ont.

STEIN, JIMMY
Sports Call
WNOE, New Orleans, La.

STERN, BILL
B. July 1, 1907, Rochester, N. Y.
Sports Today, Sports Final, The Name's the Same, Away You Go, Football, ABC, ABC-Television

STODER, EARL
WDAV, Danville, Va.

STONE, CLAIR
WBAY, Green Bay, Wisc.

STONE, PHIL
CHAM, Toronto, Can.

STONE, VIRGIL
KRLS, El Dorado, Ark.

STORF, ROY
KGST, Fresno, Calif.

STOUT, BILL
WLC, Cincinnati, O.

STOUT, WILLIAM
Sports Review
KMAC, Portland, Ore.

STRATTON, DICK
WMBR, Jacksonville, Fla.

STREET, MALCOM
Sports Parade
Anchorage, Ala.

STREICHLAND, BILL
WIRA, Ft. Pierce, Fla.

STUCKY, BILL
WVOT, Wilson, N. C.

STUMPO, LOU
Sports Roundup
WARK, Akron, O.

SULLINS, BILL
KVLH, Pauls Valley, Okla.

SULLIVAN, CHARLIE
WMVU, Memphis, Tenn.

SULLIVAN, CLAUDE
WVLM, Lexington, Ky.

SULLIVAN, PAT
Put It to Pat

SUMMER, CHUCK
Sports Digest
WUSA, Wausau, Wis.

SUMER, BUD
KGO, Mason City, Iowa

SUTTERFIELD, PHIL
WHAS, Louisville, Ky.

SWANSON, CARL
Sports Spotlight
WIDE, Biddeford, Me.

SWANWICK, BILL
WALL, Middletown, N. Y.

SWARTZ, LARRY
WLVC, Williamsport, Pa.

SWEELEY, BUDD
Sports by Sweeney
WHRC, Columbus, O.

SWINDELE, 0. G., JR.
WIMO, Winder, Ga.

T

TANGUY, VIC
WSAL, Lorain, Ohio, Ind.

TAYLOR, JOHNN
WIKY, Evansville, Ind.

TEICHEIMER, DOUG
KTRF, The River Falls, Minn.

TERELL, JIM
ECGD, Lubbock, Texas

THACKER, JIM
WPLH, Huntington, W. Va.

THOMAS, DAVE
WNRG, New Rochelle, N. Y.

THOMAS, DAVID N.
WXJX, Florence, S. C.

THOMAS, GORDON
Sports Parade
WJEE, Hagerstown, Md.

THOMAS, JAMES C.
WNOP, Newport, Ky.

THOMAS, VAL
WGAY, Silver Springs, Md.

THOMPSON, GEO.
Sports Extra
WMPA, Aberdeen, Miss.

THORNE, HENRY
KRKY, Sacramento, Calif.

TIDBITZ, DONN
WWKL, Concord, N. H.

TIERNEY, JACK
WWCO, Waterbury, Conn.

TOAL, FRANK
WCRO, Johnston, Pa.

TODD, LAW.
WFUR, Grand Rapids, Mich.

TOBERT, JERRY
WSON, Henderson, Ky.

TOOTMAN, ROBERT
WHAR, Clarksburg, W. Va.

TORGERSEN, STAN
Sports Highlight
WBIZ, Eau Claire, Wis.

TRABER, JIMMY
KNAL, Victoria, Texas

TRAINTER, JOHN
KRED, Seguin, Texas

TRAYNOR, PIER
KQV, Pittsburgh, Pa.

TURNER, BOB
WHAM, Rochester, N. Y.

TURNER, JIM
WSTP, Salisbury, N. C.

TURNER, RAY
Spotlight on Sports
WTAR-TV, Norfolk, Va.

TWERRELL, BRUCE
KWKI, Pendelton, Idaho

TYLER, WAYNE
World of Sports
WLVA, Lynchburg, Va.

U

UFER, ROBERT
WPAG, Ann Arbor, Mich.

UNDERWOOD, RALPH
WCNN, Connersville, Ind.
Many Projects Included In Public Service Program

By T. S. REPLIER
President
The Advertising Council, Inc.

The people who read Radio and Television Daily throughout the year do not need to be told about the work of The Advertising Council. Radio and Television Daily reports to them regularly and frequently the generous time, effort and energy that broadcasters, advertisers, performers and persons in all phases of advertising contribute to The Advertising Council's campaigns in the public interest.

However, it might be encouraging to all those who participate in public service campaigns at one time or another during the year to see before them, in this Annual, the impressive roster of national public service projects and events that broadcasters and advertisers assist so effectively in a 12-month period.

I think broadcasters and advertisers should feel proud of the many areas in which they work so hard and so faithfully to help solve national problems by voluntary public action. Let me list these national efforts that are helped so forcefully:

American Economic System, American Education Week, American Heart Month, American Heritage Foundation, American-Korean Foundation Drive, American Red Cross, Armed Forces Day, Arthritis & Rheumatism Drive, Better Schools, Big Brother Week, Boy Scout Week, Boys Club Week, Brotherhood Week, Canada Day, Cancer Control Month, CARE, Cerebral Palsy Drive, Child Health Day, Child Safety, Civil Defense, Community Chest.

Also Crusade For Freedom, Diabetes Week, Easter Seals Appeal, Employ The Physically Handicapped Week, Engineers Wanted, 4-H Achievement Day, Farm Safety Week, File Income Tax Returns Early, Fire Prevention, Flag Week & Flag Day, Freedom Foundation Awards Program, Girl Scouts Birthday; Girl Scout Week, Girls Club Week, Ground Observer Corps, Home Demonstration Week, Home Gardening and Food Preservation, Hospital Day, Jr. Red Cross Annual Enrollment, Letters From America Week, Mail Call, Mail Early For Xmas, March of Dimes.


Also, I believe that broadcasters and advertisers should feel a sense of pride in scanning such quick statistics as the following figures that the Council pulled together at the end of 1953:

In 1953, advertisers and broadcasters, through the Council's Radio and Television Allocation Plans alone, contributed major national coverage to 17 different top-priority campaigns and gave additional support to 39 other causes.

The circulation contributed to these campaigns — by commercial network programs alone — was more than 5½ billion radio and television home impressions. This figure is based on Nielsen ratings. The additional circulation given by networks and stations on sustaining programs would undoubtedly double, perhaps triple this figure.

And 1954 will be bigger! Yes, the combination of broadcasters and their advertisers (who devote vast amounts of valuable time and talent to public service campaigns on the programs that they sponsor) is a powerful one, serving the nation and the community forcefully every day of the year.
JOHN CAMERON SWAYZE
NEWS COMMENTATORS
RADIO AND TELEVISION
—their work during 1953

— A —

ADAMS, CEDRIC
CBS

ADAMS, JIM
WTVT-TV, Norfolk, Va.

ADKINS, GALES M.
WSAT, Salisbury, N. C.

AGEE, BOB
WHR, Knoxville, Tenn.

AGRESTA, PHIL
WBT, Charlotte, N. C.

AHERN, JOHN
WSFE, Medford, Oregon

AKERS, CARL
KIZ, Denver, Colo.

ALK, BEN L.
KVOA, Tucson, Arizona

ALDERSON, R.
CTC, Good, Manitoba

ALDRED, NORMAN
CHEZ, Peterborough, Ont.

ALEXANDER, JACK
CKFY, Ottawa, Ont., Canada

ALEXANDER, PAUL
The Word Tonight
KSL-TV, Salt Lake City, Utah

ALF, FRED
Views on the News
WHIL, Medford, Mass.

ALLEN, CHEO B.
Timely Topics
CKPT, Ft. William, Ont.

ALIZON, DAN
KUL, Fort Worth, Tex.

ALLREDGE, JAY
WJJI, Montgomery, Ala.

AVAL, AUGUSTO
WITA, San Juan, P. R.

AMADOR, CHARLIE
KEPO, El Paso, Tex.

ANDERSON, AL
WSDR, Sterling, Ill.

ANDERSON, MAX
WPFA, Pensacola, Fla.

ANDERSON, WARREN
WBEL, Rockford, Ill.

ANDREWS, JOHN
KCOA, Kilkare, Texas

ANDREWS, M. CARL
Over the Editor's Desk
WDJ, Roanoke, Va.

ANTHONY, BILL
Cella News
KJEO, Fresno, Cal.

ANTHONY, JULIAN
Headline Edition, News of Tomorrow, ABC

ARMAND, RAY
WRL, Arlington, Va.

ARMSTRONG, BILL
WRAL, Raleigh, N. C.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

ARTHUR, BOB
WEEK, Peoria, Ill.

ARTHUR, FRANK
KSAN-TV, San Francisco, Calif.

ARTHURS, BILL
WPRD, Worthington, Ohio

ASH, MERRILL
KOMO, Seattle, Wash.

ASHLEY, CHARLES
WEEL, Boston, Mass.

— B —

BACK, GUNNAR
Headline Edition
ABC, ABC-TV

BARNSON, ALVIN C.
WWRE, N. Y., N. Y.

BAIR, PAUL
WEOA, Evansville, Indiana

BAIRD, NEIL
KKXL, Ft. Worth, Texas

BAKER, ROLAND
KPRC, Houston, Texas

BALLINGER, WILLIS
WPIK, Alexandria, Va.

BANCROFT, GIFFING
Capitol Clockroom, CBS

BANGHART, KENNETH
2:35, 6, 8:25 and 11 P.M., News
NBC; Midnight News, Show of Shows, NBC-TV

BARRECA, FRANK
KVOA, Tucson, Arizona

BARRINGTON, BRUCE
Inside the Headlines
KDKA, St. Louis, Mo.

BARRON, KARL
KTMJ, San Rafael, Cal.

BARTON, BOB
WCCO, Boston, Mass.

BASSON, NICK
WSAZ, WSAZ-TV, Huntington, W. Va.

BATSON, GAY
WSBD, New Orleans, La.

BAVER, BILL
WTVY, Ft. Lauderdale, Fla.

BEATTY, MORGAN
News of the World

BEAUCHAMP, PERRY
WLOK, Lima, Ohio

BEDFORD, MARIO
WARTU, Latrobe, Pa.

BELCHER, ROD
KOL, Seattle, Wash.

BEEL, DON
KOME, Tulsa, Okla.

BELL, TED
KAYO, Seattle, Wash.

BEELLANGER, HENRY
KYOL, Lafayette, La.

BENGSTON, CHARLES
KFWT, Watertown, Conn.

BENTON, SAM
WILD, Birmingham, Ala.

BERG, NORMAN
KWSO, Wasco, Cal.

BERGER, GENE
WOL, Washington, D. C.

BERRY, LESTER
KTV, Redding, Cal.

BEST, VICTOR
WBZ, Boston, Mass.

BEUKEMA, BOB
WFUR, Grand Rapids, Mich.

BICKNELL, MAX
Max Rickrell Reports
KAYS, Hays, Kan.

BILLINGS, JACK
Lane County News

BISHOP, HAROLD
WCCM, Lawrence, Mass.

BLACK, JIM
News of the Hour
KCBF-TV, Lubbock, Tex.

BLAIR, FRANK
Today
NEC-TV

BLANCHARD, MICHAEL
CJUL, Johnson City, Tenn.

BLISS, HOMER
WHAM, Rochester, N. Y.

BOGGS, RAN
Between the Lines
WMTC, Vancele, Ky.

BOLTON, JOE
WPIX, N. Y., N. Y.

BOLTON, PAUL
Paul Bolton News
KTBC-TV, Austin, Tex.

BONTEMA, RON
WKMI, Kalamazoo, Mich.

BOOTON, FRAN
WPGA, Oak Park, Ill.

BOWLER, J. Y.

BOWMAN, R. T.
CFBC, St. John, N. B., Canada

BOYD, CARRIE
Tift County Today

BOYD, DR. WM. N.
Bill Boyd Edits News
WEDR, Atlanta, Ga.

BOYETTE, PAT
KEY-L-TV, San Antonio, Texas

BRADFORD, BOB
News in Review
WRAD, Radford, Va.

BRADFORD, W. E.
KSTP, St. Paul Springs, Texas

BRADLEY, D.
CKOM, Saskatoon, Saskatchewan, Canada

BRADLEY, BILL
KRON, San Francisco, Cal.

BRADLEY, LYLE C.
WSSV, Petersburg, Va.

BRADLEY, RULON
KSL, Salt Lake City, Utah

BRAGG, MARY
WJAT, Swainsboro, Ga.

BRANCH, TAYLOR
WRR, Dallas, Texas

BREEDIN, J. K.
WFIG, Caldwell, S. C.

BREEN, EDWARD
KVPD, Ft. Dodge, Iowa

BRESSNER, HUGH
CKPC, Brantford, Ontario, Canada

BRICE, BOB
WDUZ, Green Bay, Wis.

BRIGHT, RUTH
WABC, Bloomington, Ill.

BRINKLEY, DAVID
Camel News Caravan
NEC-TV

1015
GEORGE PUTNAM

Southern California’s TOP TV Commentator

TOPS in ratings . . .
TOPS in popularity . . .
Winner of TELE-Views Poll as TOP TV commentator
Named “Man of the Year” by National Home for Jewish Children

10
TOP shows a week on KTTV Los Angeles

Sponsored by

WESTINGHOUSE TELEVISION          BOND STORES

FRANK COOPER
personal representative
FRANK, PAUL
WHCK, Columbus, O.
FRANKLIN, JOHN
FRASER, GORDON
News of Tomorrow
ABC
FRAZIER, ROBERT
WJPB, Fairmont, W. Va.
FRAZIER, BOB
WWVY, Fairmont, W. Va.
FREDERICK, PAULINE
NBC
FREDERICKS, FRANK
WBUF, Buffalo, N. Y.
FRENCH, PETE
WHAS, Louisville, Ky.
FRICKER, ROGER
WBIV, Bedford, Ind.
FRIESEN, JOHN
CPR, Ft. William, Ont.
FROST, REX
CFRB, Toronto, Ont.
FULHEIM, DOROTHY
Highlights of the News
WEWS, Cleveland, O.
FULTON, DAVE
Greater Pensacola
WEAR, Pensacola, Fla.
FURNISS, WALTER
WCOL, Columbus, O.

G

GAFFANEY, L. L.
World to Now
KOLS, Pryor, Okla.
GAILLARD, MARSHALL
WAIM, Anderson, N. C.
GALBRAITH, JOHN
KNXT, Los Angeles, Cal.
GARDNER, DON
Monday Morning Headlines
ABC
GARDNER, HY
Three City Byline
ABC
GARDNER, JACK
KNXT, Los Angeles, Cal.
GARRETSON, JOSEPH
WSAI, Cincinnati, Ohio
GATES, BALLEY
KORK, Las Vegas, N. M.
GAUDET, BILL
WWL, New Orleans, La.
GAVITT, DICK
KPR, Wichita, Kan.
GAYMAN, VAUGHN
Kosher News
WDEQ, Dubuque, Iowa
GEARHART, NICK
KCIC, Shreveport, La.
GEBERS, KEITH
KFIR, North End, Oregon
GEERDES, ROBERT W.
WSTR, Sturges, Mich.
GENTRY, BILL
WCHV, Charlottesville, Va.
GEORGE, ABNER H.
KOPTA, Rapid City, S. D.
GEORGE, NICK
KWWL, Waterloo, Iowa
GERAGHTY, LARRY
City Report
WCSH, Portland, Maine
GILSON, BRACE
WNHC, New Haven, Conn.
GILREATH, HOWARD
WVOP, Vadalia, Ga.
GIVNEY, JOHN J.
Speaking of News
WTRY, Troy, N. Y.
GLADDING, ALBERT
WNOW, York, Pa.
GLADSTONE, HENRY
WOR, N. Y., N. Y.
GLEASON, JACK
WATV, Newark, N. J.
GLEN, JAMES
WCNI, Columbus, Indiana
GLOVER, JAY
CFCH, North Bay, Ontario, Canada
GOODARD, BILL
WTIZ, Jasper, Ind.
GOODARD, HERB
WTAP, TV, Parkersburg, W. Va.
GODWIN, EARL
Earl Godwin's Washington
NBC
GOERCH, CARL
WTFL, Raleigh, N. C.
GOLDEN, SID
WBNS, Columbus, O.
GOLDER, HARRY
EMPC, Los Angeles, Calif.
GOLDSBOROUGH, MURRAY L.
KGET, Gettysburg, Pa.
GONZALES, CHELA
KAFY, Bakersfield, Cal.
GORDON, L. P.
WESB, Bradford, Pa.
GORN, LES
KTIW, Porterville, Cal.
GOSCH, GENE
WJRO, Lenoir, N. C.
GOUNDER, JACK
WEUE, Reading, Pa.
GOW, GEORGE
KANS, Wichita, Kan.
GRAHAM, BOB
KAYL, Storm Lake, Iowa
GRAHAM, SHEILA
Three City Byline
ABC
GRANT, AUSTIN
CDLW, Detroit, Mich.

DOUGLAS EDWARDS
CBS News Reporter

KENNETH BANGHART
N. B. C.
NEWSCASTER
RADIO
TELEVISION
CI 7-8300
HUGHES, JOHN J.
KMMO, Marshall, Mo.

HURLEIGH, ROBERT
Mutual

HUME, ART
Newsreel of the Air
WORL, Boston, Mass.

HUNTER, BOB
Costal Plain News
WWGS, Tifton, Ga.

HURD, JOHN
WMBS, Uniontown, Pa.

HUTCHESON, KEN
KNEW, Spokane, Wash.

JOFFE, CARL
WDTV, Pittsburgh, Pa.

JONES, JOE
Front Page News
WMRN, Marion, O.

ISAACS, JIMMIE
KDB, Lubbock, Texas

ISSARD, BOB
KGNC, Amarillo, Texas

IZZARD, WES
KGNC, Amarillo, Texas

JACKSON, ALLAN
Allan Jackson and the News
CBS

JACKSON, CAROL
KYOU, Uvalde, Texas

JACKSON, HARRY A.
KNGS, Hanford, Cal.

JANES, DOLPH
KORE, Eugene, Ore.

JARRELL, MRS. W. W.
News Priorities
WKTV, Thomasville, Ga.

JEFFRIES, ALLEN
Five Star Final
WIRE, Indianapolis, Ind.

JENNEWIN, PAUL
WMFD, Wilmington, N. C.

JENNINGS, REX
KBWD, Brownwood, Texas

JOHNS, BILL
KFWA, Amarillo, Texas

JOHNSON, DAVE
KSDH, Boise, Idaho

JOHNSON, GENERAL W.
WAAM, Baltimore, Md.

JOHNSON, RON
Local News Page
WORH, Lancaster, O.

JOHNSON, TOM
WPTC, Kinston, N. C.

JOHNSON, WALTER
KCBF, Minot, N. D.

JONES, BILL
KFDA, Amarillo, Texas

JONES, FRANK
Tops in News
WKRF, Topeka, Kan.

JONES, LOIS
WPAR, Parkersburg, W. Va.

JONES, MALDEN
WICS, Springfield, Ill.

KALBER, FLOYD
KMTV, Omaha, Neb.

KALLSEN, DICK
Mutual

KALTEBORN, H. Y.
NBC, WHEC, Rochester, N. Y.

KELLY, JACK
WRF, Eau Claire, Wis.

KELLY, TOM
WEBC, Duluth, Minn.

KENDALL, GEORGE
WJLB, Detroit, Mich.

KENDRICK, ALEXANDER
CBS Radio's World News
Roundup

CBS

KENNARD, ART
CKRM, Regina, Saskatchewan,
Canada

KENNEDY, H.
KCJB, Minot, N. D.

KENNEDY, KEVIN
WPIX, N. Y., N. Y.

KENNEDY, H. B.
WCOM, Parkersburg, W. Va.

KENT, FRANK

KENT, JIM
WSIX, Nashville, Tenn.

KERLIN, J. C.
KGBF, Evansville, Indiana

KESLER, DAVID E.
WHAM, Rochester, N. Y.

KEW, KEN
KGLO, Mason City, Iowa

KIDNEY, DICK
WVEC, TV, Hampton, Va.

KILMER, WAYNE
KAL, Richland, Wash.

BEN GRAUER

NBC

Radio

TV
Levinson, Les
Feature Story
WEMF, Pittsburg, Mass.
Lewis, Fulton, Jr.
Mutual
Lindman, Stuart
WMIN, St. Paul, Minn.
Link, Jerry
KSLM, Salem, Oregon
Lipson, Mac
COKY, Ottawa, Ont., Canada
Little, James G.
Jim Little Views The News
WTAG, Waukesha, Mass.
Logan, Glenn
WJOL, Joliet, Ill.
Lohman, Philip
WJOY, Burlington, Vermont
Lokey, Frank
WRDW, Augusta, Ga.
Long, Chet
WBNS, Columbus, O.
Louter, John
WKTV, Utica, N. Y.
Lowry, Byron
KWTX, Waco, Texas
Lyons, Jimmy
KWCH, Scary, Ark.
MacDonald, Bruce
WJW, Cleveland, Ohio
MacVane, John
News of Tomorrow
ABC
McBride, Bill
WOW-TV, Omaha, Neb.
McCaffrey, John
11th Hour News
McCormick, Charles
ABC: WABC, N. Y., N. Y.
McCoyff, Joe
Mutual
McCullom, Burt
CKLB, Owashun, Ontario
McComber, Jerry
KHQ, Spokane, Wash.
McCurre, Hershel
KTV, Longview, Texas
McCuen, Charles
WCCO, Minneapolis, Minn.
McDonald, Donald<br>Campbell McDonald Reports
CFRA, Ottawa, Ont.
McDonald, Irving T.
More Light on the News
WEEI, Boston, Mass.
McIntyre, Frank C.
KLIB Editorialists
KLX, Twin Falls, Idaho
McHale, Bob
WSB, Atlanta, Pa.
McKeel, John<br>WAYS, Charlotte, N. C.
McKenzie, John
FCW, Singleton, Cal.
McLaren, J. G.
Tomorrow's Headlines Today
CFKJ, Ft. Frances, Ont.
McLean, Clyde
WBT, Charlotte, N. C.
McHillen, John<br>WCPX, Panama City, Fla.
McMurtrie, Burt
Burt McMurtie Presents
KMO, Komo-TV, Tacoma, Wash.
Mena Mara, Jim<br>KLAC, Los Angeles, Cal.
McQuarrie, Heath
Weekend Review
CKKX, Brandon, Man.
McRennolds, Bill<br>KSWO, Lawton, Okla.
Meshearry, Harry<br>Capitol Comments
WDOV, Dover, Del.
Mack, Vern<br>KAFY, Bakersfield, Cal.
Mack, Vern<br>KCOR, Tulare, Cal.
Mahoney, Bruce<br>CBS Radio Farm News
CBS: WTOP, Washington, D. C.
Maldonado, Juan<br>WJAC, San Juan, P. R.
Malkie, Del<br>RESI, Anchorage, Alaska
Mallory, Don<br>KURY, Edinburg, Texas
Malone, Ted<br>News
ABC
Mannix, Martin D.
WKBY, Plattsburg, N. Y.
Marshall, Gene<br>WGAI, Elizabeth City, N. C.
Martin, Bill<br>KTLA, Hollywood, Cal.
Mason, Bill<br>WQUA, Moline, Ill.
Matters, John<br>In the Background
WLLS, Lansing, Mich.
Matlock, Stan<br>WKRC, Cincinnati, O.
Matthews, Frank<br>WOAI, San Antonio, Texas
Mayer, John<br>KMYC, Mobile, Cal.
Mayer, Ken<br>WDBZ, Boston, Mass.
Mayners, Joseph A.<br>WAPA, San Juan, P. R.
Mazham, Glenn<br>WEOB, Duluth, Minn.
Meeks, Max<br>WMFR, High Point, N. C.
Melton, Orrin<br>KSOO, Sioux Falls, S. D.
Menefee, Bob<br>WIP, Philadelphia, Pa.
Merchant, Bill<br>KSTT,, Davenport, Iowa
Merriman, Philip<br>WICC; WICC-TV, Bridgeport, Conn.
Meyer, Ed<br>WBYK, Cumberland, Md.
Meyer, Richard<br>Arcooste Daily News
WAGM, Presque Isle, Maine
Middle, Sutfin
Looking at County Line
WWMC, Mt. Carmel, Ill.
Miller, Cedric<br>WKBY, Richmond, Ind.
Miller, Marye<br>WKIV, Richmond, Ind.
Miller, John<br>WHAT, Philadelphia, Pa.
Mitchell, Bob<br>WVVW, Fairmont, W. Va.
Mitchell, Ford<br>KABC, San Antonio, Texas
Mitchell, Jack
Between the Lines
WSYR, Syracuse, N. Y.
Mitchell, Robert F.<br>WPBB, Fairmont, W. Va.
Mitchell, Virgil<br>Arrow of the Voice
KSBW, Salinas, Cal.
Moegle, Fred<br>WKW, St. Louis, Mo.
Monroe, Sue<br>CCKR, Kitchener, Ont.
Montano, Juan Lopez<br>CNN, Arecibo, Puerto Rico
SAGUE, S. R.
WRS, Cleveland, Ohio
ST. LAWRENCE, ROBERT
Today's Headlines
WTOB-TV, Winston-Salem, N. C.

SALMON, DR. E. T.
CKOC, Hamilton, Ont., Canada

SANDERS, ALBERT
WMAS, Macon, Ga.

SANDERS, BOB
The World Today
WCCO-TV, Lubbock, Texas

SAUNDERS, C. J.
KCSL, Flagstaff, Arizona

SAVAGE, BOB
KGBC, Galveston, Texas

SAXE, JOHN
WISN, Milwaukee, Wisc.

SCHERRER, RAY

SCHERMERHORN, JACK
WKOW, Madison, Wisc.

SCHLEYING, KARL
WLAX, Lancaster, Pa.

SCHILLENBRAND, DAVID
CBS Radios World News Roundup

SCHORR, DANIEL
Daniel Schorr and the News.
Capitol Clockroom

CBS

SCHOTTELKOTTE, AL
WSAI, Cincinnati, O.

SCHREIBER, ART
WHZM, Asheville, O.

SCHWEER, ROLAND
KRON, McAllen, Texas

SCOTT, JOHN W.
KTSX, San Antonio, Texas

SCOTT, RICHARD
CKDY, Toronto, Ont., Canada

SEIBELENS, GREN
WIS, Columbia, S. C.

SEIFERT, DON
WMIN, St. Paul, Minn.

SELNER, REG
CKCR, Kitchener, Ont.

SEMPHIN, EDGAR, JR.
Cape Comment

SEVERS, JIM
KWWB, Wichita, Kan.

SHACKLETTE, JAMES
WTLO, Campsville, Ky.

SHADE, ROBERT
WTVP, Decatur, Ill.

SHADL, BILL
CBS Radio's News of America

SHAND, JOHN V.
WMJG, WTVR; Richmond, Va.

SHAW, GORDON
Herald Reporter

SHEPHERD, JAY
KREL, Baytown, Texas

SHERMAN, JACK
KVHU, Oklahoma City, Okla.

SHERWOOD, RALPH
WKBJ, St. Marys, Pa.

SHINN, JOHN
Report to the Valley

SHIPLEY, ROBERT
Radio's News of Europe, La.

SHIREY, AL
KYVL, Little Rock, Ark.

SHROYER, WAYNE
WPCR, Lincoln, Ill.

SHUMATE, TOM
Evening Journal

SHUMWAY, HI
WASK, Lafayette, Ind.

SHUPE, EY
Wordseye View of the News

SIEGRIST, BOB
WGST, Atlanta, Ga.

SINGESE, FRANK
Mutual

SINGLETON, JIM
KTAN, Sherman, Texas

SITTON, GEORGE

SKINNER, RALPH
WLAM, Lewiston, Maine

SLATON, JOHN L.
WWB, Haledale, Ala.

SMART, DWIGHT
KGW, Boise, Idaho

SMILY, TEX
KTSW, Emporia, Kansas

SMITH, ART
KFWO, Fort Smith, Ar.

SMITH, BECKLEY
KOV, Pittsburgh, Pa.

SMITH, DAVE
KVTX, Austin, Texas

SMITH, DAVENPORT
WBRC, Birmingham, Ala.

SMITH, F. CORTNEY
WEQA, Evansville, Ind.

SMITH, HOWARD K.

SMITH, JIM
WTMC, Ocala, Fla.

SMITH, KARL
WEHT, Henderson, Ky.

SMITH, STARR
WRJD, Tuscaloosa, Ala.

SMITHS, LEE
WXYZ, Detroit, Mich.

SNOOT, DAN
KPAL, Pullman, Mo.

SNYDER, ARNOLD
WTTM, Trenton, N. J.

SOKOLSKY, GEORGE
ABC

SORENSEN, FRED
WCVI, TV, Champaign, Ill.

SPAGG, GRAYDON H.
News Around the Country

SPRAGUE, WILLIAM
NBC

SPaulding, Francis
WMUJ, Greenfield, S. C.

SPREY, DON K.
WJOI, Florence, Ala.

SQUIRES, ENOCH

SWY, Traveler

SCHNEDECY, N. Y.

STADLER, GLEN
KREG, Eugene, Ore.

STANTIEL, RAY
WIS, Columbia, S. C.

STANLEY, H.
WNAX, Raleigh, N. C.

STANLEY, REX
KROY-TV, Phoenix, Ariz.

STANTON, EMIL
KPAM, Portland, Oregon

STARR, GENE
WKBV, TV, Youngstown, O.

STARR, H. P.
KPTV, Portland, Oregon

STEELE, JOHN W.
WFFB, Baltimore, Md.

STEVIN, ELLIOT
Views of the News

STEWART, PERRY
WPBC, Minneapolis, Minn.

STEWART, DEANE
KCBS, San Francisco, Calif.

STEWART, JACK
WRJ, Newport, R. I.

STEWART, WM. G.
Congressional Highlights

SFK, Greeley, Colo.

STILLE, BERT
WRHC, Columbus, O.

STONER, PETE
WHAY, New Britain, Conn.

STOUT, NED C.
WARE, West, Newburyport, Mass.

STRIPLING, LUKE
KSEY, Seymour, Texas

STROM, JOHN A.
CKXX, Winham, Ont.

STURM, JOHN
KSEY, Wingham, Ont.

SULLIVAN, JOHN A.
Vermont News & Comment

WCAU, Burlingame, Vt.

SULLIVAN, PAUL
WIP, Philadelphia, Pa.

SUMPF, RUS
WBRY, Waterbury, Conn.

SUNKEL, CARL
WPRS, Paris, Ill.

SWAYZE, JOHN CAMERON
B. April 4, 1906, Wichita, Kans.
Canal News Network, Sightseeing

with the Swayzes: NBC-TV; John
Sawyer Swayze Reports, NBC

SWING, WILLIAM
KPTV, Portland, Ore.

TAFF, PAUL K.
WTVP, Decatur, Ill.

TAKES, LOWELL E.
WAUD, Atlanta, Ala.

TALBOT, BILL
KMTV, Omaha, Neb.

TAYLOR, HENRY J.
Your Land and Mine

ABC
I'M sure it's no news to anyone in the broadcasting industry that we're now going through a period of transition. Bound up as it is with the industry, RCA Thesaurus, together with every other transcription library, will be affected by the changes that come about through this transition.

What do I think this will mean to transcription libraries? I think that it can mean nothing but good. Let me explain.

Now that the freeze is off, television stations are sprouting up all over the country. It's only a question of time, then, until TV evolves from a high-priced advertising medium to a lower-priced one.

Let's take a look at the localities where this has already begun to happen. How has the competition been met? Some radio stations have invested a large part of their time in the "music and news" formula. Either they have scheduled long hours of "mood music" with participating sponsors, or they've extended their disc jockey time. Is this the answer?

On first examination, it might appear to be, but let's take a closer look; let's ask a few questions. Is the "music and news" audience unlimited? Obviously, no. It would seem likely, then, that the stations doing the best programming job for both his listeners and his advertisers will win out.

Next question: How many top disc jockeys can one town produce? As anyone in the broadcasting business knows—not many, not nearly enough.

A few more questions: With either of these two applications of the "music and news" formula, is the best interest of the advertiser served?

Is it possible for the local advertiser to identify his product or services with really big name talent, with a show that produces proven results? Is it possible for the advertiser to merchandise his radio time? Can he tie in newspaper ads and point-of-sale displays with a spot announcement? Again, obviously, no on both counts.

Actually, then, there is really only one way for the broadcaster to give the advertiser more than ever before at very low cost and thereby beat competition. A library service — as exemplified by RCA Thesaurus — is the answer.

For an unbelievably small investment, broadcasters can acquire the personalized services of name shows like the famous Phil Spitalny, and his All Girl Orchestra and Evelyn in the role of emcee, The Sammy Kaye Show, "The Freddie Martin Show." And this is only the beginning of what RCA Thesaurus offers its subscribers.

Promotion kits, supplied by RCA Thesaurus, give the advertiser every opportunity to fully merchandise his radio purchases: ad mats, tie-in announcements, and publicity stories for local release, give the advertiser a planned and packaged campaign.

All of this is just a part of the RCA Thesaurus' regular service. And we are continually working with the future in mind. To demonstrate: Only a few months ago RCA Thesaurus presented its new subscribers with what was practically a gift — and a very valuable gift at that — 1,600 singing jingles to fill the needs of every conceivable type of local advertiser. Recently, we announced the signing of June Valli as a new RCA Thesaurus artist. By the time this is published we will have announced the acquisition of the Melachrino Strings. Melachrino is being presented by us in a show entitled "The Melachrino Musical." This program is of a calibre that would have been available only on a high-priced network show a few years ago. And in the months to come, RCA Thesaurus will announce even more exciting news about new shows, new big name artists, new sales tools, new promotions that will give the local advertiser more than ever before for his advertising dollar.
DISC JOCKEYS
RADIO AND TELEVISION
—their work during 1953

A
ACEVEDO, TOMMY
WKVM, San Juan, P.R.
ACOBIE, CLIFF
WAFG, Dothan, Ala.
ACUFF, JACK
WFOX, Long Beach, Cal.
ADAMS, BOB
Top Twenty Tunes
KPH, Wichita, Kan.
ADAMS, CHAS.
Sunrise Salute
WTAN, Clearwater, Fla.
ADAMS, JIM
Mayor Of Melody Show
KOWL, Amarillo, Texas
ADAMS, JOE
WSTV, Steubenville, O.
ADAMS, KOE
KTOE, Mankato, Minn.
ALBERGNI, HAL
Knackpot Kollege
WCOU, Lewiston, Me.
ALEXANDER, DAN
Matinee Showcase
KORA, Bryan, Texas
ALEXANDER, KURT
KXLM, Decatur, Ga.
ALLEN, BILL
WLAC, Memphis, Tenn.
ALLEN, DAVE
WJZJ, Haverstown, Md.
ALLEN, GARY
Disc Derby
KKFU, Columbia, Miss.
ALLEN, LEN
KLO, Oden, Utah
ALLEN, LLOYD
KGLS, Flastaff, Arizona
ALLEN, PAUL
KGLS, Flastaff, Arizona
ALLEN, ROGER
WTAM, Shavas, N. H.
ALLEN, TONY
Music For You
WGEN, Alexandria, Va.
ALTMAN, LEN
Music in the Night
WSAR, Fall River, Mass.
AMO, GENE
Amole's Corner
KMYR, Denver, Colo.
AMOS, JOHNNY
Johnny's Band Box
KBAA, Bakersfield, Cal.
ANDERSON, BILL
WKDM, Des Moines, Iowa.
ANDERSON, ERNIE
Record Review
WHIM, Providence, R. I.
ANDERSON, JOHN
Musical Clock
WBAT, Marion, Ind.
ANDERSON, MARVIN
Requestfully Yours
KCLM, Carroll, Iowa
ANDREWS, JOHNNY
Johnny Andrews Musical
WTAM, Cleveland, Ohio
ANNONI, JERRY
KGYW, Vallejo, Cal.
APPLE, BILL
Bill Apple Show
KAYO, Seattle, Wash.
ARM, TOM
Day-Dreamer
WSTV, Steubenville, O.
ARNOLD, CHARLES
WAFB, Baton Rouge, La.
ARRFONDO, FRANK
WKJQ, San Antonio, N. Y.
ART, BOBBY
RFD 1050 Party
WRWF, Eau Claire, Wis.
ARTHUR, SID
Des Moines, Iowa
AUDELLO, JOE
WJLB, Detroit, Mich.
AUSTIN, DICK
KNOX, Grand Forks, N. D.
AVERY, BEN
Call Of The Rockies
KOA, Denver, Colo.
AYRES, ART
Tops In Pops
KODI, Cody, Wyo.

B
BACKMAN, HARVEY
Record Party
KOOK, Billings, Mont.
BAILEY, BILL
Welcome Inn
KKIZ, Phoenix, Ariz.
BAILEY, CARL
Jackie Thirty
KBIG, Avalon, Cal.
BAILEY, JIM
1240 Wigeon Box
KRDJ, Dimuba, Cal.
BAILEY, WILLIAM
Bill Bailey Show
WBTJ, Belleville, Ill.
BAINTER, JACK
Music For Monday
KFOX, Riverside, Wash.
BAKER, BABE
Harlem Express
WSAI, Cincinnati, O.
BAKER, BILL
Western Caravan
WMKJ, Middlesboro, Ky.
BAKER, BOB
KORK, Las Vegas, Nev.
BAKER, PAUL
Rise & Shine
WLAD, Danbury, Conn.
BALDWIN, BUD
Best of Baldwin
WING, Dayton, O.
BALDWIN, CLYDE
KDMO, El Dorado, Ark.
BALDRIEDE, GENE
Gene's Record Shop
WSIP, Paintsville, Ky.
BALL, BOB
WJMU, Greenville, S. C.
BANKSTON, BOB
KXIE, Des Moines, Iowa
BARBER, BILL
Music Hall Matinee
WJR, Detroit, Mich.
BARBER, PAUL
Spanish Hour
KVOE, Santa Ana, Cal.
BARCLAY, AL
Danceland
WTAM, Wilmington, Del.
BARLOW, JACK
WHU, Harlan, Ky.
BARNARD, DALLAS
KOL, Kansas City
BARNES, CHRIS
Late Date
WALE, Fall River, Mass.
BARON, HENRY
Mood Indigo
WSSY, Petersburg, Va.
BARK, FRED
Spiritual Time
WWRL, N. Y., N. Y.
BARRETT, BILL
WJCU, Columbia, Miss.
BARRY, DONALD, J.
Journey Into Melody
WKIE, Newport, Vermont
BARRY, JOHN
Swing With Bing
WING, Dayton, O.
BARTTER, BOB
Musical Variety
KNEX, McPherson, Kan.
BEAGLE, DALE
Show That Dale Built
CCKD, Red Deer, Alta.
BEALLIEU, BOB
CJEM, Edmundston, N. B.
BEALLIEU, JACK
CJFP, Riviere Du Loup, Que.
BEAVER, WIN
OWX, GWM, Missouri
BECK, TOM
Tom's Turntable
KTWL, Tucumcari, N. Mex.
BECHER, DON
Nite Flite
WEOA, Evansville, Ind.
BECHER, FRANK
Showcase
WKKO, Louisville, Ky.
BECHER, FRANK
WGBI, Mankato, Minn.
BEKAS, TONY
WKAP, Allentown, Pa.
BEL, DON
KRTT, Des Moines, Iowa
BEL, GENE
Heller's Hour
KYOS, Merced, Cal.
BELLE, JOHNNIE
The Bellboy Show
WDQG, Marine City, Mich.
BENEDICT, GORDON
WWMW, Meriden, Conn.
BENHAM, DICK
WBEF, Brockton, Mass.
BENNETT, FRED
WPEN, Philadelphia
BENNETT, JACK
WPTV, Albany, N. Y.
BENNETT, AL
Musical Menu
WHLI, Medford, Mass.
BENNERT, MARGARET
WESC, Greenville, S. C.
BENTON, DOUG
WGY, Montgomery, Ala.
BENTON, LOU
WAPX, Montgomery, Ala.
BERG, ALLAN
Tompkins Pops KKKD, Los Angeles, Cal.
BERGER, CARL
Early Risers WLAW, Grand Rapids, Mich.
BERRY, JACK
To The Ladies WODM, Miami, Fla.
BERRY, JAMES F.
Berry’s Bandstand WDOR, Orlando, Fla.
BERRY, JOHN
WGBF, Evansville, Indiana
BETHIA, FRED
Musicien Clock WTMG, Ocala, Fla.
BICLLEY, ALAN
Dream Street KTUL, Tulsa, Okla.
BINETTE, BOB
Dream Street KTUL, Tulsa, Okla.
BINGE, RALPH
Gentle & Binge WJBK, Detroit, Mich.
BIRRELL, HARRY
Day-Breaker WSTV, Steubenville, O.
BLACKWELL, DILLARD
WLOE, Leukerski, N. C.
BLAIR, BILL
Moneyp Moods KOME, Tulsa, Okla.
BLAIR, CHUCK
WFXL, W. Frankfort, Ill.
BLAIR, HARRY
Late Date WGL, Ft. Wayne, Ind.
BLAKE, ALLIX
Star Dreams WABY, Albany, N. Y.

**BLOCK, MARTIN**

Make Believe Ballroom, WNEW, New York.
Make Believe Ballroom, WABC, ABC

**BLUM, GEORGE**
KORN, Mitchell, S. D.

**BASSETT, BOB**
Roseland Revue WPED, Taunton, Mass.

**BASSETT, JOHN**

**BATCHelder, BOB**
WEAN, Providence, R. I.

**BATEY, HUGH**
WPQ, Jacksonville, Fla.

**BROWER, NORM**
Bandstand KXXA, Seattle, Wash.

**BOHRER, ROBERT**
Mailbag Matinee WGVA, Geneva, N. Y.

**BOIGT, WALLY**
Off The Record WPDI, Winston-Salem, N. C.

**BOLIN, ART**
Dream Train WARM, Scranton, Pa.

**BoNNER, ED.**
St. Louis Ballroom KXOK, St. Louis, Mo.

**BOOT, JIMMY**
Music At Your Request WMGR, Bainbridge, Ga.

**BOONE, JOE**
Moonlight Melodies WMVQ, Milledgeville, Ga.

**BORRELLI, RALPH**
WJMJ, Philadelphia, Pa.

**BORT, KEN**
Snake River Stampede KFXD, Nampa, Idaho

**BOWDEN, JAMES**
Juvenile Junction RITP, Porterville, Cal.

**BOWEN, HAI**
Alarm Clock Club KODI, Cody, Wyo.

**BOWERS, BUD**
WSBA, York, Pa.

**BOWERS, JACK**
Platter Party WMCK, McKeesport, Pa.

**BOWERS, TOM**
Morning Special WLAG, La Grange, Ga.

**BOWLES, FRAN**
Hi Neighbor WOAP, Oswego, Mich.

**BOWMAN, GENE**
Off the Record KIBL, Beeville, Tex.

**BOYD, ALBERT**
Ole Korraa WBIP, Booneville, Miss.

**BRANCH, GEORGE**
WELC, Welch, W. Va.

**BRANDNER, CHUCK**
No Name WRMN, Elkin, Ill.

**BRANT, JACK**
Variety Time WITZ, Jasper, Ind.

**BRENT, BILL**
WJAS, Pittsburgh, Pa.

**BRAY, AL**
Jukebox Matinee WKX, New Britain, Conn.

**BRAY, ED.**
Sunrise Serenade WTKG, Thomasville, Ga.

**BRETAG, JERRY**
WLP, La Saile, Ill.

**BRENNER, PAUL**
Requestfully Yours WAAT, Newark, N. J.

**BRINGER, ERNEST**

**BROCK, RAY**
Big Three WHBY, Appleton, Wis.

**BRODE, BUDDY**
WJAR, Norristown, Pa.

**BROOKS, AL**
Platter Party WIBC, Indianapolis, Ind.

**BROOKS, JACK**
WCCC, Hartford, Conn.

**BROOKS, JIM**
KMOD, Modesto, Cal.

**BROOKS, KIRBY**
Kirby Brooks Show WQAM, Miami, Fla.

**BROOKS, MARK**
WXBC, New Rochelle, N. Y.

**BROOKS, PHIL**
WPKA, New Kensington, Pa.

**BROOKS, VANCE**
WGCD, Chester, S. C.

**BROWN, ART**
Art Brown Show WHHH, Washington, D. C.

**BROWN, BILL**

**BROWN, DON**
Time Out With Music CKFT, Ft. Frances, Ont.

**BROWN, FLOYD**
Mr. D. J. WEAR, Pensacola, Fla.

**BROWN, KEITH**
KFDA, Amarillo, Tex.

**BROWN, PAT**
Quartet Time KAPK, Minden, La.

**BROWN, RHODA**
Ted And Rhoda Brown Show WMGM, New York, N. Y.

**BROWN, SAM**
WYAR, Baltimore, Md.

**BROWN, TED**
Ted Brown Show WMGM, New York, N. Y.

**BROWNELL, LARRY**
Larry Brownell Show WHHJ, Warren, Ohio.

**BRYANT, JAY**
KOCA, Kilgore, Texas

**BRYANT, WILLIE**
After Hours Singing Session WHOM, N. Y., N. Y.

**BUCK, GEORGE, JR.**
WJNO, WPalm Beach, Fl.

**BULL, FRANK**
America Dances KJFB, L. A., Cal.

**BULLOCK, SHEL**
Juke Box Serenade WSSC, Glens Falls, N. Y.

**BURFORD, BILL**
Morning on the Morning WHHI, Warren, Ohio

**BURTON, BOB**
Breakfast with Burton WEEK, Peoria, Ill.

**BURNETTE, DAL**
WMBO, Richmond, Va.

**BURGESS, FRANK**
Chuck Wagon Roundup WHMA, Amistown, Alba

**BURGE, HARRY**
Jukebox Serenade WQAM, Miami, Fla.

**Burchart, BILL**
KLBS, Houston, Tex.

**BURGESS, RALPH**
Open House WGBA, Columbus, Ga.

**BURNS, SPIDER**
House of Joy Show KXXL, St. Louis, Mo.

**BUSTARD, HAROLD**
WGZ, Kasselberg, Mont.

**BUTLER, JIM**
KMOX, St. Louis, Mo.

**BUTLER, SHERM**
Record Shop WMAL, Washington, D. C.

**BUZZARD, DICK**
WELM, Elmiria, N. Y.

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**CADDELL, GRAHAM**
WJXK, Florence, S. C.

**CAFFREY, BOB**
WOOD, Grand Rapids, Mich.

**CALKWELL, LARRY**
WPIC, Sharon, Pa.

**CALLAHAN, CHARLES W.**
Lucky Seven WESB, Bradford, Pa.

**CALVERT, BOB**
WTIP, Charleston, W. Va.

**CAMPBEL, JIM**
WREM, Atmore, Ala.

**CAMPELL, DICK**
WDVA, Danville, Va.

**CAMPBELL, GEORGE**
WHLD, Niara Falls, N. Y.

**CAMPERSON, BILL**
WBOI, Allentown, Pa.

**CAMPO, TONY**
Midnight Flyers WEDC, Chicago, Ill.

**CAPPS, JIMMY**
Our Best To You WPTF, Raleigh, N. C.

**CAREY, STAN**
Hi Neighbor WJAC, Augusta, Ga.
CARLETON, LAD
1880 Club
WFGM, Fitchburg, Mass.

CARLSON, TED
WTAQ, LaGrange, Ill.

CARMACK, ALLEN
KYTV, Redding, Cal.

CARPENTER, BOB
Masquerade Bandstand
WDIR, Dubuque, Iowa

CARR, ROY
Record Shop
WLRL, Minneapolis, Minn.

CARRINGTON, JIM
WLAI, Erie, Pa.

CARROLL, RAY
After Hours Swing Session
WHOM, N. Y., N. Y.

CARTER, DIAMOND
WMFR, High Point, N. C.

CARTER, LEROY
Carter’s Clambake
KCTX, Childress, Tex.

CARVER, JOHN
ROYD, North Platte, Neb.

CASE, HARRY
Music in the Air
WHIM, Provo, R. I.

CASERSON, CARL
Friendly Time
KCAL, Duluth, Minn.

GAUDILL, CARL B.
WFTC, Kinston, N. C.

CHAMBERS, BOB
Musician Capers
WEBK, Tampa, Fla.

CHAMBERS, JOELYN
Jo’s House
NEW, New Iberia, La.

CHAMBERS, PAT
Gulf Coast Serenade
WFLA, Tampa, Fla.

CHANDLER, JOEL
WJOY, Burlington, Vermont

CHAPMAN, FRED
WBAX, Wilkes Barre, Pa.

CHAPMAN, GLEN
Supper Club
KOLS, Pryor, Okla.

CHAPMAN, JERRY
The Lowdown
WIRE, Indianapolis, Ind.

CHAPMAN, RALPH
Platter Playhouse
WHAY, Haverhill, Mass.

CHARLES, PRESTON
Top Five
WAGA, Atlanta, Ga.

CHASE, EDDIE
Eddie Chase Show
CKLW, Detroit, Mich.

CHASMAN, POLA
The Pola Chasman Show
WQXR, New York

CHASUK, DAVE
Danceable Ditties
KTIM, San Rafael, Cal.

CHRISTIAN, JERRY
KGYW, Vallejo, Cal.

CHRISTIANSON, CHRIS
KLFY, Lafayette, La.

CHRISTIE, MIKE
CKCR, Kitchener, Ont.

CHURCHILL, DON
KWRD, Shelby, Mich.

CLARK, CHRIS
1230 Club
WEBM, New Bedford, Mass.

CLARK, DANNY
The Danny Clark Show
WEAR, Savannah, Ga.

CLARK, DOCK
Caravan of Music

CLARK, JOHN
Date With Rhythm
WPAC, Lincoln, Ill.

CLARK, JOHN
WEAL, Macon, Ill.

CLARKE, DEL
WJMR, New Orleans, La.

CLARKE, ROBERT
Night Owl
WRTA, Altoona, Pa.

CLAY, TOM
Sunrise Serenade
WROP, Binghamton, N. Y.

CLAYTON, JOHN
Happy Days
WFYW, Eau Claire, Wis.

CLEMENT, JOHNNIE
Record Shop
WELY, Blackstone, Va.

CLEMENTS, CLEM
Clem’s Chicken Coop
KLEX, Lorton, N. M.

CLIFFORD, BILL
Bill Clifford Show
KWRN, Reno, Nev.

CODY, WAYNE
KALL, Salt Lake City, Utah

COLONE, ANN
WGL, Ft. Wayne, Ind.

COLVIN, LOU
KOL, Seattle, Wash.

COLEETTE, JACK
WJJC, Matewan, W. Va.

COULIER, ART
WPKE, Pikesville, Ky.

COLLINS, PAUL
Super Serenade
KFRD, Rosenberg, Texas

COMER, FRANK
Top Twenty
WLDAD, Danbury, Conn.

CONNORS, BOB
Club Jet
WJET, Erie, Pa.

LARRY FINLEY
KFWB
Los Angeles

Broadcasting from
The
LARRY FINLEY
RESTAURANT
on the Sunset Strip

LARRY FINLEY
KFWB
Los Angeles

Broadcasting from
The
LARRY FINLEY
RESTAURANT
on the Sunset Strip

POLA CHASMAN
DRAMA DISC JOCKEY
ON
WQXR
Thursday — 9:05 to 9:30 p.m.
COAD, COOK, COPE, COREY, CRAGER, COURTNEY, COUGHLIN, CRANE, CUMMINGS, CURL, CURRY, CURTIN, CURTIS, DAIGRE, DALE, DAWAT, KLAC, 980 WSBC, WFBC, KJBS, WO
Coffee Melody Night KFPW, Housewives CFRB, WJIM, Crowley KING, KURV, WQBC, KVON KRJF, WTAO, WEVA, Dan
WCKY, WKMI, AY, Lazy Melody BILL FRANK DICK FRANK DICK Daniels REX WILLIAM
— Believe San Oakland, RICHARD Provo, Salt LAKE City, Utah
AY, Lazy Melody BILL FRANK DICK FRANK DICK Daniels REX WILLIAM
— Believe San Oakland, RICHARD Provo, Salt LAKE City, Utah
DOWNY, GEORGE
WEAN, Providence, R. I.

DOWNY, JACK
WGH, Hartford, Conn.

DOWING, DERY
KGY, Olympia, Wash.

DOYLE, EDWARD

DOYLE, JIM
KCKY, Coolidge, Arizona

DOYLE, JOHN
KILO, Grand Forks, N. D.

DOANE, GEORGE
WGTH, Hartford, Conn.

DOWNING, DYER
KGY, Olympia, Wash.

DOYLE, EDWARD

DOWNING, DYER
KGY, Olympia, Wash.

DOYLE, WILLIAM
WKOK, Sunbury, Pa.

DUTCH, HAL
WLAM, Lewiston, Maine

DUTRISAC, JEAN
Club 1450
CHEF, Granby, Que.

DUVAL, JACQUES
Paris Chante
CKCV, Quebec

DWELEY, DALE
KCCV, Redding, Calif.

DYER, WILLIAM
WKOK, Sunbury, Pa.

EAGERT, BILL
KVLF, Alpine, Texas

EARLY, BOB
WALK, Patchogue, N. Y.

EASTMAN, JIM
Country Junction
WGAP, Maryville, Tenn.

EATON, BOB
WLEU, Erie, Pa.

EDMUND, JOHN
Music Matinee
KISD, Sioux Falls, S. D.

EDMUNDSON, NEAL
Starlite Souvenirs
KSDW, Salinas, Cal.

EDWARDS, ACE
KWCQ, Searcy, Ark.

EDWARDS, ALLYN
Wake Up Easy
WNBC, N. Y., N. Y.

EDWARDS, CHARLIE
Crackerjack Show
WPDQ, Jacksonville, Fla.

EDWARDS, GENE
Candlelight & Gold
KLIP, Dallas, Tex.

EDWARDS, JOAN
WCBS, N. Y., N. Y.

EDWARDS, MÉRLE
Caravan
WMIN, St. Paul, Minn.

EDWARDS, RICK
WRAC, Racine, Wis.

EGGLESTON, BILL
Barn Dance
WSBN, Belle Glade, Fla.

Eickhorn, ROBERT
Swingtime Serenade
WCLT, Newark, Ohio

EISCHEN, DON
Chez Show
WMAG, Chicago, Ill.

EINARSON, DON
Club 1300
ROL, Seattle, Wash.

ELIOTT, CHUCK
WMGY, Montgomery, Ala.

ELIOTT, BILL
Bill's Bandstand
WSOE, New Orleans, La.

ELLIOTT, GLENN
Spins & Needles
WANE, Ft. Wayne, Ind.

ELLISON, ED
Western Spotlight
KJTA, Batesville, Ark.

ELLISON, PAUL
WHAR, Clarksburg, W. Va.

EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kan.

EMM, LOU
Breakfast In Bedlam
WHO, Dayton, O.

EXO, JACQ
Musical Food Basket
WEBR, Buffalo, N. Y.

ERHARD, JIM
RAWT, Douglass, Arizona

ART FORD
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WHAM; WHAM-TV
GETCHEL, LARRY
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KFQT, Fremont, Neb.

GIBBON, BILL
The Room
WANT, Richmond, Va.

GIBNEY, JOE
Ol' Joe's Klix Klub
Klix, Twin Falls, Idaho

GILBERT, DICK
KYTL, Mesa, Arizona

GILSON, BRACE
1340 Club
WXHC, New Haven, Conn.

GLEASON, STEVE
The Juke Box
KASM, Albany, Minn.

GLEYN, JOHN
Merely Music
WHRC, Jacksonville, Fla.

GOLDEN, RAY
Ray Golden Show
WWSW, Columbus, Ohio

GOODMAN, LEE
Mutual

GOODWIN, JIM
WEBQ, Harrisburg, Ill.

GOKE, ELLIOTT
WWVR, Syracuse, N. Y.

GORDON, LEE
Platter Parade
WABY, Albany, N. Y.

GORDON, LLOYD
Pied Piper
WESB, Bradford, Pa.

GRAHAM, DICK
Merry Go Round
WMAS, Wilmington, Del.

GRAHAM, FRANK
WVEC, Hampton, Va.

GRANT, BRUCE
Record Shop
WGRD, Grand Rapids, Mich.

GRANT, JOHNNY

GRANT, MILT
WOL, Washington, D. C.

GRAVETT, JOE
The Spin
WZVU, Jacksonville Beach, Fla.

GRAYSON, NICK
WISC, Madison, Wis.

GREEN, ART
Ballroom
WKAT, Miami Beach, Fla.

GREENE, RON
KARK, Tulsa, Okla.

GREER, BOB
KMon Along & Listen
KMON, Great Falls, Mont.

GREGORY, GEO.
Music Til Midnight
WGTM, Wilson, N. C.

GRIEVE, OLIVER
Dance Time
KAWT, Douglas, Arizona

GRIEVE, BETTY
Jazz Time
Korz, Orovile, Cal.

GRISWOLD, JACK
WQAN, Scranton, Pa.

GRUBB, JACK
WTNG, Thomasville, N. C.

GUNDRE, GUNNAR

GUNNING, JACK
WAKU, Lathrobe, Pa.

GUNTER, GEORGE
KTBX, Tyler, Texas

GURNETT, RICHARD
KSCO, Santa Cruz, Cal.

GWENN, EASY
Easy Does It
WIBC, Indianapolis, Ind.

HADLEY, EDWARD
Musical Nitecap
WCLO, Janesville, Wis.

HAGGERTY, FRED
Marine Ballroom
WFPG, Atlantic City, N. J.

HALE, PHIL
Phil Hale Show
WRNB, New Britain, Conn.

HALEY, AMBROSE
REAL, Fulton, Mo.

HALL, ED
Early Express
KELD, El Dorado, Ark.

HALL, JOHN
1400 Club
WESB, Bradford, Pa.

HALL, RUSC
Ken Mayhem
KENT, Shreveport, La.

HAMILTON, GENE
WBN, N. Y., N. Y.

HAMILTON, STANLEY
Good Music Cafe
WAMS, Washington, D. C.

HANCOCK, HUNTER

HANCOCK, RICHARD
KSCO, Santa Cruz, Cal.

HANCOCK, RUSC
Ken Mayhem
KENT, Shreveport, La.

HANLEY, BOB
WSFC, Somerset, Ky.

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HANGER, ROBERT

HANLEY, DON
Best on Wax
KFEQ, St. Joseph, Mo.

HANNA, BOB
Bob Hanna Show
WWPP, Miami, Fla.

HANNA, ERLE
WJAM, Marion, Ala.

HARRISON, KEN
WPIC, Minneapolis, Minn.

HARGIE, JIM
Sunshine Club
WPIC, Lake Wales, Fla.

HARLING, HUGH
Bye Bye Blues
KCFX, San Luis Obispo, Calif.

HAROLD, RON
Coffee Club
WEPM, Martinsburg, W. Va.

HARRELSON, JIM
Supper Club
WSTV, Mt. Airy, N. C.

HARRIS, CHAZ
Swing Shift
WJHP, Jacksonville, Fla.

HARRIS, DEAN
WAGE, Syracuse, N. Y.

HARRIS, JOHN
Honest John's Houseparty
WJYU, Newport News, Va.

HART, BOB
KDFL, Fulton, Mo.

HART, RUSSELL
Coffee with Russ
WAOW, Vincennes, Ind.

HARVEY, JOHN
Good Morning Show
EGO, San Francisco, Calif.

HARVEY, PAT
Pat Harvey Show
KHMO, Hannibal, Mo.

HAXTON, LESTER
Platter Party
WCIX, Scottsboro, Ala.

HAYMES, BOB
WCOM, N. Y., N. Y.

HAYNES, DICK
KLAC, Los Angeles, Calif.

HAYNES, JOHNNY
WMIS, Sylacauga, Ala.

HAZLETT, BOB
Hillbilly Houseparty
KIVY, Crockett, Tex.

HEAVILIN, BOB
Sandman Serenade
WCGA, Gainesville, Ga.

HEEDMAN, DON
KJRE, Seattle, Wash.

HESTER, JAMES
KSOO, Sioux Falls, S. D.

HISWICK, JOE
WMIL, Milwaukee, Wisc.

HODGES, FRED
1400 Club
KBOI, Boulder, Colo.

HOFER, DAVE JR.
Rhym Request Time
KHIO, Dinuba, Calif.

HOGUE, ALAIN
Chansonnets
CHLP, Montreal, Que.

HOLIDAY, JOHN
KOY, Phoenix, Arizona

HOLIDAY, JOHN
KTIS, Little Rock, Ark.

HOLDRICK, WILLIAM
WLOH, East Liverpool, O.

HOLMES, JACk
Jack Holmes Show
WLOW, Norfolk, Va.

HOLT, DAN
Happy Dan, The Record Man
WBEX, Chillicothe, Ohio

HOOD, TAL
Tal Hood Show
WFGM, Fitchburg, Mass.

HORNET, GABBY
WGL, Ft. Wayne, Ind.

HOSKINS, JACK
Opry House of Stars
WHNL, Harlan, Ky.

HOUSBURG, HOLLY
Holly's Houseparty
KLIX, Twin Falls, Idaho

HOWARD, BILL
WDVA, Danville, Va.

HOWARD, BOB
Top 20 at 1500
WLSU, New Orleans, La.

HUBERT, LARRY
WLBY, Williamsport, Pa.

HUBER, CHARLES
Top Rail
KMAN, Manhattan, Kan.

HUGHES, CLAude
Sunny Side Of The Street
KNEX, McPherson, Kan.

HUGHES, HUGH
WWWF, Fayette, Ala.

HUGHEY, BRETT
KBOR, Brownsville, Texas

HULL, NIKI
KOID, Caldwell, Idaho

HUMBLE, BILL
WIAM, Westmonton, N. C.

HUNT, JOHNNY
Top Spot
WVEC, Hampton, Va.

HUSSAK, JOHN
Rendezvous Room
WDBQ, Dubuque, Iowa

HUSING, TED
Ted Husing's Bandstand
WJNY, New York, N. Y.

HUSTAD, DICK
WBLK, Clarksburg, W. Va.

HUTCHINSON, BILLY
Music Out of the Night
WRJC, Jackson, Miss.

HYDEN, JOE
Rythm At Random
WJDM, Newport, R. I.

I

IHLLENFELD, WARREN
WKIZ, Butler, Pa.

INGERSELL, JOHN
Mobile Matinee
WKG, Mobile, Ala.

INNIS, BEN
From Studio C
KSEI, Pesotempo, Idaho

IRVING, BOB
WMAY, Springfield, Ill.

IRWIN, KEN
KLOG, Kelso, Wash.

J

JACK, HARRY
The Music Shop
WKIZ, Muskegon, Mich.

JACKSON, TED
WHAM, Rochester, N. Y.

JAMES, CARROLL
On the Horizon
WJJE, Haverstraw, Md.

JAMES, BILL
What Time Is It?
San Luis Obispo, Calif.

JAMISON, DICK
Poor Richard's Almanac
WDYK, Cumberland, Md.

JARVIS, AL
Make Believe Ballroom

JASIN, JAY
Jim's P.M. House
WHRC, Columbus, Ohio

JEFFRIES, DICK
By Request
W capit, Owosso, Mich.

JENKINS, BON
KGY, Olympia, Wash.

JEWELL, WAYNE
Record Matinee
WBBG, Flint, Mich.

JOHNSON, ALAN
KLOK, Grand Forks, N. D.

JOHNSON, ART
Ballad Box
WATR, Waterbury, Conn.

JOHNSON, BILL
KQPH, Flagstaff, Arizona

JOHNSON, JIM
WLAC, Memphis, Tenn.

JOHNSON, BUCKY
Blue Dreamer
WIRR, W Palm Beach, Fla.

JOHNSON, IRWIn
Early Worm
WDNS, Columbus, Ohio.

JOHNSON, JOE
WPAQ, Mt. Airy, N. C.

JOHNSON, KEN
Melody Time
WGAP, Maryville, Tenn.
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<td>In A Sentimental Mood</td>
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<td>Morning Show With Eddy Jo</td>
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<td>WHLD, Niagara Falls, N. Y.</td>
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--- K ---

| KALLAS, BESS                 |
| Lady Professor               |
| WKBI, St. Mary's, Pa.        |

| KARNOW, DICK                 |
| WGSM, Huntington, L. I.      |
| KARNS, BRUCE                 |
| Record Room                  |
| KMAN, Manhattan, Kan.        |
| KARRENRAR, BILL              |
| Bill's Inn                   |
| WHBC, Canton, O.             |
| KASSEL, S. I.                |
| Your Musical Caravan         |
| WCCM, Lawrence, Mass.       |
| KAY, ANDY                    |
| Swinging With Andy           |
| KGST, Fresno, Cal.           |
| KAY, ARTY                    |
| WVLK, Lexington, Ky.         |
| KAYE, BARRY                  |
| WJAS, Pittsburgh, Pa.        |
| KAYE, LARRY                  |
| KCMJ, Palm Springs, Cal.     |
| KEHOE, JERRY                 |
| WVSC, Somerset, Pa.          |
| KELLER, ROGER                |
| Turntable Matinee            |
| WEPM, Martinsburg, W. Va.   |
| KELLY, BOB                   |
| WILM, Wilmington, Del.       |
| KELLY, DAN                   |
| 1400 Club                    |
| WRDO, Augusta, Maine         |
| KELLY, TOM                   |
| Tom Kelly Show               |
| WLAV, Grand Rapids, Mich.   |
| KELS, BILL                   |
| Platter Chatter              |
| KHUM, Eureka, Cal.           |
| KENNEDY, ALFRED              |
| 1440 Club                    |
| WIKE, Newport, Vt.           |
| KENNEDY, MICHAEL             |
| Club 800                     |
| KTOW, Okla. City, Okla.      |
| KENYON, WAYNE                |
| KGNC, Amarillo, Texas        |
| KEHRN, DON                   |
| KJAF, Miles City, Montana    |
| KERSHAW, ART                 |
| WJAR, Providence, R. I.      |
| KEYES, FRANK                 |
| ALPO, La Salle, Ill.         |
| KEYES, WILLIAM               |
| WJNO, W. Palm Beach, Fla.    |
| KEYS, DICK                   |
| WOHL, East Liverpool, O.     |
| KILLMAN, EARL                |
| WEBQ, Harrisburg, Ill.       |
| KINDELL, EARL                |
| Platter Pantry               |
| WSWN, Belle Glade, Fla.      |
| KING, ART                    |
| 1230 Calling                |
| WBSM, New Bedford, Mass.     |
| KING, DUKE                   |
| WINN, Louisville, Ky.        |
| KING, FULTON                 |
| The Coffee Pot               |
| WTON, Staunton, Va.          |
| KING, JOHNNY                 |
| WJAR, Providence, R. I.      |
| KING, NELSON                 |
| Daily Hit Parade             |
| WCKY, Cinn., O.              |
| KING, PAUL                   |
| Paul King Show               |
| WONW, Defiance, O.           |
| KING, VERN                   |
| Platter Parade               |
| KSRO, St. Louis, Mo.         |
| KING, WALLY                  |
| KSPO, San Francisco, Calif.  |
| Kirby, Gene                  |
| Hillbilly Jamboree            |
| WWRB, St. Albans, Vt.        |

BILL SILBERT
KIRBY, HAL
WWVR, Russellville, Ala.

KIRBY, JIM
WBCG, Birmingham, Ala.

KIWI, JOHN
WIWE, Chester, O.

KIRKWOOD, JIM

KWAN, JAMES
Kirwan's Karousel
WDLA, Walton, N. Y

KISSER, GEORGE

KIRWAN, JOHN

KIRKWOOD, ROBERT

KIRBY, JIM

KREITNER, LEO

LAWRENCE, BOB
Coffee Club
WEMP, Milwaukee, Wis.

LAUBER, BILLY
Country Concert
WOAI, San Antonio, Texas

LAUF, DICK
WJCD, Seymour, Ind.

LAVENDER, DICK
Rise And Shine
WGLS, Decatur, Ga.

LAWRENCE, DICK
Melody Matinee
WPHK, Alexandria, Va.

LAWYER, JOHN
KORA, Bryan, Texas

LAWRENCE, KEN
House of Music
WLS, Chicago, Ill.

LAWRENCE, LARRY
Music For You
WCOP, Boston, Mass.

LAY, SLIM
Slim Lay Show
WHBQ, Huntsville, Ala.

LEAVITT, ROBERT
Afternoon Of Music
WWSR, St. Albans, Vt.

LEE, ARCHIE
Whop, Hopkinsville, Ky.

LEE, DICK
Sunrise In The Rockies
KXOR, Colorado Springs, Colo.

LEE, TOMMY
Variety With Melody
KSUB, Cedar City, Utah

LEE, VINCE
Morning Salute
KYW, Philadelphia

LEFFLER, GENE
Parade of Pops
KAYL, Storm Lake, Iowa

LEONARD, BUD
Wake Up Mississippi
WRBC, Jackson, Miss.

LEONARD, HOWIE
Matinee Frolic
WPOR, Portland, Maine

LEVY, SY
Top Band Show
WACE, Springfield, Mass.

LEWIS, DEAN
KLEM, La Grande, Oregon

LEWIS, GERRY
Music You Want
WOSH, Portland, Maine

LEWIS, J. B.
WRAL, Raleigh, N. C.

LEWIS, WILBUR
Want
Richmond, Va.

LEYDEN, BILL
KFWB, L. A., Cal.

LILLY, R. G.
WLOU, Louisville, Ky.

LIND, ELLIS
Ellis Lind Show
KSTN, Stockton, Cal.

LINDEMANN, BUD
The Big Bud Show
WGBK, Grand Rapids, Mich.

LINDBOM, BILL
Record Rendezvous
KSTT, Davenport, Iowa

LING, CLYDE
Something For The Ladies
WCAM, Camden, N. J.

LING, BAND
At Home With Bandel Linn
WSPB, Sarasota, Fla.

LITTLE, RON
Top Of The Mornin'
KCOM, Sioux City, Iowa

LLOYD, BOB E.
Bob E. Lloyd Show
WAYZ, New Haven, Conn.

LOGAN, GEORGE
KKLW, St. Louis, Mo.

M

MACAULAY, JACK
Sittin' In The Sun
WICH, Norwich, Conn.

MacDONALD, DON
KLCB, Libby, Mont.

MacDONALD, RON
MAC On A Moonbeam
KLCB, Libby, Mont.

MACK, DANNY
WAJK, Alken, S. C.

MACK, JOHNNY
Melody Time
WYOK, Birmingham, Ala.

MacKEENIE, BILL
Time Teller
WLAT, Tampa, Fla.

MacKELVIE, ART
Saturday Matinee
KHQ, Spokane, Wash.

MACAVIT, DON
Warm Sounds
WURL, Wrangula, Ont.

MADDEN, ED
Swing Session
WARM, Scranton, Pa.

MADDOX, SKIP
WANE, Park Falls, Ind.

MAHONEY, JOHN
Platter Parade
WJTN, Jamestown, N. Y.

MAIZE, JIM
KDNA, Tucson, Arizona

L

LABEL, ART
Art Laboe Show
KGJF, Hollywood, Cal.

LaCOM, AL
Afternoon with Al
KGA, Spokane, Wash.

LALLY, JOE
Wellis Wheeling, W. Va.

LA MAR, JACK
Housewives Serenade
WCAM, Camden, N. J.

LAMB, BILL
Jamb For Breakfast
WBBC, Flint, Mich.

LAN, TED
WSDI, Sterling, Ill.

LANE, BRYANT
Record Room
WGAC, Valdosta, Ga.

LANE, ED
Monroe County Hoedown
WMPA, Aberdeen, Miss.

LANE, JEFF
Street of Dreams
WKMI, Kalamazoo, Mich.

LANG, BOB
Bob Long Show
KPOA, Honolulu, Hawaii

LANDEO, LEE
WDPB, Middletown, Ohio

LANE, JIM
WPBC, Minneapolis, Minn.

LANGILL, EDDIE
1230 Club
KLVT, Levelland, Texas

LARSEN, BOB
Coffee Club
WEMP, Milwaukee, Wis.

LAUBE, HARRY
Country Concert
WOAI, San Antonio, Texas

LAUF, DICK
WJCD, Seymour, Ind.

LAVENDER, DICK
Rise And Shine
WGLS, Decatur, Ga.

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Melody Matinee
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KORA, Bryan, Texas

LAWRENCE, KEN
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LAWRENCE, LARRY
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WCOP, Boston, Mass.

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Slim Lay Show
WHBQ, Huntsville, Ala.

LEAVITT, ROBERT
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LEE, ARCHIE
Whop, Hopkinsville, Ky.

LEE, DICK
Sunrise In The Rockies
KXOR, Colorado Springs, Colo.

LEE, TOMMY
Variety With Melody
KSUB, Cedar City, Utah

LEE, VINCE
Morning Salute
KYW, Philadelphia

LEFFLER, GENE
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KAYL, Storm Lake, Iowa

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Wake Up Mississippi
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LEWIS, WILBUR
Want
Richmond, Va.

LEYDEN, BILL
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LITTLE, RON
Top Of The Mornin'
KCOM, Sioux City, Iowa

LLOYD, BOB E.
Bob E. Lloyd Show
WAYZ, New Haven, Conn.

LOGAN, GEORGE
KKLW, St. Louis, Mo.

LOHMAN, DIXIE
Open House
KAYL, Storm Lake, Iowa

LOKEY, FRANK
WRWD, Augusta, Ga.

LOMAX, KEN
Prevue And Encores
KERG, Eugene, Ore.

LOMBARD, JOHN
KZNE, LaJunta, Colorado

LONG, JAMES
Chatter Parade
WLCK, Campbellville, Ky.

LONG, JOE
Music At Random
KLCN, Blytheville, Ark.

LoPRESTO, STANLEY
WKBS, Oyster Bay, N. Y.

LOED, JOHN
KCGO, Mason City, Iowa

LOTTRIDGE, EROL
Music In The Night
KBTA, Batesville, Ark.

LOUDEN, ROD
Magic In Music
KPOJ, Portland, Oregon

LOWE, JAMES
WRK, Dallas, Texas

LOWE, WALTER V.
Disc Jockey Jamboree
KSUB, Cedar City, Utah

LOWERY, BILL
Bill Lowery Show
WGST, Atlanta, Ga.

LOWRY, LEW
Houser's House's Hour
KTRH, Houston, Texas

LUCAS, BEN
WRGA, Rome, Ga.

LUCAS, BILL
Two To Get Ready
KOLN, Lincoln, Nebraska

LUCIER, BILL
KROX, Crookston, Minn.

LUCK, "LUCKY"
Wake Up Hawaii
KPOA, Honolulu, Hawaii

LYNN, JAMES
WPWA, Chester, Pa.

LYONS, JIMMY
KDON, Salinas, Cal.

M

MacADIE, JACK
Sittin' In The Sun
WICH, Norwich, Conn.

MacDONALD, DON
KLCB, Libby, Mont.

MacDONALD, RON
MAC On A Moonbeam
KLCB, Libby, Mont.

MACK, DANNY
WAJK, Alken, S. C.

MACK, JOHNNY
Melody Time
WYOK, Birmingham, Ala.

MacKEENIE, BILL
Time Teller
WLAT, Tampa, Fla.

MacKELVIE, ART
Saturday Matinee
KHQ, Spokane, Wash.

MACAVIT, DON
Warm Sounds
WURL, Wrangula, Ont.

MADDEN, ED
Swing Session
WARM, Scranton, Pa.

MADDOX, SKIP
WANE, Park Falls, Ind.

MAHONEY, JOHN
Platter Parade
WJTN, Jamestown, N. Y.

MAIZE, JIM
KDNA, Tucson, Arizona

1126
MALONE, CHARLES
Charlie's House
KANE, New Iberia, La.

MALLOY, LES
KXJA, San Francisco, Cal.

MAPLES, TOM
WIEL, Elizabethtown, Ky.

MARCH, JIM
Open House
KODI, Cody, Wyo.

MARKLE, TINY
Time Polka Jamboree
WAVZ, New Haven, Conn.

MARLOWE,ewan
Record Tarave
WALK, Patchouche, N. Y.

MARSHALL, JOHN
Rise 'N Shine
WCNH, Norwich, N. Y.

MARTIN, CLIFF
WMRP, Flint, Mich.

MARTIN, JOE
500 Club
WOW, Omaha, Neb.

MARTIN, JOE
KREM, Bakersfield, Cal.

MARTIN, JOHNNY
WWFA, Williamsport, Pa.

MARTIN, MARY ELLEN
Merry-Go-Round
KCBS, San Bernadino, Cal.

MARTIN, MIKE
WJLK, Lexington, Ky.

MARTINEZ, AL
WKP, Poughkeepsie, N. Y.

MARTIN, MARTY
Music Mart
WIOU, Kokomo, Ind.

MARTIN ELISS
Nite Owl
KSTT, Davenport, Iowa

MASON, CHARLES
WMFM, Florence, S. C.

MASON, JOHN
Coffee Call
WRNM, Evanston, Ill.

MASON, WILLIAM
WYKY, Reyser, W. Va.

MASSEY, BOB
Melody Hour
WIOD, Miami, Fla.

MATHEL, CHET
After Hours
WOOD, Grand Rapids, Mich.

MATTHEWS, DOUG
WFUX, W. Franklin, Ill.

MATTHEWS, SAM
Rural Rhyme
KGKB, Tyler, Texas

MAUGANS, BILL
Western Jamboree
Ponca City, Okla.

MAVER, BOB
WWJ, Detroit, Mich.

MAXWELL, RAYMOND
Songs To Remember
WTTL, Waterville, Maine

MEYER, BILL
Mayor of Morning
WGAR, Cleveland, O.

MEYER, JOE
WEGK, Cleveland, O.

MAYHEW, TOMMY
Penthouse Serenade
WGAP, Maryville, Tenn.

MAXHEW, BILL
Bill Maxhew Show
WALJ, Washington, D. C.

MAXNARD, DAVE
Mr. D. M. in the AM & PM
BILL, Medford, Mass.

MAVOR, HIRAM
KPOC, Pocahontas, Ark.

MAYS, JOHN
All Request Jamboree
KBGA, Kennett, Mo.

MAZET, JOE
KTYL, Mesa, Arizona

McCAVEY, JER
Wed Patrol
WIP, Phila., Pa.

McCOY, RONNIE
Morning with McCoy
KODI, Denver, Colo.

McCUULLOUGH, SCOTT
Dance Party
KARE, Wichita, Kans.

MCDOVELL, CHESTER
Dusk-Go-Hot Bod
KCBS, Shreveport, La.

MCELINE, GREG
WHBY, Appleton, Wis.

MCEARLAND, WAYNE
Music Mart
KNEB, Scottsbluff, Nebraska

MCGHEE, TOM
WKKG, Cocoa, Fla.

MCGRAH, NED
Mr. Musical Clock
WJOC, Jamestown, N. Y.

MCGRAW, DON
WYCB, Bristol, Va.

MCGEORGE, MAC
Start The Day Right
WIP, Phila., Pa.

MCKASSON, CHUCK
Monter For Music
KRIO, McAllen, Tex.

MCKEE, BOB
WQXI, Atlanta, Ga.

MCKINLEY, LARRY
Larry McKinley Show
WNYC, New Orleans, La.

MCKINLEY, JIM
Just For You
WMMX, Mt. Vernon, Ill.

MCKELLAN, ARDELL
WSO, Henderson, Ky.

MCGEOCH, BILL
Music Mart
KARE, Wichita, Kan.

MCELAN, DONALD
Morning Serenade
WHDL, Golan, N. Y.

MCELEOD, DON
WJJK, Detroit, Mich.

MCDANIEL, WILLIAM S.
RRK, Kirkland, Wash.

MCGEELY, MARTY
Music Hall
WJJD, Detroit, Mich.

MCKAE, JUNE
WMBM, Miami Beach, Fla.

MCEBOY, EARL
WHBY, Appleton, Wis.

MCEHAN, BOB
Just Name It
WEAN, Providence, R. I.

MELIA, KAY
Club 400
KAY'S, Kans.

MENDES, JIM
WYCB, Ponce, Puerto Rico

MENDENHAM, JIM
Club 1230
KLCB, Libby, Mont.

MERRITT, EDWARD
Journey Into Melody
WBRK, Pittsfield, Mass.

MERTZ, BILL
Music Mestro
WVVO, Columbus, O.

MEYERS, DUTCH
KFOR, Lincoln, Nebraska

MEYERS, JACk
Gloomusters
KOLX, Lincoln, Nebraska

MOFFITT, JIM
KLOG, Kelso, Wash.

MOLNAK, EMERY
Request Hits
WMCR, McKeesport, Pa.

MONK, MARION
Listening Post
WNGA, Moultrie, Ga.

MONKMAN, BOB
WQIN, Racine, Wisc.

MONROE, JOE
Joe Monroe Show
KDCR, Shreveport, La.

MONTGOMERY, ROBERT
WGBC, Greensboro, N. C.

MOORE, DON
KKEY, WVF, Fayette, Ala.

MOORE, JACK
Melody Shop
KWH, Tulsa, Okla.

MOORE, LEE
WWVA, Wheeling, W. Va.

MOORE, VIRGIL
KWMJ, Marion, Ala.

MORALLES, LUIS A
Club 550
WPAB, Ponce, Puerto Rico

MORATH, MAX
Time Out With Max
KVOR, Colorado Springs, Colo.

MORELLI, HALL
KLAS, Las Vegas, Nev.

MORGAN, HAL
Morgan's Masterpiece
WGAR, Cleveland, Ohio

MORGAN, JOE
Music With Morgan
KERV, Knoxville, Tex.

MORRIS, JIMMY
Late Date
WRRG, Mobile, Ala.

MORRIS, JOHNNY
Johnny on the Spot
W1LOL, Brooklyn, Minn.

MORRIS, LEROY
R.F.D.
WEAN, Pensacola, Fla.

MORROW, FRANK
Frank Morrow Show
KTUL, Tulsa, Okla.

MORSE, CLAYTON
Country Music Time
WHYL, Carlisle, Pa.

MOSER, DICK
Burlington Bugle Ride
KBUR, Burlington, Iowa

MOSEY, VERN
Coffee Time
KISD, Sioux Falls, S. D.

MCCLELLAND, BILL
NCAE, Pitts., Pa.

MCCOY, ERNEST L.
KBKI, Alice, Texas

MILLS, JERRY
KLAX, Los Angeles, Calif.

MILLER, DICK
The Ole Hop Cat
WRBC, Jackson, Miss.

MILLER, DOTTIE
A Miss With The Hits
WWBQ, Augusta, Ga.

MILLER, FRED
Afternoon Serenade
KMMO, Marshall, Mo.

MILLER, HOWARD
WMAQ, Chicago, Ill.

MILLER, HOWARD
WIND, Chicago, Ill.

MILLER, MEL
Breakfast Club
WARE, Ware, Mass.

MILLER, PAUL
WCKY, Cinn., O.

MILLER, GABE
On The Serenade
KYW, Phila., Pa.

MILNER, GEORGE
Turntable Caravan
KGUI, Greenville, Tex.

MILLS, DICK
Dick Mills Show
KGOA, Des Moines, Iowa.

MILLS, LEE
WRAD, Radford, Va.
MILTON, BOB
Bob Milton Show
WDGC, Marine City, Mich.

MINARD, TOM
WATM, Atmore, Ala.

MITCHELL, BABIE
Herbie Mintz Show
WAAF, Chicago, Ill.

MITCHELL, BOB
WELM, Elmira, N. Y.

MITCHELL, FROSTY
KWDY, Des Moines, Iowa

MULLEN, HARRY
KCBQ, San Diego, Cal.

MULLIN, JAY
Music with Mullen
KMCA, Charleston, S. C.

MULLIGAN, RAY
Mulligan's Show
WMAM, Potsdam, Pa.

MULVYHILL, JOE
1100 Club
FAMX, Cleveland, Ohio

MURDOCK, JIM

MURPHY, BOB
Bob Murphy Show
WIRK, W. Palm Beach, Fla.

MURPHY, DENNIS
Disc Time Dennis
WKEN, Topeka, Kan.

MURPHY, MARTIN
Outwest Special
WLAN, Lander, Wyo.

MURPHY, PAUL
The PM Show
WCHW, Defiance, O.

MURPHY, TOM
WKNA, Charleston, W. Va.

MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.

MYERS, BILL
KILO, Hilo, Hawaii

—— N —

NAUGHTON, RUSS
Music, Off The Record
WDRG, Hartford, Conn.

NEAL, BOB
WMPS, Memphis, Tenn.

NEWSON, BILL
Chuck Neilshow
WNBW, Daytona Beach, Fla.

NEWTON, OSCAR
Let's Dance
WAGM, Presque Isle, Maine

NEWTON, MARY
WSAT, Susanau, Wis.

NELSKOG, WALLY
KJR, Seattle, Wash.

NELSON, OSCAR
Musicale
WGAU, Spokane, Wash.

NELSON, BOB
Top Tunes
KNJM, Janesview, N. D.

NELSON, BOB
Morning Call
WDST, New Orleans, La.

NELSON, GENE
KGMS, Sacramento, Cal.

NELSON, STANLEY
KITE, San Antonio, Texas

NEUBERGER, STAN
WEKZ, Monroe, Wisc.

NEWSOME, GIL
First Five
KWK, St. Louis, Mo.

NEWTON, JIM
Western Caravan
KWWC, Little Rock, Ark.

NEUTER, ROY
Town's Top Tunes
WFDF, Flint, Mich.

NICHOLSON, JIM
Musical Clock
WJLX, Meadville, Pa.

NICKSON, NICK
950 Club
WBBF, Rochester, N. Y.

NIESS, BART
WBTV, Richmond, Ind.

NILES, DAVID
WEVD, N. Y.

NORBE, BOB
WTOC, Savannah, Ga.

NORBE, GENE
WLAC, Nashville, Tenn.

NORDON, LEON
Disc Ring
WSAM, Saginaw, Mich.

NORGARD, ROBERT
Random Ranch

NORTON, RICHARD
Coffee Time Musical
WFAU, Augusta, Maine

O'BRIEN, ALBERT
Al O'Brien Show
WOPA, Oak Ridge, Ill.

O'BRIEN, BILL
Commuter's Special
WSAR, Fall River, Mass.

O'CONNOR, BILL
Shows For WCFL, WJJD, WMAG, WIND, WQNB, WAAF, WAIT, Chicago, Ill.

O'DONNELL, BOB
WHRC, Rochester, N. Y.

O'LEARY, JIM
ECBQ, San Diego, Cal.

O'LEARY, DEL
WCCL, Carbondale, Pa.

O'NEILL, OSCAR
Dancetime
KJWJ, Portland, Ore.

O'NEILL, MARTIN
WXXY, Sarasota, Fla.

O'ROCK, JACK
WKRT, Cortland, N. Y.

ORAVEC, ED
A.M. Mayhem
WHQK, Lancaster, O.

ORCHARD, RAY
CJOC, Quebec City, Que.

ORSEK, RUDY
WTAQ, LaGrange, Ill.

OSBORNE, WAYNE
1490 Club
WOPA, Oak Park, Ill.

OVERTON, RAY
Timekeeper
KOA, Denver, Colo.

OWENS, DON
WGAJ, Elizabeth City, N. C.

—— P —

P'AILLETO, DON
KWIN, Portland, Oregon

PAINTE, DICK
After Hours Stuff
KGBQ, Great Bend, Kan.

PAINTE, FRANK
The Coon Hunter
WEJ, Dillon, Ga.

PANSULLO, JIM
Timekeeper
WWEB, Rochester, Mass.

PARKER, AL
Anytime Goes
WTJJ, Jacksonville, Ill.

PARKER, DICK
WKIP, Pourhouse, N. Y.

PARKER, BOB
WKGN, Knoxville, Tenn.

PARKER, ERIC
Eric Parker Show
WKIZ, Milwaukee, Mich.

PARKS, DEL
WPEN, Phila., Pa.

PARKS, DON
Silver City Serenade
WPEP, Taunton, Mass.

PARKISH, JOHN
WJWB, New Orleans, La.

PARDUS, CLAUDE
WBW, Bedford, Ind.

PARKS, LES
KBAR, Burley, Idaho

PARKER, LARRY
Tops In Pops
WAFI, Winston-Salem, N. C.

PATTISON, JIMMY
By Jimminy
WMOT, Charlotte, N. C.

PAUL, DON
WTAX, Springfield, Ill.

PAYNE, BILL
Bill's Record Shop
KWHF, Cushing, Okla.

PAYNE, LLOYD
Almonie & Dinnerbell
WDXB, Chattanooga, Tenn.

PEACE, MARY
WCSL, Massive
WSCB, New Orleans, La.

PEARS, TOM
KVOL, Lafayette, La.

PEARY, HIL
Hal Peary Show
WMGM, New York, N. Y.

PEBBLES, ED
Country Store
WBML, Macon, Ga.

PETER, LEE
Lee Peering Show
WOK, Billings, Mont.

PELLEGRINO, DAVE
Record Rack
WGFB, Evansville, Indiana

PENNEY, EDWARD
WTAL, Cambridge, Mass.

PERAZZO, DON
Sunrise Serenade
KRON, Omaha, Neb.

PERKINS, RAY
Ray Perkins Show
KFEL, Denver, Colo.

PERRIN, TE.
Koffee Kup Kapers
KGRH, Fayetteville, Ark.

PERRY, BOB
Bob Perry Show
WCAP, Lowell, Mass.

PERRY, BOB
WBBW, Youngstown, O.

PETERS, BOBBY
Bobby Peters Show
WBAP, Ft. Worth, Tex.

PETERSON, ARNOLD
WATW, Ashland, Wis.

PETERSON, BILL
Phoenix, U.S.A.

PETERSON, BRENT
WMUS, Muskegon, Mich.

PETERSON, DON
1300 Club
KROP, Brawley, Cal.

PETERSON, RALPH
KSL, Salt Lake City, Utah

PETTIC, BILL
WIDE, Biddeford, Maine

PETTACK, KEITH
WPDQ, Portage, Wis.

PETTIT, RALPH
WESC, Greenville, S. C.
PHILIPS, BILL
WKBL, Wilkes Barre, Pa.

PHILLIPS, BURREY
WHUR, Memphis, Tenn.

PHILLIPS, JERRY
KZJN, LaJunta, Colorado

PHILLIPS, RALPH
Melody Ballroom
WOIR, Baltimore, Md.

PHILLIPS, WALTER
WLW, Cinn., O.

PICKENS, DICK
KEBE, Jacksonville, Texas

PIQUETT, BOB
KAYO, Seattle, Wash.

PLANTKT, PATRICK
Buckeye Buzle Call
WOLT, Newark, O.

POOLE, BOB
WBIG, Greensboro, N. C.

POUT, PHIL
WHYL, Carlisle, Pa.

POWELL, HARRELL
Music MidNight
WJMC, Sallisbury, N. C.

POWELL, JACK
WOWO, Ft. Wayne, Indiana

POWERS, JOE
WBMD, Baltimore, Md.

POWERS, TED
Two Eight Date
WHDH, Boston, Mass.

POWERS, TOM
Melody Time
WLTO, Bradenck, Pa.

PRADER, GEORGE
Harlem Express
KGAL, Galveston, Texas

PREScott, NORM
Norm Prescott Show
WORL, Boston, Mass.

PRESTON, ART
Art Preston Show
WSPR, Springfield, Mass.

PRIETT, GEORGE
KVOL, Lafayette, La.

PROUGH, CARL
Rhythm Range
KRCM, Eureka, Cal.

PUDNEY, EARLE
Earl Pudney Show
KJIO, Minneapoly, Minn.

PUTNAM, DON
Cosmo Wax
WDSK, Des Moines, Iowa

PUTNAM, MAX
Mailbag Show
WMAT, Mcminnville, Tenn.

PYLE, JACK
Musical Clock
KLYW, Phila., Pa.

RADKA, AL
Gavre
W6KB, Fresno, Cal.

RADZINSKI, STANLEY
WJMJ, Philadelphia, Pa.

RAIFORD, BOB
Weekend Dancing Party
WJCR, Fairlawn, N. C.

RAINS, CAL
Swing Shift
WIRL, Peoria, Ill.

RAMAY, JOE
KLYN, Amarillo, Texas

RAMSEY, BILL
WVOT, Wilson, N. C.

RAMSEY, RAYMOND L.
WHIR, Danville, Kentucky

Randle, DEAN
Randle’s Island
KCOM, Sioux City, Iowa

RANDOLPH, JAMES
WLOU, Louisville, Ky.

RAY, FRANKIE
Club 1330
KWRN, Reno, Nev.

RED, KERMIT
The Record Roundup
WDUN, Gainesville, Ga.

REEVES, GEORGE
WKYW, Louisville, Ky.

REEVES, MAX
KJSK, Columbus, Neb.

REID, BILL
TNT
WDOK, Cleveland, O.

REID, CLARK
Clark Reid Show
WJR, Detroit, Mich.

REMBINGTON, JACK
WKRC, Cincinnati, O.

RENO, WALT
Wake Up With Music
WOC, Davenport, Iowa

REZZI, ED
WRAC, Racine, Wis.

REYNOLDS, BOB
Bobbin Along
KROP, Brawley, Cal.

REYNOLDS, RUSSELL
Sunland
WUCM, Cumberland, Md.

REYNOLDS, STEVE
Off The Record
WSAL, Lorainport, Ind.

ROHDMANER, SCOTTI
Top Ten Of The Week
WTIK, Durham, N. C.

ROHDES, MARY
Bar 1200
KJSO, San Jose, Cal.

RHYNER, RUSSELL
WWSU, Wausau, Wis.

RICH, GLENN
Hillbilly Supper Club
KXOL, Ft. Worth, Texas

RICHARDS, GRAHAM
WPWQ, Pawtucket, R. I.

RICHARDS, RON
Spotlight On Broadway
KGYO, Missoula, Mont.

RICHARDS, STAN
Stan's Coffee Stand
RICHBOURG, JOHN
WLOC, Nashville, Tenn.

RICHMOND, DICK
Dick's Record Room
KRKO, McAllen, Tex.

RILEY, RONALD
Coffee Caravan
KBWD, Brownwood, Texas

RITTER, KEN
KFDM, Beaumont, Texas

ROBBINS, FRED
Mutual

ROBERTS, ART
Art Roberts Show
KKXL, St. Louis, Mo.

ROBERTS, BILL
WRIS, Paris, Ill.

ROBERTS, HAROLD
Yours For The Asking
KXST, Brandon, Man.

ROBERTS, HI
Hi and Homer
KWHR, Shreveport, La.

ROBERTS, KEN
KLMR, Lamar, Colo.

ROBERTS, JAY
Three R Show
KLVZ, Little Rock, Ark.

ROBERTS, MARTY
Night Riders
WCKY, Cinn., O.

ROBERTS, WALT
Dames Parade
WMAN, Mansfield, O.

ROBIN, TOM
Robin's Round Table
KAYO, Seattle, Wash.

ROBINSON, GENE
Off The Record
WTAM, Clearwater, Fla.

ROBINSON, RUTH
KBYE, Oklahoma City, Okla.

ROGERS, BILL
Rise And Shine
WTWA, Thomson, Ga.

ROCKWELL, JACK
KRNT, Des Moines, Iowa

RODONETS, R.
Club 940
CFOX, Yorkton, Sask.

RODRIGUEZ, EDDIE
Buenos Dias
KPOV, L. A., Cal.

RODRIGUEZ, JOHNNY
Cabellero Hour
KTHP, Porterville, Cal.

ROGERS, BILL
KAGH, Crossett, Ark.

ROGERS, BOB
After Hours
KXXO, Sweetwater, Texas

ROGERS, TOMMY
Sunday Night Time
KEPO, El Paso, Tex.

ROLLINS, BILL
Afternoon Serenade
WAYS, Charlotte, N. C.

ROMANS, ROY
The Timekeeper
WMBG, Richmond, Va.

ROMNEY, LANCE
KMOD, Modesto, Cal.

ROPER, KEITH
Platter Parade
WABJ, Adrian, Mich.

ROPER, TED
KDFL, Fulton, Mo.

ROSS, ART
Yawn Patrol
WLOW, Norfork, Ia.

ROSS, BILL
The Bill Ross Show
WIOD, Miami, Fla.

ROSS, BOB
CKOV, Kelowna, B. C., Canada

ROSS, WALT
Dealers Choice
KSRV, Ontario, Ore.

ROSE, BEN
Cousin Ben Show
KALE, Richland, Wash.

ROSSI, JAMES
Best On Wax
KIBL, Beville, Tex.

ROTH, BOB
Breakfast Time
WFTK, Alexandria, Va.

ROTH, DON
WEOA, Evansville, Indiana

Roue, RED
KFWB, L. A., Cal.

ROWLANDSON, JOHN
Hugh Record Rack
WTWL, Waterville, Maine

RUBIO, ZATARAIN
KIWW, San Antonio, Texas

RUSE, GEORGE
Koffee Club
KVA, San Francisco, Cal.

RUSSELL, JOHNNY
Juke Box Johnny
WJR, Detroit, Mich.

RUSSELL, LEW
WPIC, Sharon, Pa.

RUSSELL, VERNE
Pleasure Parade
KUJ, Walla Walla, Wash.
RUTHERFORD, KEITH
Turntable Terrace
CKX, Brandon, Mon.

RUTLEDGE, NED
WHYR, Hoover, Pa.

RYAN, DAN
WWBB, Youngstown, O.

RYAN, KEITH
WLYM, Erie, Pa.

RYMAN, PAUL
Rhyme 'n Rhythm
KKG, Eusene, Ore.

S——

ST. GEORGE, BRUCE
Tunstall, St. Catherines, Ont.

SALAMON, MIKE
Accent On Music
WISR, Butler, Pa.

SANTOS, BOB
KJR, Seattle, Wash.

SAPMEN, JOHN
Paradise of Hits
WFM, Pottsville, Pa.

SAMPSON, BILL
Bill Sampson Show
KXWE, Pasadena, Cal.

SAMS, R. J.
WBEL, Elizabethton, Tenn.

SAMS, GUY
Paris Charlie
CKCV, Quebec

SAN ANTONIO, UGO
Request Time
WCAP, Lowell, Mass.

SANDERS, GEORGE
KEDJ, Los Angeles, Cal.

SAUNDERS, EDDIE
Jump 'n Jive
WWKO, Columbus, O.

Savage, LAMAR
Club 55
WWGA, Gainesville, Ga.

Sawyer, Tom
Tom Sawyer Time
WHOO, Orlando, Fla.

Sawyer, Wayne
WGGD, Chester, S. C.

Saxon, BERTRAND
KRVK, West End, Wise.

Scammell
WELO, Welch, W. Va.

Schneider, HENRY
Bud's Music Room
WTRF, Bellaire, Ohio

Schindler, PETE
Top Basin
KASH, Eugene, Ore.

Schmeer, BILL
Afternoon Ballroom
WAZL, Hazelton, Pa.

Schmidtke, IRVING V.
KRTK, Forest Grove, Oregon

Schneible, LARRY
KVOA, Tucson, Arizona

Schoch, BILL
Bill's Bedlam
WAKK, W. Palm Beach, Fla.

Scllitter, JOHN
WNMP, Evanston, Ill.

Scott, DARCY
CKRD, Matlache
Red Deer Alta.

Scott, KEN
WPEO, Peoria, Ill.

Scruggs, WILLIS
The Sound
WERD, Atlanta, Ga.

Seagars, TOM
WWOW, Omaha, Neb.

SEARS, ZENAS
Diggin' The Discs
WGST, Atlanta, Ga.

Segan, ALAN
1400 Club
KDWT, Stamford, Texas

Seeley, BLOSSOM
Seeley and Fields
WMGN, New York, N. Y.

Seivers, Frank
Western Jamboree
KCTI, Gonzales, Tex.

Self, JIM
Western Caravan
KICA, Clovis, N. M.

Self, MITCHELL
1490 Club
WJAF, Decatur, Ala.

Semen, TONY
Coffee Pot Parade
WMVG, Milledgeville, Ga.

Sergi, SYL
Night Shift
WRST, New Castle, Pa.

Servel, CARL
560 Club
WMIR, Middlesboro, Ky.

Sessa, LIONEL
Chico
KOWL, Santa Monica, Cal.

Sessions, CLIFF
Off The Record
WPOR, Hattiesburg, Miss.

Sharp, IRVING
Musical Clock
WDBJ, Roanoke, Va.

Sharpe, BILL
KRES Jamboree
KRES, St. Joseph, Mo.

Sharpe, JERRY
WFKY, Frankfort, Ky.

Sharpe, LEONARD
WSTR, Sturgis, Mich.

Shaw, E. D.
WRAL, Raleigh, N. C.

Shaw, TOM
KDPA, Amarillo, Tex.

Shela, BILL
KJR, Seattle, Wash.

Shelker, LOERY
Rhythm Express
KKJN, Glendale, Mont.

Sheppard, CHARLES
KAPA, San Antonio, Wash.

Sheppard, GIL
WCPO, Cincinnati, O.

Shepherd, JEAN
WLW, Cincinnati, O.

Sheppard, VERN
Request Express
KOTA, Rapid City, S. D.

Sherahan, Dick
Platter Parade
WLAN, Lancaster, Pa.

Sherer, ED
Ed Sherer Show
WATG, Ashland, Ohio

Sheridan, BILL
Uncle Slim Show
WRJM, Newport, R. I.

Sheridan, PHIL
Rise and Shine
WFIL, Phila., Pa.

Sherman, DONALD A.
WSCM, Bay City, Mich.

Sherman, GENE
Spin The Platter
WTTC, Bloomington, Ind.

Sherman, JOHN
KUJ, Walla Walla, Wash.

Sherrill, BOB
AWKN, Aiken, S. C.

Sherwood, BOBBY
WABC, New York

Sherwood, DON
KFSO, San Francisco, Cal.

Shine, BILL
1230 Club
KLAN, Kenton, Wash.

SHORE, HAL
Shore Show
WSGW, Saginaw, Mich.

Shumway, HARLEY
Commissioner's Special
KVON, Napa, Cal.

Shurian, BUD
Bud's Place
WARE, Ware, Mass.

Sicklesteel, TOM
Tom Sicklesteel Show
WHLS, Port Huron, Mich.

Sievers, BOB
WOWO, Ft. Wayne, Indiana

Silbert, BILL
Bill Silbert Show
WMGM, New York, N. Y.

Simmons, JACK
Music a la WHYL
WHYL, Carlisle, Pa.

Siny, ED
Hillbilly Fever
WBIS, Bristol, Conn.

Slack, D. J.
Mooniall
WCX, Burlington, Vt.

Smith, BILL
Pop Parade
WCO, Lebanon, Tenn.

Smith, WILL
WPA, Montgomery, Ala.

Smith, BOB
WTOC, Savannah, Ga.

Smith, DON
Housewives' Request
WGGS, Tifton, Ga.

Smith, EDWIN
Wake Up & Live
KGKB, Tyler, Texas

Smith, FLETCHER
WGIG, Greensboro, N. C.

Smith, GENE
WCRS, Greenwood, S. C.

Smith, HAL
WELP, Easley, S. C.

Smith, HERB
WCRO, Johnston, Pa.

Smith, JAC
KTKR, Taft, Cal.

Smith, MARK
The Sun Dial
WSBA, York, Pa.

Smith, ROBERT
Off The Record
KVEC, San Luis Obispo, Cal.

Smith, ROBERT
House of Music
WGRT, Gettysburg, Pa.

Smith, SMOKEY
WELP, Easley, S. C.

Solie, GORDON
This 'N That
WPLA, Plant City, Fla.

Sommers, BILL
Melody Unlimited
WRST, New Castle, Pa.

Somohano, HECTOR M.
WCWN, Arecibo, Puerto Rico

Sorenson, KEN
Best on Wax
WDUZ, Green Bay, Wis.

Sorensen, KEN
Platter Parade
WFRO, Fremont, O.

Spanger, BOB
Off The Record
WKIL, Albany, Ore.

Spencer, NEAL
Best On Wax
WAOV, Vincennes, Ind.

Spiegel, STAN
Doodlebug
KXRO, Aberdeen, Wash.

Springer, Thurstorn
WJAT, Swainsboro, Ga.

Stambuck, WALLY
CJOC, Lethbridge, Alta.

Stanley, BILL
Happiness Exchange
WNOE, New Orleans, La.

Starbird, MARK
PNX Jamboree
WPX, Phenix City, Ala.
TAYLOR, TAD
Easy Pickin's
WHVU, Newport News, Va.

TAYLOR, BYRON
KDKA, Kewaunee, Wis.

TAYLOR, BEN
WNDB, Dayton Beach, Fla.

TAYLOR, PAT
Musical Hayloft
WAIR, Winston-Salem, N. C.

TEIG, DAVE
Club Time
WILK, Wilkes-Barre, Pa.

TEWELL, JOE
Serenade
KONO, San Antonio, Texas

TERRY, CHEM
Saturday Morning Roundup
WBAP, Ft. Worth, Tex.

THEISS, DIXIE
WBFD, Ft. Lauderdale, Fla.

THOMAS, DICK
Honor Roll of Hits
KMMO, Marshall, Mo.

THOMAS, JOHNNY
WMMC, Wilmington, N. C.

THOMAS, LLOYD
Morning Melodies
KDKA, Pittsburgh, Pa.

THOMAS, VAL
Melodious Circle
WGAY, Silver Spring, Md

THOMSON, BERNICE
WDAS, Philadelphia, Pa.

THOMPSON, GENE
Operetta Record
KROC, Rochester, Minn.

THOMPSON, GOLDIE
WBNO, Tampa, Fla.

THOMPSON, GRAHAM
Rhythm On The Range
CKPR, Ft. William, Ont.

THOMSON, JACK
Night Watch
WOC, Davenport, Iowa

TOWNLEY, WALLY
Saturday Night Record Party
WKIL, Albany, Ore.

TOWSEY, ROY
Western Jamboree
KISD, Sioux Falls, S. D.

TIGHE, ROY
KFGO, St. Paul, Minn.

TOMASON, JIMMY
Jimmy Tomason Show
KBAK, Bakersfield, Calif.

TOTTEN, JOHNNY
Music Of The West
WGBF, Evansville, Indiana

TOTTEN, VERN
Music Of The West
KXLF, Butte, Mont.

TOWNSEND, DUDLEY
Musical Clock
WDDJ, Roanoke, Va.

TRACESWELL, JIM
Platter Party
KCSB, San Bernardino, Calif.

TRANTON, LEE
Bill Trap Show
WKBZ, Muskegon, Mich.

TRAVELER, WALTER
Tea Time
CKTS, Sherbrooke, Que.

TRUMPETER, JAY
WITF, Chicago, Ill.

TUCK, BUD
Top o' the Mornin'
WGBR, Bangor, Maine

TURK, AL
Good . . . Good Morning Show
WAGC, Augusta, Ga.

TURNER, RAY
Date With Shirley
KRLC, Lewiston, Idaho

TWOHEY, MORRIE
Melody Theatre
KNOE, Monroe, La.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYSON, DAVEY
Wake Up With Davey
WCAE, Pitts., Pa.

U

UGLUM, JIM
Let's Go Places
KGYO, Missoula, Mont.

ULRICH, BOB
KBIF, Saugus, Cal.

UNDERHILL, LEO
Breakfast Time
WCKY, Chmn., O.

Iusher, L
KJR, Seattle, Wash.

V

VAINRIB, STAN
WBRC, Birmingham, Ala.

VALENTINO, GENE
Coffee Corner
WWCO, Waterbury, Conn.

VALENZUELA, EREFEN
Serena Nighturnal
KRIZ, Phoenix, Ariz.

VALLES, CHINA
WPAW, Pawtucket, R. I.

VAUGHN, JOE
Request Review
WJER, Dover, O.

VANCE, SID
Bernies Bandwagon
KYOS, Merced, Cal.

VANDERHOOF, BRUCE
KXLF, Butte, Mont.

VAUGHN, JOE
Request Review
WJER, Dover, O.

VANCE, SID
Bernies Bandwagon
KYOS, Merced, Cal.

VANDERHOOF, BRUCE
KXLF, Butte, Mont.

VAN OSS, JUKE
Clockwatcher
WHTC, Holland, Mich.

VAN STEEVENHORST, BILL
Southern Melodies
WIPIC, Lake Wales, Fla.

VAITH, DON
Free For All
KVAN, Vancouver, Wash.

VALENTINO, GENE
Coffee Corner
WWCO, Waterbury, Conn.

VALENZUELA, EREFEN
Serena Nighturnal
KRIZ, Phoenix, Ariz.

VALLES, CHINA
WPAW, Pawtucket, R. I.

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VANCE, SID
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KYOS, Merced, Cal.

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KXLF, Butte, Mont.

VAUGHN, JOE
Request Review
WJER, Dover, O.

VAITH, DON
Free For All
KVAN, Vancouver, Wash.
An Independent View
Of TV Film Syndication

By EDWARD D. MADDEN
V. P. and General Manager, Film Syndication
Motion Pictures for Television

USUALLY, the spokesman for film syndication in a piece like this is the head of a film syndication operation allied with a television network. In such cases the gentleman in question is always conscious of his network affiliation and cannot speak with real freedom about film syndication. Speaking for a leading independent in the film syndication field I have no such inhibitions.

Let's start with the fact that the quality of film syndication shows is being upgraded to the point where in story, cast and production value, they are in many cases the equal of, and in some cases superior to, the network film shows. If this starts anyone on a rebuttal line, let him first carefully examine the rating records of film syndication shows vs. film and live network shows market by market. He will be in for some distinct surprises. In many areas, including the biggest television population markets, film syndication shows, in what might be termed "fringe" time are achieving ratings equal to, and in some cases superior to, network film and live shows. Some of these ratings are so good that you will find cases in individual markets where the station has opened up really prime evening time for film syndication shows.

In addition to the overall quality of the syndicated film show noted above there is an important plus in terms of the attitude of the regional and national spot sponsor and his approach to the local-level merchandising, publicity and sales promotion support of his show. Despite the quantity of able manpower in the publicity operation of any network, they cannot hope to equal the performance of a team composed of a regional advertiser, his agency, and the film syndicator.

Today there is an increasing trend on the part of network advertisers to turn to national spot placement of their television dollars through the avenue of film syndication. This is not only due to the "must buy" market policy of the net-works and its impact on total advertising appropriations, but is also brought about by the much greater flexibility given to the advertiser in putting his television advertising pressure where he needs it most and where it can be most productive for him.

The swing over to color film has been progressing steadily in the film syndication field. The tremendous importance of the impact color will make on the consumer has alerted the advertisers and agencies to prepare for the beginning of a new cycle. There are many practical applications to merchandising and selling at retail to be considered for the color TV audiences of the near-future. Color advertising will make any and every commercial attractive. The great increase in self-service retail stores in almost every product classification makes brand identification outstandingly important.

The networks have done a fine job in promoting the importance of color, even though there has been some criticism in certain quarters that they have not been as attentive as they might be to the proper means of projecting color film. I think this is an unfair criticism because, to my knowledge, they are all experimenting with proper projection techniques for color film and I believe, are just as anxious to lick this problem as anyone in the film syndication field. The real engineering pros in the business will tell you that any color film that projects well on direct viewing will come through satisfactorily on the television system and that it's only a matter of time until they have the projection problem thoroughly in hand. For our part, we are so convinced of this that we are in production in color with "Duffy's Tavern" and "Junior Science." We will shift to color on "Janet Dean, Registered Nurse" this year and produce "Paris Precinct" in color, starting May first. So when color TV homes are available in quantity during the fall of 1955, our clients will be there first.
MUSICAL DIRECTORS
RADIO AND TELEVISION
— their work during 1953

A

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

AIERS, EDNA
WIL, Louisville, Ky.

AGNEW, JOHN K.
WHKO, Columbus, O.

ALLEN, JARED
WTJS, Jackson, Tenn.

ALIEN, JOHN
KSD, Aberdeen, S. D.

bles, JIM
KGBX, Springfield, Mo.

ANDERSON, PADDY
KTOP, Cushing, Okla.

ANDREWS, BETTY
WJEJ, Hazerstown, Md.

ANTHONY, RAY
A Star Parade of Bands, NBC

ANTOINE, SALLY
KFLY, Lafayette, La.

ARMINNI, ALFREDO
Twentieth Century Concert Hall, CBS

ARMBRUSTER, ROBERT
NBC Western Div., RCA Victor Records

ASTON, BUZZ
Buzz & Bill Show, WDTV, Pittsburgh, Pa.

AYRES, NORMAN
WCCH, Portland, Me.

B

BAKER, FRANK
WWCA, Gary, Ind.

BALKER, FRITZ
WNAB, Washington, D. C.

BANCROFT, PIERSON
KTAR, Phoenix, Ariz.

BANFIELD, ROB
Breakfast Party

BOYER, ROY
Colgate Comedy Hour, NBC

BRAHMS, ROY
Voice of Firestone

BARNETT, RUBY
KKOQ, Stockton, Calif.

BARRINGTON, RALPH
KEPO, El Paso, Tex.

BARTETTE, ROGER
WXUS, Manchester, N. H.

BASS, FRED
CKW, Vancouver, B. C.

BART, GENE
WRAP, Ft. Worth, Tex.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY H.
RQGB, Great Bend, Ind.

BEHAN, CLAIRE
KLMR, Lamar, Colo.

BELL, ALLEN E.
KKEW, Sunnyside, Wash.

BELL, FRANK
WWEI, Boston, Mass.

BELL, GENE
KYOS, Merced, Cal.

BENNITT, BILL
WXNH, New Haven, Conn.

BENSON, BROWNIE
Twilight Time

BERG, ADE
KGW, Portland, Ore.

BERLIN, CHARLES VERNON
KSCO, Santa Cruz, Cal.

BERQUST, WHITEY
National Farm & Home Hour

BERK, ROBERT E.
WOTW, Nashua, N. H.

BESTOR, DON
WICC-TV, Bridgeport, Conn.

BETHESDA, FRED
WRN, Rochester, N. Y.

BIGGS, G. POWER
CBS

BISHOP, JILL
WHBQ, Memphis, Tenn.

BLACK, HAL
KSFN, Los Angeles, Calif.

BLAKE, AFTON
KFPW, Ft. Smith, Ark.

BLYER, ARCHIE

BLOCH, RAY
Toast of the Town, Jackie Gleason Show, Philip Morris Playhouse, CBS

BODDIE, ANEURIN
KDKA, Pittsburgh, Pa.

BORTLE, CLAUDE
Sykex-TV, Syracuse, N. Y.

BOSWORTH, CHESTER O.
WARY, Plattsburg, N. Y.

BOSWORTH, RG.
KGO, San Francisco, Calif.

BOYUM, JERRY
KROC, Rochester, Minn.

BRADLEY, J. HAROLD
WILD, Niagara Falls, N. Y.

BRADLEY, OWEN
WSM, Nashville, Tenn.

BRADY, WILLIAM P.
WZDC, Chicago, Ill.

BREKMAN, MISCHA
WCCO, Minneapolis, Minn.

BRESTOFF, PHIL
WXYZ, Detroit, Mich.

BRISCOE, WELDON
KGO, Amarillo, Texas

BRINKMAN, HELEN
WDBL, Marshfield, Wis.

BRITTON, FERGIE
CRK, Winnipeg, Manitoba

BROCKS, LORETTA
WLO, Louisville, Ky.

BROOKS, LOU
WGTH, Hartford, Conn.

BROWN, LES
Bob Hope Show Colgate Comedy Hour, NBC

BROWN, MAURICE
Let's Pretend

BROWN, ROBERT
WSYJ, Decatur, Ill.

BRUE, DWIGHT
WTGC, Savannah, Ga.

BRUCE, PEG
KVQ, Pittsburgh, Pa.

BRYAN, BILL
KDOM, Oklahoma City, Okla.

BUCK, GEORGE H., JR.
WJNO, W Palm Beach, Fla.

BUCKLEY, EMERSON
WOR, New York, N. Y.

BUCKLEY, EMERSON
Wonderful City

BUNN, NEAL
KRLW, Walnut, Rose, Ark.

BURL, RICHARD
WNOW, York, Pa.

BURKE, JOE
WSCR, Scranton, Pa.

BURT, GARLAND
WLAK, Lakeland, Fla.

BUSSE, GLORIA
WDOK, Cleveland, O.

BUTTERFIELD, BILLY
ABO

BYRD, VIRGINIA
KWB, Indianapolis, Ind.

BYRNE, BOBBY
Steve Allen Show

CALIFIO, JOSEPH
WMAQ, Chicago, Ill.

CAMPBELL, BRIGHT
WING, Dayton, O.

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPBELL, WILSART
CPRB, Toronto, Ont.

CANTRELL, GUIDO
NBC Symphony

CARMICHAEL, CARL
KQSD, San Diego, Cal.

CARDINAL, MARGARET
KQSY, Dallas, Tex.

CARTER, JIM
KFTH, San Antonio, Tex.

CARTER, RAY
Arthur Murray Party

CARTER, ROGER
WADJ, Akron, O.

CARTER, TONY
WAUD, Auburn, Ala.

CASEY, JEWELL
WSAV, Savannah, Ga.

CATTERTON, AUSTIN V.
WWMR, Melrose, Fla.

CEMINSKY, CHARLES
WLW-C, Cincinnati, Ohio

CHANDLER, J. E.
WJOY, Burlington, Va.

CHATTAWAY, DON
WMAS, Wilmington, Del.

CLARK, ALLAN
WKY, Oklahoma City, Okla.
FRANK DeVol

MUSICAL CONDUCTOR

COMEDIAN

"The Betty White Show From Hollywood"

NBC TV Network

"The Dinah Shore Show"

NBC Radio Network

Derby Records

ROSA RIO

Organist-Composer

SU.7-5400
<table>
<thead>
<tr>
<th>Orchestra Leaders-Conductors-Organists—Radio-TV</th>
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</table>
| **EMERSON, BYRON**  
WWHG, Hornell, N. Y. |
| **ENGLISH, R. S.**  
WTRY, Troy, N. Y. |
| **ELRICH, MIKE**  
WWNH, Rochester, N. B. |
| **ETTERS, CLARENCE**  
WBT, Charlotte, N. C. |
| **EXUM, LORETTA**  
WDAK, Columbus, Ga. |
| **FYLES, ELIZABETH**  
WGBA, Columbus, Ga. |
| **FRIK, SHIRLEY**  
WITZ, Jasper, Ind. |
| **FRIEND, G. W.**  
WPLA, Plain City, Fla. |
| **FRY, RICHARD L.**  
CHNS, Halifax, N. S. |
| **FUKEMAN, CLARENCE**  
| **FULTON, ROBERT**  
KERS, Eugene, Ore. |
| **GALICCHIO, JOSEPH**  
Big City Serenade, Intermezzo  
NBC |
| **GARRET, MERLE**  
WRRL, Columbus, Ga. |
| **GARRETT, ROGER**  
WBNS, Columbus, O. |
| **GAR-T, FRED**  
WAYB, Waynesboro, Va. |
| **GASTON, LYLE**  
KSWO, Lawton, Okla. |
| **GEER, C. W.**  
WALT, Tampa, Fla. |
| **GEISLER, BETTY**  
WCPO, Cincinnati, O. |
| **GEYER, BILLY**  
WFDF, Flint, Mich. |
| **GIERSDORF, H. W.**  
KRLD, Dallas, Tex. |
| **GILES, GLENN**  
KDWT, Stamford, Texas |
| **GLENN, TONY**  
KSTL, St. Louis, Mo. |
| **GOLDBERG, LOUIS**  
WOOP, Boston, Mass. |
| **GOODIN, DEL**  
KXOB, Stockton, Cal. |

**GOODMAN, AL**  
B. Baltimore, Md.  
Colgate Comedy, NBC-TV |
| **GOW, ART**  
KZU, Denver, Colo. |
| **GRAHAM, TED**  
KFFE, Fresno, Cal. |
| **GREEN, BERNARD**  
U. S. Steel Ford Ann. Program, Take It From Me. ABC Album  
ABC-TV |
| **GRIZZELL, LLOYD**  
WMMT, McMinnville, Tenn. |
| **GROULX, AURELE**  
CKCH, Hall, Que. |
| **GUDENBERG, MARTIN**  
KIXL, Dallas, Texas |
| **GUILLAUME, CATHERINE**  
WLCX, La Crosse, Wise. |

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**F**

| **FAULKNER, JACK**  
WTSP, St. Petersburg, Fla. |
| **FENNEY, NEWTON**  
KRAL, Rawlins, Wyo. |
| **FERRISS, TOMMY**  
WARE, Ware, Mass. |
| **FIELDING, JERRY**  
You Bet Your Life, Saturday Night Revue  
NBC-TV |
| **FIORE, TONY**  
Starlite Serenade  
KJFO, Fresno, Cal. |
| **FISHER, JAMES W.**  
KPRO, Riverside, Cal. |
| **FISHER, JOHN**  
WJDA, Quincy, Mass. |
| **FLAGENS, RAY**  
WFAA, Dallas, Texas |
| **FOWLER, BETTY**  
KRTV, Little Rock, Ark. |
| **FOX, ROGER P.**  
KFAL, Fulton, Mo. |
| **FRANCK, KARIN**  
WKBZ, Muskegon, Mich. |

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**G**

| **GALLICCHIO, JOSEPH**  
Big City Serenade, Intermezzo  
NBC |
| **GARRET, MERLE**  
WRRL, Columbus, Ga. |
| **GARRETT, ROGER**  
WBNS, Columbus, O. |
| **GAR-T, FRED**  
WAYB, Waynesboro, Va. |
| **GASTON, LYLE**  
KSWO, Lawton, Okla. |
| **GEER, C. W.**  
WALT, Tampa, Fla. |
| **GEISLER, BETTY**  
WCPO, Cincinnati, O. |
| **GEYER, BILLY**  
WFDF, Flint, Mich. |
| **GIERSDORF, H. W.**  
KRLD, Dallas, Tex. |
| **GILES, GLENN**  
KDWT, Stamford, Texas |
| **GLENN, TONY**  
KSTL, St. Louis, Mo. |
| **GOLDBERG, LOUIS**  
WOOP, Boston, Mass. |
| **GOODIN, DEL**  
KXOB, Stockton, Cal. |

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**H**

| **HACKETT, BOBBY**  
Opera vs. Jazz  
ABC-TV |
| **HACKETT, RAY**  
KCBS, San Francisco, Cal. |
| **HAIGH, NANCY**  
KABC, San Antonio, Texas |
| **HALEY, PAT**  
WMCK, McKeesport, Pa. |
| **HALL, DAVE**  
WATW, Ashland, Wis. |
| **HALL, WM. J.**  
WCHN, Norwich, N. Y. |
| **HAMBRIGHT, JO**  
WFGR, Gaffney, S. C. |
| **HAMILTON, EARLINE**  
WKKO, Cocoa, Fla. |

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**DAVID ROSE**

**HANK SYLVERN**

Music Director

MU. 8-6600

1137
HAMILTON, MARY  
CJQ, Quebec City, Que.

HANING, BEVERLY  
KFDR, Lincoln, Nebr.

HARKER, JAMES  
KBON, Omaha, Nebr.

HARRISON, GUY FRASER  
Oklahoma City Symphony Orch. Mutual

HARRISON, HERBERT H.  
KFBK, Sacramento, Calif.

HARTLEY, JAMES A.  
WDUN, Gainesville, Ga.

HAYES, Denny  
KNUJ, New Ulm, Minn.

HAYTER, ELIZABETH D.  
WPFA, Pensacola, Fla.

HEINES, SHIRLEY  
WFJS, Evansville, Ind.

HENDESON, SKITCH  
Dave Garroway Show WABC, New York City

HENKE, CARL  
WCMB, Harrisburg, Pa.

HENLEY, HAROLD  
WQPI, Bristol, Tenn.

HENNEBERGER, JAMES  
WCNE, Centralia, Ill.

HERMANN, RALPH  
ABO

HERRON, JOEL  
WMGM, New York, N. Y.

HICKS, MARY ELIZABETH  
Garden Gate OBS

HILDEBRAND, MARIE  
KXGN, Glendale, Mont.

HILL, J.  
KLIX, Twin Falls, Idaho

HILL, MAURICE  
KBOX, Modesto, Calif.

HOFFMAN, JANE  
KEAR, San Francisco, Calif.

HOGAN, HARLAN  
WSBT, South Bend, Ind.

HOLLINGSWORTH, ELIZ. M.  
WKBS, Oyster Bay, N. Y.

HOLLMAN, CLAYTON  
KIUP, Durango, Colo.

HOOD, TAL  
WPOM, Pittsburg, Mass.

HOPKINS, RAYMOND L.  
WIBC, Indianapolis, Ind.

HOPKINS, WES  
WTMM, Trenton, N. J.

HORN, BOB  

HOUWSTON, E. H.  
CKY, Toronto, Ont., Canada

HOSME, JANE  
WRFW, Eau Claire, Wis.

HUTTON, INA RAY  
KTLA, Hollywood, Calif.

IGLEHART, RAY  
WCPF, Middletown, O.

IHKE, ELMAR  
WEMP, Milwaukee, Wis.

IMBROGULIO, JOSEPH  
WFBR, Baltimore, Md.

INCARDON, A., SAMMY  
KANG, Waco, Texas

—— J ——

JACKSON, MAURICE  
WVKO, Columbus, O.

JAMES, RUSS  
KVEC, San Luis Obispo, Cal.

JENSEN, BYRON  
KOVO, Provo, Utah

JEROME, JERRY  
WPIX, New York, N. Y.

JESTER, SHIRLEY  
WKRC, Cincinnati, O.

JOHNSON, EDDIE  
WTRF, Wheeling, W. Va.

JOHNSTON, J. EDDIE  
WTRF, Bellaire, Ohio

JONES, COLSON E.  
WRTA, Altoona, Pa.

JONES, CARL  
WILM, Wilmington, Del.

JORDON, NICK  
KCSB, San Bernardino, Cal.

—— K ——

KALER, RANDALL  
WFAS, White Plains, N. Y.

KANE, DAVE  
WLAI, Laurel, Miss.

KAYES, MILTON  
NBC Symphony NBC

KAYE, RICHARD L.  
WCRB, Waltham, Mass.

—— L ——

MURRAY ROSS  
Musical Director-Organist

THE COMEBACK STORY
TURN TO A FRIEND
MODERN ROMANCES
THE ERN WESTMORE SHOW

EARL SHELDON

WCRB, Waltham, Mass.
KAYE, SAMMY
Sammy Kaye’s Sunday Serenade, NBC

KEATHLEY, HAMP
KTRK, Lufkin, Tex.

KEATON, CHARLES
WTMG, Washington, D. C.

KEITH, CARROLL
WSPC, Anniston, Ala.

KELLOG, JACK
WMBG, Richmond, Va.

KELLY, DANNY
WRDO, Augusta, Maine

KEMBLE, ELEANOR
WLAD, Danbury, Conn.

KENTON, STAN
Stan Kenton Concert NBC

KIEL, IRWIN
Khub, Watsonville, Cal.

KIELY, JOHN
WMEX, Boston, Mass.

KING, PEE WEE
Pee Wee King & Orchestra NBC

KINNEY, WENDELL
KMO, Tacoma, Wash.

KINNEY, WENDELL
KMO-TV, Tacoma, Wash.

KINSER, JOE
KAFY, Bakersfield, Cal.

KIPEN, MAURICE
WTMJ, Milwaukee, Wis.

KIRSTEN, GEORGE
WJRI, Lenoir, N. C.

KLINGER, EDYTH
KFDV, Los Angeles, Cal.

KNICK, WALTER
WBSN, Columbus, O.

KOSAK, JOE
WVLN, Olney, Ill.

KOTTLE, MISCHA
WWJ-TV, Detroit, Mich.

KRIS, MARIE
KMAN, Manhattan, Kan.

KUHN, ARNOLD Y.
WKBI, St. Marys, Pa.

LACASSE, MAURICE
CJEM, Edmundston, N. B.

LACHANCE, ROGER
CRCV, Quebec

LACONI, JOE
EICU, Erie, Pa.

LAMBERT, NORMAN
WLBZ, Bangor, Me.

LAMM, AL
WOW, Omaha, Nebr.

LANDEMYN, PETE
WDSU, New Orleans, La.

LANE, HAZEL
KROW, Oakland, Cal.

LARGE, DON
Make Way for Youth CBS

LARSEN, GENE
KFMA, Davenport, Iowa

LASH, CLIFF
WLW-T, Cincinnati, O.

LASSITER, CHAD
KNEA, Jonesboro, Ark.

LAVALLE, PAUL
Cities Service Band of America NBC

LAWRENCE, ELLIOT
Stars on Parade DuMont

LEA, ROD
WLVA, Lynchburg, Va.

LEAF, ANN
On Your Way DuMont

LEE, PETE
WJW, Cleveland, O.

LEHMHOFF, HENRY
KWED, Seguin, Texas

LEIBERT, RICHARD
NBC

LEON, MAX M.
WDAS, Philadelphia, Pa.

LEVERETT, LULA, MAE
WVOE, Vidalia, Ga.

LEY, HAROLD
Theatre Guild of the Air NBC

LEVINE, HENRY
WTAM, Cleveland, O.

LIBRARIAN, KAY
WSOS, Henderson, Ky.

LISON, SUE
WDUZ, Green Bay, Wisc.

LIVINGSTON, BOB
WIS, Columbus, S. C.

LIVINGSTON, JIMMY
Carrousel WBAP-TV, Fort Worth, Texas

LOCKHART, HARRY
WAVE, Louisville, Ky.

LOEB, HOWARD
KRIZ, Phoenix, Ariz.

LOFTESNESS, RAY
K500, Sioux Falls, S. D.

LOGAN, WAYNE
KNAK, Salt Lake City, Utah

LOMBARDO, GUY
B. June 2, 1901, London, Ont. Canada. Lombardoland, USA, Mutual; Guy Lombardo Show, Transcribed, Syndicated

HENRY
HOT-LIPS
LEVINE
WTAM-WNBK
NBC, CLEVELAND
MUSICAL DIRECTOR

VICTOR
YOUNG

HENRY
HOT-LIPS
LEVINE
WTAM-WNBK
NBC, CLEVELAND
MUSICAL DIRECTOR

1139
LOOS, JACK
WOWO, Ft. Wayne, Ind.

LOPEZ, VINCENT
Mutual

LORD, EDWIN J.
WDBO, Orlando, Fla.

LOWELL, EUGENE
The Choristers

CBS

LYON, JOHN
WWBQ, Augusta, Ga.

LYONS, JOSEPH
WJOL, Joliet, Ill.

—— Me ——

McCULLEY, JOE
WSNJ, Bridgeton, N. J.

McCRAE, MARYLYN
WBBD, Ft. Lauderdale, Fla.

McDEVITT, LEO
WALE, Fall River, Mass.

McDONALD, HELEN
KXXR, San Jose, Cal.

McELRATH, NANCY
WIS, Columbia, S. C.

McGRATH, NED
WJOC, Jamestown, N. Y.

McGRATH, PEG
KOWH, Omaha, Neb.

McKEOWN, GEORGE
Werk, Monroe, Wisc.

McNEIL, IDA A.
KGFX, Pierre, S. D.

—— M ——

MANNERS, SIDNEY
WJPB, Fairmont, W. Va.

MANNING, CHARLES
WFKY, Frankfort, Ky.

MANTOVANI
Music By Mantovani

MAMES, MARIAN
WRR, Dallas, Texas

MARKLE, ERWIN J.
WAVZ, New Haven, Conn.

MARTIN, GAY
KWBB, Wichita, Kan.

MCCLELLAND, ANN
KPLT, Paris, Texas

MAHER, ELEANOR TERRY
KGBM-TV, Honolulu, Hawaii

MASON, JOHN
WBNM, Elgin, Ill.

MATTOLLA, TONY
Love Story, WABD, N. Y.
Melody Street

MAUGANS, BILL
WBZB, Ponca City, Okla.

MAUPIN, REX
WBKB, Chicago, Ill.

MERCHANT, BILL
KSTT, Davenport, Iowa

MEREDITH, EARL
KIPM, San Diego, Calif.

MERRIMAN, BERNARD V.
KVNI, Coeur d’Alene, Idaho

MERRITT, EDWARD
WBBR, Pittsfield, Mass.

MESTERVY, NORMAN
WOLF, Syracuse, N. Y.

MENAGA, FRANKIE
KHJ, Los Angeles, Cal.

METCALFE, ROBERT E.
WOHL, East Liverpool, O.

METCHEN, WM.
WCCO, Minneapolis, Minn.

MICHAEL, JOSY H.
WJEJ, Grand Rapids, Mich.

MILLER, WILLIAM
KWNB, New Britain, Conn.

MILLIS, LEE
WRAD, Radford, Va.

MILLER, ARNOLD B.
WBSC, Chicago, Ill.

MILLER, HARRISON A.
KIT, Yakima, Wash.

MILLER, HELEN
KULP, El Camp, Texas

MITROPOULOS, DMITRI
New York Philharmonic Symphony

MOLINARO, LARRY
WNAR, Norristown, Pa.

MONTENX, PIERRE
WBMP: Sanford, Fla.

MONTGOMERY, PAUL
WNAO, Raleigh, N. C.

MORRIS, JIM
CRKX, New Westminster, B. C.

MOSENA, RICHARD
KBUK, Burlington, Iowa

MOSS, PHIL
WMPM, Memphis, Tenn

MUFF, FRED
WLAC, Nashville, Tenn.

MURPHY, TOM
WKNA, Charleston, W. Va.

—— N ——

NAPIER, BYRON
KCSR, Enid, Okla.

NASH, BARNES H.
WHIS, Bluefield, W. Va.

WALTER SCHARF
Musical Director and Composer

"Living It Up" — Paramount

"The French Line" — RKO
NEAL, FURMAN
WGVL, Greenville, S. C.

NEAL, PAUL
WBNX, Columbus, O.

NELSON, GENE
KFAM, St. Cloud, Minn.

NICHOLS, TOM
WCGO, Greensboro, N. C.

NIDES, HARRY
WROL, Knoxville, Tenn.

NININGER, EVE
WDBJ, Roanoke, Va.

NOBLE, LEIGHTON
KTRA, Hollywood, Cal.

NORMAN, RALPH
Motorola, ABC Album

NOVELL, WALT
KBIP, Sanger, Cal.

O'BRIEN, ALBERT
WOPA, Oak Park, Ill.

ORMANDY, EUGENE
Philadelphia Orchestra

OSBORNE, SHIRLEY
WNIN, Louisville, Ky.

OSSER, GLENN
WABC, ABC Album

P

PAFUMI, VINCE
Trig Time

PARKER, ED
WORL, Chico, Cal.

PARKER, RUEL
Music Shop

PARRY, DAVE
WLAP, Lexington, Ky.

PAUL, CHARLES F.
B. New York City, Martin Kane

PAUL, LES
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But The Best, NBC; Les Paul & Mary Ford At Home TV Film

PFEFFER, CARL
WKK, Michigan City, Ind.

PHELPS, HENRY
WDRC, Washington, D. C.

PHELPS, RICHARD
WJLB, Detroit, Mich.

PHELPS, ROBERT
WBB, Evansville, Ind.

PELSTO, CHARLES
WWRS, Auburn, Mass.

PELLRINO, CARL
KEX, Des Moines, Iowa

PHELPS, HENRY
WDRC, Washington, D. C.

PELLTIRE, PAUL
WMAS, Springfield, Mass.

PENDLETON, CHARLES F.
KJDS, San Francisco, Cal.

PERKINS, ELEANOR
WEZ, Holyoke, Mass.

PETERSON, CAROLYN SUE
WBHY, Appleton, Wis.

PETRILLO, CEASAR
WEEM-AM, Chicago, Ill.

PFEFFER, GEORGE
WJTN, Jamestown, N. Y.

PHILLY, TOM
KXLF, Butte, Mont.

PLASHTO, MICHEL
Lingnies Symphomone

PICKENS, CHARLES
WEHB, Canton, O.

PIGGOT, GLENN
KNXU-TV, Houston, Tex.

PILCHER, HENRY
WAGR, Cleveland, O.

POLLOCK, JAMES
WILS, Lansing, Mich.

PORTER, KING
WBCO, Birmingham, Ala.

POWELL, RICHARD
WTOP, Washington, D. C.

PRENTICE, CHARLES D., JR.
WHAL, Greenfield, Mass

PRESTON, ED
CHML, Ontario, Can.

PREZEL, GEZE
KSKR, Owatonna, Minn.

PRICE, HARVEY
KFAC, Port Arthur, Texas

PRINGLE, DAVE
KEPL, El Paso, Tex.

PREVOR, LARRY
Bruce Vanderhoof's Open House

PULL, BILL
KDFL-TV, Salt Lake City

R

RAINBOW TRIO
New England Talent Club

RAMIREZ, JOSE RAUL
WIAO, San Juan, P. R.

RAMP, SALLY
WBAT, Marion, Ind.

RANDALL, GORDIE
TV Showcase

REDD, JUD
KPEA, Greeley, Colo.

REED, BEN
WHRG, Jacksonville, Fla.
REINER, FRITZ
Chicago Symphony
DuMont

REINE, BURT T.
WBTA, Richmond, Va.

RICARO, DON (Dick Ridgely)
ABC

RICHARDS, RON
KGYO, Missoula, Mont.

RICHARDSON, EDNA
WTMS, Charleston, S. C.

RICKARD, PAUL
WOWL, Florence, Ala.

RIO, ROSA
My True Story, When A Girl Marries, Ted Malone, ABC; Johnny Olsen, Opera Versus Jazz, ABC-TV; Front Page Farel, NBC

RIPLEY, RONALD
KBWD, Brownwood, Texas

ROBERTS, BILL
WPRS, Paris, Ill.

RORIOUDOUX, P. M.
CHLT, Sherbrooke, Que.

ROGERS, SMOKEY
KFBM, San Diego, Cal.

ROMINGER, BART
KOU, Ft. Worth, Tex.

ROOS, REG
KUGN, Eurene, Ore.

ROSE, MICHAEL
WHOM, New York, N. Y.

ROSE, DAVID
B. London. Red Skelton Show, CBS-TV

ROSS, ANTHONY N.
WWBB, Westport, O.

ROSS, MURRAY
The Comeback Story, Turn To A Friend, Modern Romances, The Ern Westonmore Show, ABC, ABC-TV

ROTH, ALAN
Buck Berle Show

ROUSSEAU, GENE
WWON, Woosocket, R. I.

ROWAN, ELOISE
KPIX, San Francisco, Cal.

RUBIN, ART
WVOM, Boston, Mass.

RUEHLING, JEAN
WMAL, Washington, D. C.

RUMMENIGHE, BARBARA
WMUJ, Greenville, S. C.

RUSS, RICHARD
WPBC, Minneapolis, Minn.

RYAN, JOSEPH J.
KIMA, Yakima, Wash.

S

ST. JOHN, CHARLIE
KJIM, Beaumont, Texas

SLATER, HARRY
Name That Tune

STARKES, MICHAEL
WBWI, Bedford, Ind.

SASLAVSKY, NICHOLAS L.
WEVD, N.

SAYART, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHARF, WALTER
B. Aug. 1, New York, The Phil Harris-Alice Faye Show, NBC

SCHUYING, VALARIE
WLAM, Lancaster, Pa.

SCHMITT, PAUL
KPRC, Houston, Tex.

SCHRAGER, RUDY
Lux Radio Theatre

SCHULTZ, MYRON
WAAF, Chicago, Ill.

SCOTT, KEN
WFTF, Raleigh, N. C.

SCOTT, RAYMOND
Your Hit Parade

SEMONY, CARRIE
WWSC, Glens Falls, N. Y.

SERRA, LUIGI
WEIR, Wilerton, Va.

SHADDUCK, JAMES
KARE, Atchison, Kan.

SHELDON, EARL
B. Jan. 1, 1911, New York, Club Embassy, NBC-TV; Musical Director For Muzak Transcriptions

SHERMAN, ROBERT
WITNJ, Trenton, N. J.

SHERWOOD, BOBBY
Texaco Star Theatre

SHIFRIN, ALLEN
WIBY, Belville, Ill.

SHOP, DAVID
WHP-TV, Harrisburg, Pa.

SHORES, ALICE
KWOK, Madison, Wis.

SILVER, JULIAN
WME, Miami, Fla.

SIMON, M.
KUB, Boulder, Colo.

SIMPSON, JOHN
KOPA, Rapid City, S. D.

SLACK, PETER
KGK, Reno, Nevada, Cal.

SLATTERY, JOE
KWTO, Springfield, Mo.

SMITH, BEASLEY
WSM, Nashville, Tenn.

SMITH, BLANCHE
WGST, Atlanta, Ga.

SMITH, BOB
WNYC, New York, N. Y.

SMITH, DONNA
WFOB, Dunkirk, N. Y.

SMITH, E.
COFS, Owen Sound, Ont.

SMITH, ROBERT
WVEC, San Luis Obispo, Calif.

SNOWDEN, ALAN
KTP, Newportville, Cal.

SNYDER, GEORGE Y.
WSAN, Allentown, Pa.

SONTAG, GEORGE
WOC, Davenport, Iowa

SOUCY, ARMAND
CFJX, Antigonish, Nova Scotia, Canada

SPRY, DON F.
WJDO, Florence, Ala.

STABLE, DICK
Colgate Comedy Hour

STADER, EVELYN
WKWK, Wheeling, W. Va.

STAMLER, ART
WILL, Medford, Mass.

STANFORD, SAMMY
KOAS, Odessa, Texas

STANLEY, JAY
WATV, Newark, N. J.

STANZIOLO, JOHN
WAZL, Hazelton, Pa.

STARR, RAYMOND
KWWL, Waterloo, Iowa

STEIN, REX
WLDX, Jacksonville, Ill.

STEEL, SARAH V.
WSV, Crewe, Va.

STEVENS, ROBERT S.
WVCG, Coral Gables, Fla.

STOGNER, DAVE
Western Rhythmaires

STONE, DALE
WREG, Rome, Ga.

STONE, PETE
WHAY, New Britain, Conn.

STORDHOLM, ALEX
Coke Time

STORR, BILL
WLWT, Tococa, Ga.

STRUCKELL, JOHN G.
WOND, Pleasantville, N. J.

STUART, EARL
WJJ, Detroit, Mich.

SUJA, FRANK
KING-TV, Seattle, Wash.

SYLVER, HENRY
"HANK"
This Is Show Business, Jane Froman Show, CBS-TV

T

TAYLOR, DOUGLAS
KPEE, Denver, Colo.

TEAFUE, NANCY
Lubbock, Texas

TEMPLEMAN, MARION
KWPC, Muscatine, Iowa

TERRY, VIRGIL
WKC, Abbeville, Texas

THOMAS, JOHN
WWKO, Cocoa, Fla.

THOMPSON, GLENN
Music Country Style

TODD, MARVIN
WTOB-TV, Winston-Salem, N. C.

TODD, LOLA
WQMS, Washington, D. C.

TOBIAS, RICHARD
WJUL, Coralville, N. Y.

TOCAGNINI, ARTURO
NBC Symphony

TRAVIS, VICTOR
WMID, Atlantic City, N. J.

TRENDLER, ROBERT
Chicago Theatre of the Air, Enchanted Hour, Mutual

TURK, AL
WSOS, Saginaw, Mich.

TURNER, HARRY
KGHL, Billings, Mont.

V

VALVER, GEORGE
WREN, Topeka, Kan.

VAN DAMME, ARTHUR
WNBQ, Chicago, Ill.

VAUGHAN, LES
KLIP, Dallas, Tex.

VELEZ, JULIE
WITA, San Juan, P. R.

VIDACOVICH, IRVING
WWL, New Orleans, La.

VOGEL, DONALD
WHA, Madison, Wis.

VOGT, GERALD
WIEE-TV, Rochester, N. Y.

VORREHES, DONALD
The Telephone Hour

W

WACKER, PHILLIP
KKRO, Aberdeen, Wash.

WAGNER, ANN
WFBM, Indianapolis, Ind.
For

“BEHIND THE MIKE
AND
BEFORE THE CAMERA”

LISTINGS FOR ALL TALENT

SEE PAGE 1047
ANNOUNCERS—MC’S
RADIO AND TELEVISION
—their work during 1953

— A —

ADAMS, BILL
Let’s Pretend
CBS

ADAMS, BOB
Kiddie Roundup
WBIR, New Bedford, Mass.

ADAMS, DEAN
Good Morning
WBFA, Binghamton, N. Y.

ADERHOLD, BOBBIE
WBWC, Haleyville, Ala.

AEGN, DAVE
WFXU, Greenville, S. C.

AGEE, ALETHA
WTIG, Washington, D. C.

ALCALA, ED
Dance Party
KWRN, Reno, Nev.

ALEXANDER, DICK
WOGA, Bridgeport, Conn.

ALEXANDER, GRAHAM
KOMIC, Palm Springs, Calif.

ALEXANDER, JACK
Hour of Stars
WESU, New Orleans, La.

ALEXANDER, RAY
West, Fort Worth, Texas

ALEXANDER, STAN
KTVQ, Oklahoma City, Okla.

ALSTON, JOE
KKEV, San Antonio, Tex.

ALTON, GENE
CJLS, Yarmouth, N. S.

AMADOR, ART
KIZ, Boston, Mass.

AMECHE, DON
Coke Time

AMERICK, EDDIE
Fisher NBC, NBC-TV

Anderson, Don
Chow Time

ANDERSON, DON
KTFK, Wichita, Kan.

ANDERSON, DON
KASH, Eugene, Ore.

ANDERSON, HANS
WNLC, New London, Conn.

ANDERSON, JAY
WJKZ, Sharon, Pa.

ANDERSON, KIRK
A. M. Alley
WFGM, Pittsburgh, Mass.

ANDERSON, MILTON
KQKN, Pitts., Pa.

ANDERSON, ROY

ANDERSON, SAM
WNAR, Norristown, Pa.

ANDERSON, WARREN
KFDA, Amarillo, Texas

ANDREWS, DAVE
KNXT, Los Angeles, Calif.

ANDREWS, JOHNNY
Lights, Camera, Questions
WDBK, Cleveland, O.

ANDERICK, WILLIAM
WBLK, Clarksburg, W. Va.

ANTONE, TONI
Weather by Wethbee
NEC-TV

ARCHER, GRAHAM
KWO, Portland, Oregon

ARMSTRONG, STUART
WYJ, Peoria, Ill.

ARKMSTRONG, TOM
Sunday West

ASHBY, MARGARET
KEWA, Center ville, Iowa

ASHER, JAMES D.
WJDA, Quincy, Mass.

ATKINSON, CHAS.
KFBI, Birmingham, Ala.

ATKINSON, JIM
KSEL, Lubbock, Texas

ATWATER, F. KENT
WJRI, Lenoir, N. C.

AUSTIN, DICK
CKDR, Kitchener, Ont.

AUSTIN, FLETCHER
WBT, Charlotte, N. C.

AVERA, GROVER
WGBP, Valdosta, Ga.

AVERY, MARC
WIZE, Springfield, Ohio

AVRUCH, FRANK

AYERS, S. CARLTON
WRTA, Altoona, Pa.

— B —

BAKER, ART
B. Jan. 7, 1898, New York
You Asked For It, ABC-TV;
Dinah Shore Show, NBC-TV;
Life of Riley, Badge 714, KTV

BALLARD, DAVID

BARBER, DON
Top Five
WGBS, Miami, Fl.

BARCLAY, PAUL
WPHN, Reading, Pa.

BARLOW, JOHN
KSL, Salt Lake City, Utah

BARNET, JAMES
KRUS, Ruston, La.

BARRY, JACK
Life Begins At Eighty

BARTLETT, RAY
KWWH, Shreveport, La.

BARTON, HALE
WTAD, Quincy, Ill.

BASELEON, GEORGE
WEEK, Peoria, Ill.

BATES, KARL
Bates Box Office

BATTERSEA, WES
KXX, Los Angeles, Calif.

BEALE, CLYDE
WURF, Gainesville, Fl.

BECK, JACKSON
B. July 23, 1912, New York City.
Theatre Guild, ABC-TV;
Search That Never Ends, NBC;
F.B.I. In Peace and War, CBS;
Space Cadet, Dumont;
Doctor’s Wife, NBC;
Paramount Newsreel

BEKER, KEN
KCLS, Flagstaff, Arizona

BELL, BOB
WLW, Cinn., Ohio

BELL, DORESE E.
B. June 21, 1925, Decatur, Ala.
TV Card Party, WTOP-TV;
General Electric Theatre, New Homes Preview, WMAL-TV;
Hi Neighbor, WHAM-TV;
Sports Celebrities, WTTG-TV;
Dorese Bell Show, WRNY

BELL, KENNETH
WMSB, New Orleans, La.

BELL, WAYNE
WCKY, Cinn., Ohio

BELLMAN, JERRY
WPLR, Pottsville, Wisc.

BENGSTON, CHARLIE
Town Crier
WATR, Waterbury, Conn.

BENNETT, DON
KSD-TV, St. Louis, Mo.

BENNETT, FRED
WPIT, Phila., Pa.

BENSON, RAL
Phrase That Pays, NBC; Name That Tune, NBC, NBC-TV;
Take a Number, Mutual; Great Day, Mutual;
Movie Matinee, Mutual;
Red Benson Show, Mutual

BERGESON, CHUCK
Ladies Day
WJBK-TV, Detroit, Mich.

BERLIN, PAUL
KNUZ-TV, Houston, Texas

BERNAM, MEL
WKYW, Louisville, Ky.

BERNARD, BILL
Bill’s Backyard
WNDR, Syracuse, N. Y.

BERNIER, GUS
WMUR, Manchester, N. H.

BERTLEMMANN, DICK
WNAB, Bridgeport, Conn.

BIER, JOSEPH
WOR, New York

BLAINE, JIM
Brighter Day

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLASE, BOB
WFAA, Dallas, Texas

BLASKE, ART
Musical Almanac
RFAM, St. Cloud, Minn.

BLESSING, SAM
Silver Dollar
KMAN, Manhattan, Kan.

BOGDAN, HILRY
WJAS, Pitts., Pa.

1145
ANNOUNCERS—M-C’S

BOISVERT, LOUIS, A.
WHER, Waterbury, Conn.

BOLLINGER, JIM
WKY, Louisville, Ky.

BOLTON, LESLIE, R.
KARR, Little Rock, Ark.

BOLVIN, JAY
WHAV, Haverhill, Mass.

BORDEEN, JACK
WGTH, Hartford, Conn.

BOURNE, PORTER
WWXZ, Detroit, Mich.

BOWICK, BILL
WAB, Albany, Ga.

BOWLES, JOHN
KNBC, S. F., Cal.

BOWTON, DON
WROK, Rockford, Ill.

BOYETT, BILL
KCEC, Temple, Texas

BRACKEN, DENNIS
WOLF, Syracuse, N. Y.

BRADLEY, CURTIS
WEHT, Henderson, Ky.

BRADY, ED
KNBC, San Francisco, Cal.

BRANDL, MILT
WISN, Milwaukee, Wise.

BRANDT, MEL
News

BRASHER, BRUCE
KFBK, Sacramento, Cal.

BRASHER, TERRY
KTRH, Houston, Texas

BRENDLER, GENE
Wedding Belles

BRENNAN, DAN
KAAN, Birmingham, Ala.

BRENNER, PAUL
WAAT, Newark, N. J.

BRENNER, SYD
WNNC, New Haven, Conn.

BRINK, ART
KROC, Rochester, Minn.

BRINK, CHARLES
WHAM, Rochester, N. Y.

BROCK, RAY
The Fox Club

BROOK, PHILIP
WBBO, Orlando, Fla.

BROOKS, FOSTER
WAVE, Louisville, Ky.

BROOKS, NORMAN
WPTZ, Phila., Pa.

BROWN, AL
WICO, Bridgeport, Conn.

BROWN, ART
WENS, Pitts., Pa.

BROWN, BERNARD
WAPO, Chattanooga, Tenn.

BROWN, ED
KSTM-TV, St. Louis, Mo.

BROWN, LARRY
WPEN, Phila., Pa.

BROWN, NELSON
WNLC, New London, Conn.

BROWN, PAUL
WERD, Atlanta, Ga.

BROWN, TED
Phrase That Pays

BREZE, JACK
WNAX, Yankton, S. D.

BRUTON, ERIC
WGGA, Gainesville, Ga.

BUCK, HERBERT
WHBO, Tampa, Fla.

BUECKMAN, GENE
WMAY, Springfield, Ill.

BUICE, ROBERT L.
KARR, Little Rock, Ark.

BUKER, NORM
WLAM, Lewiston, Maine

BUTLER, CLIFF
WLOU, Louisville, Ky.

BUNN, BILL
WGMT, Wilson, N. C.

BURGESS, TOM
WMSC, Columbia, S. C.

BURKETT, LOU
WFRN, Fremont, O.

BUTLER, DON
WBZB, Ponca City, Okla.

BURNETT, JAMES
Rumpus Room

BURNS, AL
WPTR, Albany, N. Y.

BUTHERUS, ED
KGW, Portland, Oregon

BUTLER, DON
Butler’s Party

BUYD, JO
Listen Ladies

CALDWELL, CHUCK
Rendevous

CALLAHAN, GREG
WEAO, Evansville, Indiana

CAMERON, DAVE
WRGB, Schenectady, N. Y.

CAMPBELL, DEWITT
Cadillac Music Hall

CAMPBELL, REX
KSL, Salt Lake City, Utah

CANADY, BILL
WSBS, Cleveland, O.

CANE, LARRY
KNUZ, Houston, Texas

BILL LAZAR

RADIO

TELEVISION

FILMS

MURRAY HILL 8-6600
ANNOUNCERS—M. C.’S

CANNON, JOHN
Guiding Light
CBS

CARLSON, CARL
KAFY, Bakersfield, Cal.

CARLSON, HARRY
WOR, New York

CARPENTER, KEN
Lux Radio Theatre
CBS

CARSON, TOM
WJW, Cleveland, O.

CARTER, FRANK
WPEN, Phila., Pa.

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.

CARY, TOM
KMTV, Omaha, Neb.

CASE, LEE
WITH, Baltimore, Md.

CASE, NELSON
B. Feb. 3, 1910, Long Beach, Cal. NBC Symphony; Omnibus, CBS-TV; Road of Life, CBS-NBC; Lowell Thomas, CBS; Rob’t Montgomery Presents, NBC-TV; Amohi and the Night Visitors, NBC-TV

CASSINI, IGOR
Igor Cassini Show
Dumont

CASTBELL, RALPH
KNIS, Hanford, Cal.

CHAMBERLIN, MIKE
KEAR, San Francisco, Cal.

CHANDLER, JACK
Club 11
KONA, Honolulu, T. H.

CHASE, EDDIE
WOOD, Grand Rapids, Mich.

CHAPIN, CHARLES
WSFA, Montgomery, Ala.

CLAPP, CHARLES
WEEB, Southern Pines, N. C.

CLAYTON, BOB
Boston Ballroom

CLEETON, ROD
Clifton’s Corner

CORB, JACK
WTJV, Miami, Fla.

COGIN, RUSZ
KROWN, Oakland, Cal.

COLE, FRED B.
Carnival of Music

COLEMAN, HERMAN
Man On The Street

COLLIER, RALPH
WHAM, Rochester, N. Y.

COLLINS, RED
WWBC, N. Y., N. Y.

COLLINS, GEORGE
WWJ, Detroit, Mich.

COLLYER, BUD
Break The Bank

COLLYER, BUD
Break The Bank, NBC; Beat The Clock, CBS-TV; Quick As A Flash, ABC-TV; On Your Way, Dumont

COMO, HUNTER
KDAL, Karnaual
KDAL, Duluth, Minn.

COMPTON, PAUL
KOWL, Santa Monica, Cal.

CONCHAN, CLIFF
WISC, Madison, Wisc.

CONDREN, STEWART
KCBR, Lubbock, Texas

CONFER, BILL
Matinee Melodies

CONNER, MEL
WNRC, New Rochelle, N. Y.

CONOVER, WILLIS
1260 Club

CONRAD, JOHN
WNBR, Chicago, Ill.

COOK, BILL
WAAT, Newark, N. J.

CRAZED, ED
WMEM, Miami Beach, Fla.

CROW, JACK
WNOK, Columbus, S. C.

COONS, JOHNNY
WNBQ, Chicago, Ill.

COONZ, EDDIE
KHJ, Los Angeles, Calif.

COOPER, AL
WEEU, Reading, Pa.

CORCORAN, BILL
King’s Camera

CORLEY, BOB
WQXI, Atlanta, Ga.

CORNELIUS, MERLE
RTOW, Okla. City, Okla.

CORNWELL, BLAINE
KWPT-TV, Wichita Falls, Tex.

CORKINGTON, J.
WLOK, Lima, O.

CORVO, PHIL
Musical Memories

KEVIN KENNEDY
NEWS AT — 7:00-7:10 P.M.
YOUR MOBILGAS DEALER
EVERY NIGHT

TV

ANNOUNCER

What’s My Line
Pentagon, U.S.A.

Madison Square Garden
Events

Diamond Dust

FILM

Narration

Curtis Wright, Noma

Liqui-Moly

WPIX

TV

SALES MAN

Piel’s Beer

Robert Burns Cigars

Colgate-Palmolive

Remington-Rand

Gallo Wine

Birdseye

Merkin Paints

WATER, Waterbury, Conn.
ANNOUNCERS—M-C'S

COUGHLIN, FRANCIS
Chicago Symphony
 Dumont

COUGHLIN, PAUL
WNRC, New Rochelle, N. Y.

COURTNEY, DEL
KPIX, S.F., Cal.

COY, JIM
KIDO, Boise, Idaho

CRAIG, VERN
WKKB, Alhambra, Pa.

CROSBY, BEN
KVOC, Casper, Wyo.

CROW, TIM
WAMS, Wilmington, Del.

CULLEN, BILL
Walk A Mile
WNBC

DAILEY, BUDD
WAVU, Albertville, Ala.

CUNNINGHAM, HOWARD
KEYL-TV, San Antonio, Tex.

CURTIS, RON
WFBLY, Syracuse, N. Y.

—— D ——

DAILEY, TOM
KWK, St. Louis, Mo.

DALE, BOB
Emory Platter
WEWS, Cleveland, O.

DALE, STAN
Breakfast Frolic
WWJD, Chicago, III.

DANA, ROBERT
Dining Out With Dana
WABD, New York

DANE, JEFF
Variety Show
WTAR-TV, Norfolk, Va.

DANTÉ, BOB
WOC, Davenport, Iowa

DARGO, BOB
WCSI, Portland, Maine

DAVID, TOBY
Toby David Show
CKLW, Detroit, Mich.

DAVIS, DON
WLW, Cinn., O.

DAVIS, GENE
WAKR, Akron, O.

DAWSON, BOB
KGTV, Des Moines, Iowa

DAWSON, JACK
CFRB, Toronto, Ont.

DAY, BOB
KGO, S.F., Cal.

DBAN, BOB
WBT, Charlotte, N. C.

DEANE, JOE
KQV, Pittsburgh, Pa.

DON DELÁGO
KTRC, Sante Fe, N. M.

DE LA VEGA, JOSE
WWRL, New York, N. Y.

DELFINO, FRANK
WICC, Davenport, Iowa

DELINÉ, JIM
Delin Gang
WSYR-TV, Syracuse, N. Y.

DELMONT, JIMMY
WLOL, Minneapolis, Minn.

DENISTON, DAVID S.
WTAS, Altoona, Pa.

DENSON, CHUCK
KGGB, Tyler, Texas

DENVER, DEE
680 Party Line

DEPENAU, ART
KGST, Fresno, Cal.

DESMOND, WARREN
KNEW, Spokane, Wash.

DE YOUNG, JOHN
Dinner Winner
WGL, Ft. Wayne, Ind.

DIAZ, R. COLON
WTIL

DICKERMAN, CARL
WEI, Boston, Mass.

DINSMORE, ED
WBEN, Buffalo, N. Y.

DIXON, BOB
B. April 8, 1911, Stamford, Conn.

DIXON, TOM
KWK, St. Louis, Mo.

DOBER, BOB
Emory Platter
WEWS, Cleveland, O.

DOBY, LARRY
KGO, San Francisco, Cal.

TODD RUSSELL

“Wheel of Fortune”—CBS-TV
“Rootie Kazootie”—ABC-TV

Personal Management:
William Morris Agency

BUD COLLYER
ANNOUNCERS—M-C’S

DRAKE, RONALD
TV Teen Time
WHP-TV, Harrisburg, Pa.

DREW, JOHN
WOL, Washington, D. C.

DREWS, BOB
Detour With Drews
WAAF, Chicago, Ill.

DRISKILL, JIM
WINN, Louisville, Ky.

DUNLAP, WALLY
WICC, Bridgeport, Conn.

DURHAM, TEX
KPAC, Port Arthur, Texas

DYER, BOB
WKKNX, Saginaw, Mich.

EAST, HENRY
Breakfast Club
WLAG, Lagrange, Ga.

EATON, GORDON
Music Made in USA
WCCO, Minneapolis, Minn.

ECKOFF, GENE
KSWO, Lawton, Oklahoma

EDDELL, BOB
WROK, Rockford, Ill.

EDGAR, BILL
KTRN, Wichita Falls, Texas

EDGAR, NEAL
WUSJ, Lockport, N. Y.

EDGEN, BOB
WNLC, New London, Conn.

EDWARDS, EARL
WNAH, Nashville, Tenn.

EDWARDS, MERLE
WMIN, St. Paul, Minn.

EDWARDSON, BILL
Harmony House
KJEO, Fresno, Cal.

EGGERT, GEORGE
WFBG, Altoona, Pa.

ELDER, EMERSON
KPG, Westech, Wash.

ELLIOTT, BRUCE
Movie QUICK QUIZ
WABD, New York

ELLIOTT, SAM
Tea Dance
WPAD, Paducah, Ky.

ELLIAS, BOB
KGW, Portland, Oregon

EMERSON, BYRON
WWHG, Hornell, N. Y.

EMERSON, LOU
WCMI, Ashland, Ky.

ENGEL, BOB
WERS, Cleveland, O.

ENGLES, ED
KTES, Little Rock, Ark.

ETON, JERRY
WFIG, Sumter, S. C.

EVANS, AL, JR.
1100 Club
KCLA, Pine Bluff, Ark.

EVANS, DR. BERGEN
Down You Go
Dumont

EVANS, MARK
WTOP, Washington, D. C.

EVANS, MEL
WAYU, Albertville, Ala.

EVANS, STAN
Shower of Silver
KYOS, Merced, Cal.

EVANS, EMERY
Neighborhood News
WHTG, Thomasville, Ga.

EWING, CLIFF
Kook’s Tour
KOOK, Billings, Mont.

EWING, THOMAS E.
KIMA, Yakima, Wash.

FAIR, BBILL
KDNT, Lenton, Texas

FANT, JULIAN
WFOY, St. Augustine, Fla.

FARMER, JOHN
WAGA, Atlanta, Ga.

FARRELL, JIM
Musical Clock
CKPR, Ft. William, Ont.

FARRINGTON, FIELDS
Romance of Helen Trent
CBS

FARRINGTON, GLEN
WTAX, Springfield, Ill.

FASSETT, JAMES
Music Commentator, N. Y.
Philharmonic Symphony
Broadcasts
CBS

FELDMAN, GEORGE
WJPS, Evansville, Ind.

FENNEMAN, GEORGE
You Bet Your Life, Dragnet
NBC-NBC-TV

FIELD, RED
KRRZ, Phoenix, Ariz.

FILES, BURT
WHUC, Hudson, N. Y.

FILKINS, LARRY
KGNC, Amarillo, Texas

FINDLAY, BOB
WSKB, McComb, Miss.

PHIL TONKEN
ACTOR - ANNOUNCER - M.C.

HIGH TENSION—TV
GREATEST FIGHTS OF CENTURY—TV
THE GREATEST DRAMA—TV
RADIO PLAYHOUSE
—NEMO—WEATHER REPORTER
MAN FROM TIMES SQUARE

RADIO REGISTRY MU 8-6600

RED BENSON
"NAME THAT TUNE"
NBC-TV

"TAKE A NUMBER"
MUTUAL

radio

monday nite at 8

friday nite at 8
FINLEY, LARRY
B. May 4, 1913, Syracuse, N. Y.
FISHER, NORM
KGEZ, Kalispell, Mont.
FISHER, ROBERT
WJPB, Fairmont, W. Va.
FITZMAURICE, MICHAEL
B. April 28, 1908, Chicago, Ill.
Lowell Thomas, Fun For All, CBS; Right to Happiness, John Cameron Swayze, NBC; Whispering Streets, ABC
FITZPATRICK, LEO
KRG, Spokane, Wash.
FLAHERTY, BOB
WCKY, Cinn., O.
FLEMMING, ED
Our Gal Sunday CBS
FLESEY, JERRY
Valley Gadrabutt KSRY, Ontario, Ore.
FLETCHER, FRED
WRAL, Raleigh, N. C.
FLINN, JIM
WPTW, Piqua, Ohio
FLINT, WALTER
WGIC, Albany, Ga.
FLOWERS, SALLY
WLWC, Columbus, O.
FLYNN, CHARLES
WFHG, Altoona, Pa.
FLYNN, JACK
WICY, Malone, N. Y.
FLYNN, PETER
KLBS, Houston, Tex.
FORBES, BOB
WJMH, Florence, S. C.
FORD, WIN
Music For The Missus
WARM, Scranton, Pa.
FORREST, JOHN
KOL, Seattle, Wash.
FORREST, RON
KYMA, Yuma, Ariz.
FOSTER, FRED T.
KFSD, San Diego, Cal.
FOX, BILL
KRBC, Abilene, Texas
FOX, DAVE
KLIX, Twin Falls, Idaho
FOX, JOHN
WKNO, Cocoa, Fla.
FRANCIS, AL
Fun With Francis WKST, New Castle, Pa.
FRANKLIN, DELMAS
Morning Jamboree WLAQ, Rome, Ga.
FREDERICKS, JACK
WKTV, Utica, N. Y.
FREEMAN, FRANK
WHBF, Rock Island, Ill.
FREEMAN, WALTER
KTMC, McAlester, Oklahoma
FREIMUTH, BOB
KVIC, Victoria, Texas
FRENCH, DICK
Strictly From Richard WLS, Lansing, Mich.
FRIBERG, ALICE
WCVB, Bristol, Va.
FROST, DON
WLPO, La Salle, Ill.
FUHRMANN, DON
KSEI, Pocatello, Idaho
FULGHAM, BILLY
WVOP, Vidalia, Ga.
FULKERSON, FRED
WVME, Mt. Carmel, Ill.
FULTON, ROBERT
Ladies' Bouquet KERG, Eugene, Ore.
FURNELL, WM.
KCCC, TV, Sacramento, Cal.

— G —
GABHART, DAVID
WKBZ, Battle Creek, Mich.
GAINES, JERRY
WHAT, Phil., Pa.
GALLAGHER, WMAS
Wilmington, Del.
GALLAGHER, PAUL
WHDL, Olean, N. Y.
GARCIA, GENE
KKom Gene
WALT, Tampa, Fla.
GARDNER, JACK
Music Varieties WBBP, Bonneville, Miss.
GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.
GASQUE, KENNETH
WJAY, Mullins, S. C.
GAYNOR, BOB
WVOW, Logan, W. Va.
GEDON, GEORGE
WBPZ, Lock Haven, Pa.
GEER, SANDY
WALT, Tampa, Fla.
GENTRY, WAYNE
Keep It Happy
KCOM, Sioux City, Iowa
GEORGE, CAL
Casino
CRWX, Vancouver, B. C.

WALTER HERLIHY
Host: "Big Payoff" — CBS-TV and NBC-TV
Announcer: "We Love Dogs" — ABC-TV
LEXINGTON 2-1100

MORT LAWRENCE
Host: "Big Payoff" — CBS-TV and NBC-TV
Announcer: "We Love Dogs" — ABC-TV
LEXINGTON 2-1100
ANNOUNCERS—M-C'S

GEORGE, RUSS
The Russ G. Show
WNK, Norwalk, Conn.

GERMAN, LOU
After Hours Show
WORL, Boston, Mass.

GERO, NORM
WCVO, Greensboro, N. C.

GERON, H. NORMAN
WWSO, Springfield, O.

GETZ, ART
WSAN, Allentown, Pa.

GIBBONS, BILL
WFGN, Gaffney, S. C.

GIBBS, JIM
KTRF, Thief River Falls, Minn.

GILBERT, JAY
WEAR, Pensacola, Fla.

GILBERT, JOHN
WRR, Dallas, Texas

GILL, EARLE
WPTZ, Phila., Pa.

GILLIGAN, ROY
WKRC, Cinn., O.

GI LMAN, BAL
WSLB, Ogdensburg, N. Y.

GILREATH, H. C.
WVOP, Vidalia, Ga.

GIRONA, ENRIQUE
WKYM, San Juan, P. R.

GISH, ED
KLIX, Twin Falls, Idaho

GLASS, CHARLES
After Hours
KROF, Brawley, Cal.

GLEBA, TOM
WBN, Columbus, Ohio

GOLDEN, JERRY
WLIP, Kenosha, Wis.

GOODWIN, ART
WAGE, Syracuse, N. Y.

GORDON, DOROTHY
New York Times Youth Forum

GORDON, JOHN
CKLW, Detroit, Mich.

GORDON, WILLIAM
WEAT, Lake Worth, Fla.

GRAY, JACK
KYNQ, Fresno, Cal.

GRAHAM, VIRGINIA
The Virginia Graham Radio Show

GRANGER, ALLEN
WOR, N. Y., N. Y.

GRANGER, JERRY
KEWE, Beatrice, Neb.

GRAUE, KEN
KTLA, Hollywood, Cal.

GRAUER, BEN
B. June 2, 1908, New York City.

GRAY, JOHN
WHBO, Tampa, Fla.

GREEN, EARL
WTVN, Columbus, O.

GREEN, GEORGE
KGHL, Billings, Mont.

GREEN, JOHNNY
KPHO, Phoenix, Arizona

GREENE, ERVIN
KMUR, Murray, Utah

GREENWOOD, DEL
WGBF, Evansville, Indiana

GREGORY, GREG
Harbor Lights
WTMA, Charleston, S. C.

GREGSON, JACK
DANA
B. July 14, 1915, Spokane, Wash.

GREY, JERRY
Open House
KXGL, Fort Madison, Iowa

GRIMSBY, ROGER
WEBR, Duluth, Minn.

GRIORDIN, FREDDIE
Musique En Tete
CKCV, Quebec

GROVER, JOHN
KNBC, S. F., Cal.

GUEST, BOD
Guest House
WJR, Detroit, Mich.

GUNN, BEN
WAGA, Atlanta, Ga.

GUNN, BOB
WJRD, Tuscaloosa, Ala.

GUNN, DICK
Dance Band Parade
KSUB, Cedar Rapids, Utah

HAEFFNER, GEORGE
WHAM, Rochester, N. Y.

Jay Jackson
M. C.—"Twenty Questions"

Cy Harrice
Lexington 2-1100
HAGERMAN, JOHN  
WKNX, Saginaw City, Mich.

HAGGARD, BUD  
The Blues Chasers  
WFDP, Flint, Mich.

HAGLI, DAVE  
KWKh, Shreveport, La.

HALE, GEORGE  
WABI, Bangor, Maine

HALEY, PAT  
WMCK, McKeensport, Pa.

Haley, Tom  
Haley's Lucky  
WXH, Cleveland, O.

HAGLI, DAVID  
Wkul, McKeensport, Pa.

HALE, GEORGE  
WABI, Bangor, Maine

HAGLI, DAVE  
KFAL, Fulton, Mo.

HARVEL, WAYNE  
Busco Bandwagon  
WGL, Ft. Wayne, Ind.

HASTINGS, JACK  
WPBC, Minneapolis, Minn.

HATTER, LANSING  
WWNC, Asheville, N. C.

HAYIG, CHEERY  
WMO, Sacramento, Cal.

HAWES, LEM  
KFPO, Fargo, N. D.

HEDLEY, BILL  
KOLN, Lincoln, Neb.

HENDRIX, CLIFF  
KCBS, Pueblo, Colo.

HENNESSY, FRANK  
Morning Timekeeper  
WNDR, Syracuse, N. Y.

HENRY, CARL  
WRIB, Providence, R. I.

HERLIHY, PAT  
KROW, Oakland, Cal.

HINES, PETE  
WERS, Lake City, Fla.

HICKMAN, HENRY  
BUS, West Palm Beach, Fla.

HILL, BILL  
BFMTV, Omaha, Neb.

HILL, DUANE  
Surprise Package  
KSJ-7, Salt Lake City, Utah

HINDS, BILL  
Buzz & Bill  
WDTV, Pittsburgh, Pa.

HODGSON, JAY  
Mother's Delight  
KTCB-TV, Austin, Tex.

HOFFMAN, HOWARD  
WHEL, Cleveland, Ohio

HOFER, JIM  
Alarm Clock Club  
WUN, Gainesville, Ga.

HART, BILL  
WKBW, Hutchinson, Kan.

HART, BOB  
KFAL, Fulton, Mo.

HARVEY, ROY  
Busco Bandwagon  
WGL, Ft. Wayne, Ind.

HARTINGS, JACK  
WPBC, Minneapolis, Minn.

HATTER, LANSING  
WWNC, Asheville, N. C.

HAYIG, CHEERY  
WMO, Sacramento, Cal.

HAWES, LEM  
KFPO, Fargo, N. D.

HEDLEY, BILL  
KOLN, Lincoln, Neb.

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HILL, DUANE  
Surprise Package  
KSJ-7, Salt Lake City, Utah

HINDS, BILL  
Buzz & Bill  
WDTV, Pittsburgh, Pa.

HODGSON, JAY  
Mother's Delight  
KTCB-TV, Austin, Tex.

HOFFMAN, HOWARD  
WHEL, Cleveland, Ohio

JOHN SAVAGE  
MU 8-6600

JACK GREGSON  
LE 5-1371
ANNOUNCERS—M-C'S

Hoffman, Walt
WHAM, Rochester, N. Y.

Hogan, Harlan
WSBT, South Bend, Ind.

Holden, Donald
WDB, Decatur, Ill.

Holmes, Bob
WEIR, Syracuse, N. Y.

 Holt, Fred
WCKY, Cinn., O.

 Honeymon, Ken
WHO, Dayton, O.

 Honeymon, Russ
City Council
WWCA, Gary, Ind.

 Hopkins, Bill
KLBS, Houston, Tex.

 Hostettler, Chuck
KHZ, Harrison, Ark.

 Houlihan, Bill
Weather Show
WEEK, Peoria, Ill.

 Hoyle, Sunny
WHKY, Hickory, N. C.

 Hubbard, Harry
KFIR, North End, Oregon

 Hubbard, Roy
WMAZ, Macon, Ga.

 Hugh, Ivor
WCCT, Hartford, Conn.

 Hunt, Ralph
Rise & Shine
WABI, Bangor, Maine

 Hurlbut, Jim
Zoo Parade
NBC-TV

 INGSTAD, BOB
WTOC, Valdosta, Ga.

 Irving, Charles
Search For Tomorrow
CBS-TV

 J

 Jackson, Bob
KHDR, Duncan, Okla.

 Jackson, Carroll
WLAL, Laurel, Miss.

 JACKSON, JAY
B. Nov. 4, 1918, Waverly, Ohio.
My Little Margie, Philco Television Playhouse, NBC-TV; Omnibus, CBS-TV; Twenty Questions
(TV) Dumont; Twenty Questions (Radio) Mutual

 Jackson, Kent
Stump The Experts
WTOB-TV, Winston-Salem, N. C.

 Jackson, Maurice
Jackson's Beat
WYRO, Columbus, O.

 Jaffee, Ted
WAAM, Baltimore, Md.

 James, Bob
WWHG, Hornell, N. Y.

 James, Dennis
Two For The Money
Amateur Hour
NBC-TV

 James, Herr
KWWL, Waterloo, Iowa

 James, Hugh
Wendy Warren And The News
CBS

 James, Ken
WOW-TV, Omaha, Neb.

 James, Jerry
KEAR, San Francisco, Cal.

 Jazz, Jim
WCCO, Minn., Minn.

 Jeffrey's, Allan
WTOP, Washington, D. C.

 Jenkins, Bob
WPFB, Middletown, Ohio

 Jenkins, Bob
KONO, San Antonio, Texas

 Jenkins, Wayne
Breakfast With Blondie
WBOW, Terre Haute, Ind.

 Jensen, Lee
WDRC, Hartford, Conn.

 Johnson, Bob
KZQ, Phoenix, Ariz.

 Johnson, Buddy
KRIC, Beaumont, Texas

 Johnson, Johnny
Birthday Club
KMCO, Corvallis, Ore.

 Johnson, Wally
KFEQ, St. Joseph, Mo.

 Jones, Al
WRR, Dallas, Texas

 Jones, Bill
KLZ, Denver, Colo.

 Jones, Dick
WREB, Holyoke, Mass.

 Jones, Jimmy
Rhythms At Random
KGGV, Greenville, Tex.

 Jones, Royce A.
WIMO, Winder, Ga.

 Jorgensen, Fred
KGO, S. F., Cal.

 K

 Karay, Mike
KGBC, Galveston, Texas

 Kane, Phil
Breakfast Set
WOC, Davenport, Iowa

 Kaige, Don
WXYZ, Detroit, Mich.

 Kassera, Loren
WLCS, LaCrosse, Wisc.

 ART BAKER

 NELSON CASE
ANNOUNCERS—M-C'S

KAVANAGH, AL
WSAV, Savannah, Ga.
KAY, BOB
WME, Miami, Fla.
KAY, BOB
WAVE, Louisville, Ky.
KAYE, BOB
Vignettes of the American Theatre
KEYD, Minneapolis, Minn.
KELLY, GENE
WEB-R, Buffalo, N. Y.
KELLY, PAUL F.
KSCI, Hollywood, Calif.
KESSENYCH, JACK
Magic Music Chest
WDUZ, Green Bay, Wis.
KESSLER, DON
WGN, Chicago, Ill.
KEYS, CHARLIE
Ladies Matinee
KESSLER, DON
RCN-TV
KILAM, JIM
WAAM, Baltimore, Md.
KINDER, ROD
WNAR, Norristown, Pa.
KING, BILL
WIRL, Peoria, Ill.
KING, BOB
KVTV, TV, Sioux City, Iowa
KING, CARL
B. July 30, St. Louis, Mo.
King's Crossroad, Syndicated; Rocket Rangers, Journey Through Life, CBS-TV
KING, DON
Woodchoppers Ball
KTRE, Lufkin, Tex.
KING, WILLIAM O.
Amateur Club
KIRCHNER, DICK
KTVQ, Oklahoma City, Okla.
KIRKPATRICK, DAVID

DELL SHARBUTT
"The Betty White Show"
NBC-TV
MACDONALD, ARCH
WBZ, Boston, Mass.
MACDONALD, Bob
KCMJ, Palm Springs, Cal.
MACK, BILL
Music Time
WEDC, Chicago, Ill.
MACK, TED
Ted Mack's Original Amateur Hour
NBC-TV
MacRAE, JOHNNY
Matinee with MacRae
WABJ, Banzan, Maine
MADDEN, ED
WARM-TV, Scranton, Pa.
MAHFFIE, Chuck
KQA, Seattle, Wash.
MAHAN, JOHN
WDAS, Philadelphia, Pa.
MAHER, WILLIAM
WOR, New York
MALE, COLIN
WCPOT-TV, Cincinnati, O.
MALONE, BILL
WMAL-TV, Washington, D. C.
MANNLOWE, JIM
KNBC, S. F., Cal.
MANNERS, BILL
WIP, Philadelphia, Pa.
MARGARETT, LEON
Dawn Patrol
WBSF, Rochester, N. Y.
MARION, ED
Flash Gordon
WGBM-TV, Honolulu, Hawaii
MARTIN, BOB
Record Round Up
WALT, Tampa, Fla.
MARTIN, GLEN
KBE, Denver, Colo.
MARTIN, JACK
WCUE, Akron, Ohio
MARTIN, Jim
Jim Martin Show
WWHO, Orlando, Fla.
MARTIN, JOHNNY
WLOU, Louisville, Ky.
MARTINEZ, MANUEL
WKVM, San Juan, P. R.
MASENGILL, LUTHER
WDEF, Chattanooga, Tenn.
MATTOLA, TONY
Melody Street
DuMont
MAXWELL, DAVID
KBIG, Avcota, Cal.
MAXWELL, RUDOLPH
WDIX, Orangeburg, S. C.
MAYER, BRUCE
Ladies' Matinee
WABD, New York
MAYER, Jack
WALB, Albany, Ga.
MEATH, ED
Musical Clock
WHEC, Rochester, N. Y.
MEIGHEN, BOB
WTAO, Boston, Mass.
MELA, GRAMAH
WNN, Lakeland, Fla.
<table>
<thead>
<tr>
<th>Name</th>
<th>City/State</th>
<th>Network/Station</th>
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<tbody>
<tr>
<td>THEISS, BOB</td>
<td>VKROW, Madison, Wis.</td>
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<td>THOMAS, EARL</td>
<td>W2W, Milwaukee, Wisc.</td>
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<td>THOMAS, GORDON</td>
<td>WFTY, Indianapolis, Ind.</td>
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<td>THOMAS, NEWTON</td>
<td>WXGL, Richmond, Va.</td>
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<td>THOMAS, STEVE</td>
<td>WKNX, Hunter, S. C.</td>
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<td>THOMAS, WARREN</td>
<td>WKRC, Cinn., O.</td>
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<td>TOMASON, BILL</td>
<td>Billboard Tops</td>
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<td>THOMASON, JIMMY</td>
<td>WB2, Bakersfield, Cal.</td>
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<td>THOMPSON, JOSEPH</td>
<td>KSCO, Santa Cruz, Cal.</td>
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<td>THOMPSON, RAY</td>
<td>KROC, Rochester, N. Y.</td>
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<td>TIBETTS, DONN</td>
<td>WPEA, Manchester, N. H.</td>
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<td>TICE, OLLI</td>
<td>FBI In Peace And War CBS</td>
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<td>TIDMORE, EVELYN</td>
<td>WNTP, Tuscaloosa, Ala.</td>
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<td>TORN, PAT</td>
<td>WFBZ, Port, City, Okla.</td>
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<td>TOMASON, JIMMY</td>
<td>KBAX, Bakersfield, Cal.</td>
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<td>TOPKINS, JACK N</td>
<td>WWNC, Asheville, N. C.</td>
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<td>TONEY, LYNN</td>
<td>WPFA, Pensacola, Fla.</td>
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<td><strong>TONKEN, PHIL</strong></td>
<td>B. April 13, 1919, Hartford, Conn. High Tension, WOR-TV; Greatest Fights of the Century, ABC-TV; Squad Room, Mutual News, Morn From Times Square, Mutual; NEMO Weather Reporter, WOR, New York</td>
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<td>TOWNES, MILO</td>
<td>WRS, Cleveland, O.</td>
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<td>TRACY, BILL</td>
<td>WSB, McComb, Miss.</td>
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<td>TRAVIS, LEWIS</td>
<td>KRJ, Beaumont, Texas</td>
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<td>TRUDAY, NED</td>
<td>Sunrise Symphony</td>
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<td>WABY, Albany, N. Y.</td>
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<td>TUCKER, PETE</td>
<td>KTOC, Tucson, Arizona</td>
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<td>TUCKER, DICK</td>
<td>WBJ, Boston, Mass.</td>
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<td>TUCKER, DICK</td>
<td>WBJ, Boston, Mass.</td>
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<td>TUCKER, TOMMY</td>
<td>WRAL, Raleigh, N. C.</td>
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<td>TUCKER, TOMMY</td>
<td>WMFB, Jacksonville, Fla.</td>
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<td>TUPPER, HOWARD</td>
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<td>TURNER, HARRY</td>
<td>KGHL, Billings, Mont.</td>
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<td>TUTTON, RON</td>
<td>WMFB, Jacksonville, Fla.</td>
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<td>UHLIS, FRAN</td>
<td>KGKX, Springfield, Mo.</td>
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<td>UMBACH, BOB</td>
<td>WILD, Birmingham, Ala.</td>
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<td>VABER, ALAN</td>
<td>WBB, Pittsfield, Mass.</td>
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<td>VALLE, DAN</td>
<td>WPAS, White Plains, N. Y.</td>
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<td>VAN ARSDALE, RUSS</td>
<td>New England Talent Club</td>
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<td>VANNREIHO, BRUCE</td>
<td>B. V.'s Open House</td>
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<td>VAN DYKE, DICK</td>
<td>Music Shop</td>
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<td>VANNATTON, GRANT</td>
<td>WRGB, Schenectady, N. Y.</td>
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<td>VANWART, KENNETH</td>
<td>WEAN, Boston, Mass.</td>
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<td>VENTRELLA, TONY</td>
<td>Music Time</td>
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<td>VARGAS, BILL</td>
<td>WXXL, Concord, N. H.</td>
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<td>VEAL, SPEED</td>
<td>The Speed Real Show</td>
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<td>VIEHMAN, ED</td>
<td>Mr. Nobody</td>
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<td>VERNON, MAC</td>
<td>Mail Order Melodies</td>
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<td>VERNON, ROY</td>
<td>WREN, Topeka, Ken.</td>
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<td>VERNON, THOMAS, JOSEPH</td>
<td>KSDC, Chicago, Ill.</td>
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<td>VIEHMAN, ED</td>
<td>WCCO, Minneapolis, Minn.</td>
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<td>KFRA, Sacramento, Pa.</td>
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<td>WAINWORTH, JOHN</td>
<td>Wild, Birmingham, Ala.</td>
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<td>WARD, RICHARD</td>
<td>Dick Warner Show</td>
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<td>WARD, ROY</td>
<td>On Your Account</td>
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<td>WALL, ART</td>
<td>WILD, Birmingham, Ala.</td>
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<td>WALL, WARREN</td>
<td>WCN, Camden, N. J.</td>
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<td>WALL, JERRY</td>
<td>KYW, Philadelphia</td>
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<td>KABC, Amarillo, Texas</td>
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<td>WEBER, BILL</td>
<td>WEEU, Reading, Pa.</td>
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<td>WENDELL, BILL</td>
<td>Letter To Lee Graham</td>
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<td>WERNER, KAREN</td>
<td>WBB, Davenport, Ia.</td>
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<td>WERTZ, IRA</td>
<td>WYBG, Altoona, Pa.</td>
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<td>WHEAT, HENRY</td>
<td>KMBC, Kansas City, Mo.</td>
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<td>WHEELOCK, HOWARD E.</td>
<td>Levittown</td>
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<td>WHITE, ALBERT</td>
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<td>WHITE, HENRY</td>
<td>Clock Watcher</td>
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<td>WILCOX, DICK</td>
<td>WSR, Fall River, Mass.</td>
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<td>WILCOX, JIMMY</td>
<td>WIP, Phila., Pa.</td>
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<td>WILLS, FORREST</td>
<td>Interview Time</td>
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<td>WIND, PAT</td>
<td>WEEU, Philadelphia</td>
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<td>WIND, PAT</td>
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<td>WILSON, DEAN</td>
<td>KCOI, Pt. Collins, Colo.</td>
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<td>WILSON, GLENN</td>
<td>WLW, Cinn., O.</td>
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<td>WILSON, JACK</td>
<td>Sunny Side Of The Street WARM, Scranton, Pa.</td>
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<td>WILSON, JOHN</td>
<td>WPTC, Kinston, N. C.</td>
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<td>WWCX, Asheville, N. C.</td>
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<td>WILSON, STU</td>
<td>KNXT, Los Angeles, Cal.</td>
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<td>WILSON, VANCE</td>
<td>Can You Top This NBC</td>
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<td>WINTERS, GEO</td>
<td>WCKY, Cinn., O.</td>
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<td>WOLF, ROD</td>
<td>Matinee Melodies</td>
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<td>WOLFF, JOE</td>
<td>Between The Lines WABD, New York</td>
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<td>WORKHOUN, BOYD</td>
<td>WKY, Philadelphia.</td>
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<td>WOODBURY, BOYD</td>
<td>SENTIMENTAL JOURNEY WKLO, Louisville, Ky.</td>
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<td>WOODWORTH, J.</td>
<td>Truth or Consequences KCHS, N. M.</td>
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<td>WORKHOUSE, CHARLES</td>
<td>Breakfast Party WITZ, Jasper, Ind.</td>
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<td>WYNNE, BERT</td>
<td>Car Tunes KYA, San Francisco, Cal.</td>
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<td>YOUNG, AL</td>
<td>WCCA, Corinth, Miss.</td>
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<td>YOUNG, DUKE</td>
<td>Duke's Dilemma KUGH, Eugene, Ore.</td>
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<td>YOUNG, JAMES</td>
<td>Breakfast Party WITZ, Jasper, Ind.</td>
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<td>YOUNG, JIM</td>
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<td>YOUNGBLOOD, BOYD</td>
<td>WBIP, New York</td>
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<td>ZACHARY, HUGH</td>
<td>KADA, Ada, Okla.</td>
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<td>ZAPITUL, BILL</td>
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<td>ZEIDMAN, AL</td>
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<td>ZIMMERMAN, HARRY</td>
<td>WLON, Minneapolis, Minn.</td>
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</tbody>
</table>
IRVING MANSFIELD

Producer-Director

"FIRESIDE THEATER"

"GENERAL ELECTRIC THEATER"
RADIO-TV PRODUCERS

Network and Independent
—and their work during 1953

--- A ---

ACREE, CHUCK
Man On The Farm
Mutual

ADAMS, WILLIAM, JR.
WHEC-TV, Rochester, N. Y.

ADLER, DR. PETER H.
NBC Opera, Recital Hall
NBC-TV

ANDREWS, CLARK
Top Guy, Modern Romances
ABC

ANDREWS, DAVE
Capsule of Knowledge
KOLN, Lincoln, Neb.

ANNON, JACK
Movie Quick Quiz
KGMB-TV, Honolulu, T. H.

APPLE, GERALD
Variety Plus
WLWA, Atlanta, Ga.

ARIEL, PETER
I'll Buy That, The Name's the Same, Wheel of Fortune, CBS-TV

ATEN, SUSAN
KSAN-TV, San Francisco, Cal.

AVARY, IRA
Theatre of Today
CBS

AWSUMB, ROGER
Inside City Hall
WMIN, St. Paul, Minn.

--- B ---

BACKlund, RALPH
Feature Project, Public Affairs Programs
CBS

BAILEY, MEL
Wonderful City
Mutual

BAKER, RUSSELL
KGO, S. F., Cal.

BARNHILL, DICK
Commissioner's Report
WMAL-TV, Washington, D. C.

BARNUM, MERRITT
Excursion
NBC-TV

BARNUM, PETER
8, April 20th, 1904, Ossining, N. Y., Colgate Comedy Hour, Excursion, NBC-TV

BATTLE, CHARLOTTE
WKLO, Louisville, Ky.

BECKERMAN, LARRY
WTOP, Washington, D. C.

BEHRE, ARNOLD
Maggie McNellis Show, Home Gardener
ABC

BELCOM, LLOYD
Talk Of The Town
WMIN, St. Paul, Minn.

--- BELL, JACK ---

WICC, WICC-TV, Bridgeport, Conn.

BIRDSONG, LAWRENCE
Startime
KTVE, Longview, Texas

BLACK, HARRY
WXEL, Cleveland, Ohio

BLACKWELL, BURT
Wave, Louisville, Ky.

BLOOM, SEYMOUR L.
Buzz & Bill Show
WDTV, Pittsburgh, Pa.

BOE, ART
WARM-TV, Scranton, Pa.

BORGE, PAUL
KMTV, Omaha, Neb.

BOSMAN, JOHN
Mutual Newsreel, Mutual

BOUNDY, GLENN, JR.
WJJK-TV, Detroit, Mich.

BOWER, ROGER
Baron And The Bee, Can You Top This, G. L. Joe
NBC

BRANNAN, JIM
WAGA, Atlanta, Ga.

BRANT, BILL
Bill Brant Show
WSTV, Pittsburgh, Pa.

BRENNER, PAUL
WATV, Newark, N. J.

BROWN, HIMAN
Bulldog Drummond, Mutual

BUNETTA, FRANK
Life Is Worth Living
Demont

BURGOON, GEORGE R.
WFBG, Altoona, Pa.

BURKLEY, OWEN
WOW-TV, Omaha, Neb.

--- BURKE, CAROLINE ---

Masterpiece Playhouse, Red Feather Revue, Heralds of Good Will, Around the Town, Vacation Wonderlands, Watch the World, Elder Wiseman-Wanda Landowski at Home, NBC-TV

BURT, HARDY
State Of The Nation
Mutual

BURNETT, MURRAY
Time For Love
CBS

BURNETT, MURRAY
True Detective Mysteries
Mutual

--- C ---

CAMPBELL, RAY
Mary Margaret McBride, All League Clubhouse, Beth Holland Show
ABC

CAREY, BERNIE
TV Tryouts
KING-TV, Seattle, Wash.

CARLSON, HARRY
Vincent Lopez
Mutual

CARRUTH, DOUGLAS
KMPT, Oklahoma City, Okla.

CARTOUN, ALAN
Longines Symphonette
CBS

CHRISTIAN LYNN
Window Shopping
KNUZ-TV, Houston, Texas

CLAIRE, MARION
Chicagor Theater Of The Air

CLARK, DON
Stars Over Hollywood
CBS

CLEMENT, ROBERT
WREX-TV, Wilkes-Barre, Pa.

CLEMMER, RICHARD
Here's To Your Health, The Goldbergs, Three Steps To Heaven, Follow Your Heart, Academy Award Show
NBC-TV

COWDEN, HAL
EFTM, San Diego, Cal.

COE, FRED
Bonino, TV Playhouse, Mr. Peepers, First Person Singular
NBC-TV

COLBURN, ROBERT
WTCA-TV, Minneapolis, Minn.

COMPTON, GAIL
Animal Fair
WTVT, Ft. Lauderdale, Fla.

COOPER, HAL
Magic Cottage
WABC, New York

COWAN, ABE
Dotty Mack Show
WCPO-TV, Cincinnati, O.

CRAILER, MARCIA
KPIX, S. F., Cal.

--- CRIAR, ROBERT G. ---

WINS, New York

CROthers, GEORGE
Invitation To Learning, Church of The Air
CBS

CUMMINGS, IRVING
Lux Radio Theatre
CBS

--- D ---

DANIEL, OLIVER
20th Century Concert Hall
CBS

DAVIS, WENDY
WHZ, Boston, Mass.

DAVIS, WILLARD
Success Story
KGO, S. F., Cal.

del VALLE, JAIME

1161
AXEL GRUENBERG
Co-Producer and Director

for
RALPH EDWARDS'
"THIS IS YOUR LIFE"

GUY V. THAYER, JR.

Executive Producer

ROLAND REED PRODUCTIONS
PRODUCERS—NETWORK-INDEPENDENT

DEMAREST, BILL
George Jessel Show, Valentino, American Music Hall
ABC

DEMPSEY, MARY ANN
WTLV-TV, New Brunswick, N. J.

DICK, HENRY
Bobby Sherwood Afternoon Show, Betty Crocker Show
ABC

DIEKER, HAL
KOY-TV, Phoenix, Ariz.

DIERKES, SHIELDS
WWJ, Detroit, Mich.

DIEZ, JOHN
Crime Photographer
CBS

DORN, LARRY
Bandstand, U.S.A., Mutual

DRYER, SHERMAN
Search That Never Ends
Mutual

DUDEK, LEE
WBAY, Green Bay, Wisc.

DUERR, EDW.
Ma Perkins
CBS

DUFF, GORDON
TV Playhouse, Bonino, First Person Singular
NBC-TV

DYE, ROBERT
WKZO-TV, Kalamazoo, Mich.

— E —

EARLE, JOHN
WKNX, Saginaw City, Mich.

EDWARDS, SUSAN
WSAZ-TV, Huntington, W. Va.

EDWARDS, WEB
Hawaii Calls
Mutual

ELLIOTT, ART
KMO-TV, Tacoma, Wash.

ELLIS, MINERVA
Road Of Life
CBS

ENGELBACH, DEE
Tallulah Bankhead, Man Of The Year, Red Feather Show
NBC-TV

— F —

FALENZA, TONY
KCJB, TV, Minot, N. D.

FASSERT, JAMES
N. Y. Philharmonic Symphony
CBS

FAUSETT, HUDSON
Armstrong Circle Theatre, My Son Jeep, Wonderful John Acton
NBC-TV

FEEMAN, FRANK
Hi Jinks
KFIA-TV, Anchorage, Alaska

FERGUSON, FRENCH
WOAI, San Antonio, Texas

FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn. Smilin' Ed's Gong, ABC-TV; Spot Radio

FISHER, EDWARD
WHIZ, Zanesville, O.

FOERSTER, FRED
WERE-TV, Wilkes-Barre, Pa.

FORMAN, WIN
WARM-TV, Scranton, Pa.

FOX, BILL L.
KPMB, San Diego, Cal.

FRAMER, WALTER H.
B. April 7, 1908. Strike It Rich, The Big Payoff, CBS; Double or Nothing, CBS-TV, ABC; The Silver Horseshoe, Dumont

FRAZEE, HARRY
Woman In Love, Public Affairs Show
NBC

FULLER, SAM
B. July 3, 1909, Pittsburgh, Pa. Colgate Comedy Hour, NBC-TV

FURNELL, WILLIAM
KCCC, TV
Sacramento, Cal.

— G —

GARRIGUS, FRED
Public Service Programs
CBS

PETE BARNUM
Executive-Producer

"COLGATE COMEDY HOUR"

NBC TV

1163
Jaime del Valle
PRODUCER-DIRECTOR
RADIO AND TELEVISION

The TV Film Series with the Longest Run and the Top Audience Rating for Kids is
"SMILIN' ED'S GANG"

Produced by
FRANK FERRIN

4th Year for Buster Brown Shoes
— ABC TV —

11th Year on Radio for Buster Brown Shoes
PRODUCERS—NETWORK-INDEPENDENT

GAULT, ED
TV Showcase
WHP-TV, Harrisburg, Pa.

GEORGE, EVERETT
Here’s Howell
KCBT-TV, Lubbock, Tex.

GERRY, ROGER
Melody Street, Rocky King, Stars On Parade
Dumont

GIBBS, PARKER
The Big Preview, Roadshow NEC

GRAMMER, ROBERT
WEAP-TV, Fort Worth, Tex.

GRANZO, CHUCK
Famu Quiz
Mutual

GRAY, NORMAN
WMAZ, Macon, Ga.

GRAY, ORLON
WMCT-TV, Hampton, Va.

GREENE, ED
WATV, Newark, N. J.

GREENE, DAVID
WWJ, Detroit, Mich.

GREINER, BOB
Turn To A Friend, Eddie Dunn Show
ABC

GOODMAN, LEN
Paul Dixon Show
WCPO-TV, Cincinnati, O.

GORDON, HOWARD A.
WFFA, Pensacola, Fla.

GROTHORS, GEORGE
Church Of The Air
CBS

GRUENBERG, AXEL
This Is Your Life, NBC-TV; Revue Productions

GUIDICE, FRANCIS V.
WTTG, Washington, D. C.

GUTTER, LARRY
WBBM-TV, Chicago, Ill.

HARVEY, DICK
WTOV, Norfolk, Va.

HUNT, JAMES
Cities Service Band of America

HAYS, LARRY
KHJ, Los Angeles, Cal.

HEEB, WALTER
WJHL, Johnson City, Tenn.

HEILWELL, DAVID
Plainclothes Man; Dumont

HEDDY, DICK
Pitch And Hit Club

HENLEY, DICK
Make Up Your Mind, CBS

HEPNER, ARTHUR
Dwight Cooke Guest Book
CBS

HIGHT, JEAN
Let’s Pretend
CBS

HILL, DUANE
Playtime Party

HILL, PHIL
KIDO, Boise, Idaho

Devised and Directed

by

[Signature]
JACK HURDLE
PRODUCER
of the
“JACKIE GLEASON SHOW”
CBS-TV

CAROLINE BURKE
NBC-TV
Producer
Director
Masterpiece Playhouse
Red Feather Revue
Heralds of Good Will
Around the Town
Vacation Wonderlands
Watch the World
Elder Wisemen; Wanda Landowska At Home

ROBERT G. CRIAR
Program Director
— Producer
Illinois 8-3186

CHARLES POLACHEK
NBC-TV
PRODUCER
“VOICE OF FIRESTONE”
“RECITAL HALL”
ASSOCIATE PRODUCER
“NBC OPERA THEATER”
HOLLES, EVERETT
Reporter’s Roundup
Mutual

HOLOWCHAK, EUGENE
WWJ, Detroit, Mich.

HOPKINS, RICHARD
ABC

HOSTETLER, VINCE
KRTV, Colorado Springs, Colo.

HOTIS, GEORGE
KTXK, San Angelo, Texas

HUDELSON, BEN
WBZ, Boston, Mass.

HUGHES, GORDON T.

HUMMERT, FRANK AND ANNE
Romance of Helen Trent, Our Gai Sunday, CBS

HURDLE, JACK

HURWITZ, VICTOR
WWJ, Detroit, Mich.

HUTCHINS, GEORGE
KVTV, Sioux City, Iowa

IVES, JOHN
21st Precinct, Gangbusters, CBS

JACOBS, RAY
Shootin’ Sheriff, KJEO, Fresno, Cal.

JACOBSON, ART
KNTV, Omaha, Neb.

JANIS, HAL
B. July 1906, San Francisco, Cal. Your Show of Shows, All Star Revue, NBC-TV

JENSEN, PAUL
Make Mine Music, KON, Lincoln, Neb.

JETERS, JIMMY
KGUL, Galveston, Texas

JOHNSON, BILL
WTOP, Washington, D. C.

JOHNSON, CHARLES
KCCC-TV, Sacramento, Cal.

JOHNSON, VANCE
WIS, Columbia, S. C.

JOHNSON, WALLY
KFQ, St. Joseph, Mo.

JONAS, PAUL
Sports Parade, Mutual

JONES, BOB
KMBC, Kansas City, Mo.

KATZ, PETE
WLW-TV, Cincinnati, Ohio

KEELER, DAN
Margaret Masters’ Kitchen, KSL-TV, Salt Lake City, Utah

KELLY, JOHN A.
KTXL, San Angelo, Texas

KING, CHRISTOPHER
Sound Board

KING, ED
Lorenzo Jones, NBC Star Playhouse, The Marriage, Eternal Light, NBC

KIRK, DANNY
Paul’s Place, KNUE-TV, Houston, Texas

KOATS, WALTER
WWJ, Detroit, Mich.

KONTELON, JIM
WTRF, Wheeling, W. Va.

KOURIS, P. C.
Mr. and Mrs. KVTV, Sioux City, Iowa

KUNDERT, RUSS
KLAS-TV, Las Vegas, Nevada

KURTZ, JOHN
Penny Wise Show, KSTM-TV, St. Louis, Mo.

LAFOREST, JOHN
WKX, Saginaw City, Mich.

LASHER, SID
WBRC, Birmingham, Ala.

LAUNER, JACKSON
Pantomime Hit Parade, WCPO-TV, Cincinnati, O.

LAUSNER, FRED
Beat The Bench, WTPA, Harrisburg, Pa.

RALPH LEVY
CBS-TV
Producer-Director

"JACK BENNY" TV SHOW

VICTOR McLEOD
TV
Writer - Producer - Director
Lawyer, Father Joseph
Family Theater
Mutual

Leonard, William R.
WTVF, Decatur, Ill.

Lesan, David
Guiding Light
Lesueur, Larry
U. N. Report

CBS

Levy, Ralph

Levis, Elliott
On Stage, Suspense, Crime Classics

CBS

Levis, J. C.
Lucky U
KJJJ, Los Angeles, Cal.

Levis, Richard
Mickey Spillane
Mutual

Liegman, Max
Your Show of Shows, NBC-TV

Linah, Jim
Western Party
WSIX, Nashville, Tenn.

Lincoln, Ed
WSBA, York, Pa.

Loe, Don
KFOR, Lincoln, Neb.

Logan, C. H.
WTVF, Decatur, Ill.

Loveton, John W.
Mr. and Mrs. North CBS

Lovvorn, Dixon
WIS, Columbus, S. C.

Lowe, David
Joseph Schillkraut, What's The Story
Dumont

Lugt, John
The Sears Show, Six Gun Theatre
KGMB-TV, Honolulu, T. H.

Lund, Bill
KFEQ, St. Joseph, Mo.

Lungren, Lynn
Beth Holland Show, Don Cornell Show

ABC

Me

MacCullum, Bill
Live Like A Millionaire, Mystery Theatre

MacCauley
Skyline Towers
WTPI-TV, Harrisburg, Pa.

Maconnell, Norman
Gumshoe
CBS

MagGregor, Jock
Nick Carter
Mutual

MagGregor, Ken
House of Glass, Erbert and Ummy, Theatre Royal, College Quiz Bowl

NBC

McCreery, Albert
B. Lawrence, Kansas. The Hallmark Hall of Fame, NBC-TV

McDermott, Tom
Wendy Warren And The News

CBS

McGarrett, George
Show of Shows, All Star Review

NBC-TV

McGrew, Ralph
Piano & Porter
KPTV, Portland, Ore.

McHendrix, Robt.
WKRC, Cincinnati, O.

McLeod, Victor Ian
B. August 2, 1906, Nampa, Idaho. The Spike Jones Show, NBC-TV; Lose The Blues, KNBH, Los Angeles, Calif.

McMenemy, Jim
B-Bar-B Mutual

McMullen, Jay
Feature Project, Public Affairs Programs

CBS

Me

Mack, Helen
This Is Your America
KAFY, Bakersfield, Cal.

Mandeville, Betty
FBI In Peace And War

CBS

Mann, Chuck
Football Games, Doug Browning Show

ABC

Mansfield, Irving
This Is Show Business, CBS-TV

Manz, Ralph
KPIX, San Francisco, Cal.

Marlow, Lea Knox
B. Sept. 21, Kentucky. Peter Angel, Syndicated

Marshall, Bill
Whispering Streets, Metropolitan Auditions, Community Chest Show

ABC

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PRODUCTION ASSOCIATE: Mike Gargiulo

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Walter Strenge

A.S.C.

Director of Photography

“WATERFRONT”

“TROUBLE WITH FATHER”

“MY LITTLE MARGIE”

“MYSTERY THEATER”

“BEULAH”

“SPACE RANGER”
MARTIN, CHARLES
Philip Morris Playhouse, CBS-TV
MAZZIE, JACK
WREX-TV, Rockford, Ill.
MEAD, WARREN
KWWL, Waterloo, Iowa
MELAMED, LOU
Julius LaRosa Show CBS
MELTON, BARD
Personality Parade KFIA-TV, Anchorage, Alaska
MEURER, RAY
Sgt. Preston of The Yukon Mutual
MIDDLETON, HARRY
WVEC-TV, Hampton, Va.
MILLER, HARVEY
WBRE-TV, Wilkes-Barre, Pa.
MILLER, LOUIS
KMPT, Oklahoma City, Okla.
MITCHELL, ROBERT
WJPE, Fairmount, W. Va.
MONIGOLD, BARRE
Unusual Occupations KTVE, Longview, Texas
MONROE, BOB
Nightmare, Starlight Theater Mutual
MONTGOMERY, ROBERT
Robert Montgomery Presents NBC-TV
MORGAN, AL
Feature Project, Public Affairs Programs CBS
MORGAN, JIM
Queen For A Day Mutual
MORRIS, JOHN
WKRC, Cincinnati, O.
MORSE, CARLTON E.
B. June 4, Jennings, La. One Man’s Family, Woman In My House, NBC; Family Skeleton, CBS; I Love A Mystery, Spot
MUCKENHAUP, FRANK
College Chorus Mutual
MUHR, ROGER
Howdy Doody, Gabby Hayes NBC-TV
MURDOCK, DON
WTRF, Wheeling, W. Va.
MURRAY, JEANNE
WTLY-TV, New Brunswick, N. J.
MYERS, THOMAS
Northwest Digest KPTV, Portland, Ore
NEALE, TOM
NEFF, DON
WTMN, Minneapolis, Minn.
NELSON, DOLF
Ladies Fair Mutual
NELSON, RAY
Rod and Gun Club Mutual
NOBLE, FRED
Katie's Kitchen RTIB-TV, Austin, Tex.
NOTHCROSS, WILSON
WHBQ, Memphis, Tenn.
NOVAK, ROBERT
Bobby Benson Mutual
NYE, DOROTHY
Mary Carter's Cookbook KGO, San Francisco, Cal.
OLIPHANT, PAUL
Garden Gate CBS
OLIVER, ROBERT
WKXV, Sarniaow City, Mich.
OLSON, CHARLES
WREX-TV, Rockford, Ill.
OLSON, DOLORES
KAFY, Bakersfield, Cal.
OPENSHAW, BYRON Q.
Deb's Town KSL-TV, Salt Lake City, Utah
PAINTER, DON
Bex and Ivory WTAP, Parkersburg, W. Va.
PAINTON, LEE
Mrs., U.S.A., Prologue To The Future NBC-TV
PAUL, NICK
WOAI, San Antonio, Texas
PEHLMAN, CARL
KKTV, Colorado Springs, Colo.
PENMBERTON, MURDOCK
Bill Stern Show, All League Club House ABC
PIANO, TONY
Dancing Party, Music In The Aftemoon ABC
PIERCE, ED
Tallulah Bankhead, Man Of The Year, Red Feather Show, Seasons Greetings NBC-TV
SIDNEY SMITH
"FIRESIDE THEATER"
SAM FULLER
EXECUTIVE PRODUCER
"Colgate Comedy Hour"

NBC-TV

1169
PIGG, AL
WTPV, Decatur, Ill.
POGAN, CHARLES
WROW, Albany, N. Y.
POLACHEK, CHARLES
8 Jan. 19, 1914, Milwaukee, Wis. NBC Opera Theatre Production, Voice of Firestone, Racial Hall Series, Opera Vignettes on Kate Smith Show, NBC-TV; Experimental Color Series; Operatic Vignettes, NBC-TV.
POOLE, LYNN
Johns Hopkins Science Review.
POTTER, JIM
WABD, New York.
POOLE, BILL
WFAM-TV, Lafayette, Ind.
PRINGLE, BOB
Glass Hat Show, Birdland.
PRESCOTT, BILL
WTPA-TV, Harrisburg, Pa.
PRINGLE, BOB

— Q —
QUICK, PHIL
WBRE-TV, Wilkes-Barre, Pa.

— R —
REED, MARY
Faith In Our Time Mutual.
REED, MILES
KOOL, Phoenix, Ariz.
RENN, JACK
WHBQ, Memphis, Tenn.
RICHARDS, ART, JR.
Perry Mason.
RINEHART, HUGH
WHIZ, Zanesville, O.

— S —
SADLER, BILL
KTQ, Oklahoma City, Okla.
SAGASSE, BOB
WETV, Macon, Ga.
SAMISH, ADRIAN
Three Stops To Heaven, Follow Your Heart, Backbone of America, Glamour Girl, Atom Squad, NBC-TV.
SAMMON, PAT
WBBM-TV, Chicago, Ill.
SAVALAS, TELLY
Glass Hat, Birdland, ABC.
SCALA, ED
WNBF-TV, Binghamton, N. Y.
SCANLAN, WALTER

SCHENKER, JOHN
KGBJ-TV, Minot, N. D.
SCHERER, ED
Hand To Heaven WGAL-TV, Washington, D. C.
SCHNEIDER, GIL
WGY, Oklahoma City, Okla.
SCHIFF, SAM
Kate Smith Show NBC-TV.
SCHUBERT, BERNARD
Adventures Of The Falcon Mutual.
SCHELMAN, LEE
March On KING-TV, Seattle, Wash.
SCHWARTZ, LEW
WKNB, New Britain, Conn.
SHARP, JAMES J.
The Swingbillies WLW-A, Atlanta, Ga.
SHAY, BETTY
Rosemary.
SHEA, ROGER M.
WTITG, Washington, D. C.
SHEA, TOM
Bobby Shea, Double or Nothing, ABC.
SHEPARD, JACK
Western Jamboree.
SHOLLERBERGER, LEWIS
Capital Cloakroom; Washington USA CBS.
SINAWER, MITCH
WIOC, Bridgetown, Conn.
SIOUSSAT, HELEN J.
Man's Right To Knowledge CBS.

GORDON T. HUGHES
Producer-Director
"My Little Margie"
CBS — Mutual

FURTH ULLMAN
Production Designer
Colgate Comedy Hour

1170
SWING, RAYMOND
This I Believe
CBS
— T —
TANAKA, GEORGE
Captain Video; Secret Files of Captain Video
Dumont
TELFORD, FRANK
B. Los Angeles, Cal. My Little Margie, CBS-TV; Waterfront, Rocky Jones Space Ranger, Syndicated
THAYER, GUY V., JR.
Cherry Blossom Time
KONA, Honolulu, T. H.
THOMPSON, ARTHUR R.
KROY-TV, Phoenix, Ariz.
TILLET, D.
WHEC-TV, Rochester, N. Y.
TOMLINSON, WILLIAM H.
WKAR, East Lansing, Mich.
TORMEY, BOB
Greatest Story Ever Told; Horse Races
ABC
TRAYHERN, JAMES
WHAM, Rochester, N. Y.
TUELL, GORDON
KMO-TV, Tacoma, Wash.
TURLEY, JACK
KWWL, Waterloo, Iowa
— U —
ULLMAN, FURTH
Colgate Comedy Hour
— V —
VAN ABEL, BOB
WBAY, Green Bay, Wisc.
VINCENT, CHICK
The Shadow
Mutual
VINSANT, SAM
KOB, Albuquerque, N. Mex.
VOUTSAS, GEORGE
Golden Voices, Music By Mantovani, Jane Pickens Night Show
NBC
— W —
WADE, WARREN
WOX, New York, N. Y.
WAHL, ED
WICT, Greenville, N. C.
WEBB, RUSSELL
WBZ, Battle Creek, Mich.
WEBER, HENRY
Enchanted Hour
Mutual
WEIHE, FRED
My Secret Story, NBC Star Playhouse
NBC
WEIST, GEORGE
My True Story, American Music Hall, Hollywood Starway
ABC
WILLIAMS, NORMAN
KMTV, Omaha, Neb.
WILLIAMS, KICK
KLAS-TV, Las Vegas, Nevada
WILLIS, FRED
WMCT-TV, Memphis, Tenn.
WISBAR, FRANK
B. Dec. 12, Lithuania. Fireside Theatre, G. E. Theatre, Syndicated
WITTEKIND, WARREN
WRAT, Princeton, Ind.
WOLD, ED
Hilltop House
CBS
WOOD, BARRY
NBC Color Shows, Kate Smith Show
NBC
WRIGHT, BURTON
WWJ, Detroit, Mich.
WRIGHT, WYNN
Squad Room, Official Detective
Mutual
WYGANT, PHIL
WBAP-TV, Fort Worth, Tex.
— Z —
ZINN, STEVE
WFTL, Ft. Lauderdale, Fla.
ZIRATO, BRUNO, JR.
A Minority Of One, Robert Q. Lewis Show
CBS
BARRY SHEAR
DUMONT-TV
DIRECTOR OF
"Joseph Schildkraut Series"
"Guide Right"
"Melody Street"

AL LEWIS
DIRECTING and CO-WRITING

"OUR MISS BROOKS"
CBS-TV

WILLIAM ASHER

ALAN NEUMAN
DIRECTOR
INNER SANCTUM
FILM SERIES
RADIO-TV DIRECTORS
—and their work during 1953

— A —

ALLEN, CRAIG
Juvenile Jury, Mr. Peepers, scoreboard, Break the Bank, Candid Camera
NBC-TV

ASHER, WILLIAM
B. August 8, 1921, New York City, I Love Lucy, Our Miss Brooks, CBS-TV; Make Room for Daddy, Where’s Raymond?, ABC-TV; The Dennis Day Show, NBC-TV

— B —

BASS, LEONARD L.
Gangbusters
CBS

BOWER, ROGER
Baron And The Bee, Can You Top This, G. I. Joe
NBC

BROWN, HIMAN
Bulldoz Drummond
Mutual

BROWN, JIM
Emily Kimbrough Program
WCBS, New York

BROWNING, KIRK
NBC Opera, TV Recital Hall
NBC-TV

BUNETTA, FRANK
Life Is Worth Living
Dumont

BURKE, CAROLINE
Masterpiece Playhouse, Red Feather Revue, Heralds Of Good Will, Around the Town, Vacation Wonderlands, Watch the World, Elder Wiseman-Wanda Landowska at Home, NBC-TV

BURNETT, MURRAY
True Detective Mysteries
Mutual

CHATEAUVERT, WALLY
Second Mrs. Burton
CBS

CHEETHAM, WALTER
At Home With Joan
WCBS, New York

CORDAY, TED
Guiding Light
CBS

CORRIGAN, WILLIAM
Hollywood Opening Night, TV Playhouse
NBC-TV

COYLE, HARRY
Twenty Questions, Pantomime Quiz
Dumont

— C —

CHATEAUVERT, WALLY
Second Mrs. Burton
CBS

CHEETHAM, WALTER
At Home With Joan
WCBS, New York

CORDAY, TED
Guiding Light
CBS

CORRIGAN, WILLIAM
Hollywood Opening Night, TV Playhouse
NBC-TV

COYLE, HARRY
Twenty Questions, Pantomime Quiz
Dumont

— D —

DANIELS, MARC
B. Pittsburgh, Pa, I Love Lucy, CBS-TV; I Married Joan, Backbone of America, NBC-TV

DAVIS, HOWARD
Howdy Doody, Gabby Hayes
NBC-TV

DEL VALLE, JAIME

DIETZ, JOHN
Crime Photographer
CBS

DONEHUE, VINCENT
TV Playhouse
NBC-TV

DRAKE, GALEN
Housewives Protective League, Starlight Salute
WCBS, New York

— E —

EBL, EARL
Lux Radio Theatre
CBS

ECKLER, RICHARD
Stars On Parade
Dumont

HERBERT S U S S A N

Directs and Stages

“COKE TIME”

starring

EDDIE FISHER

for

The Coca-Cola Company

(NBC-TV)

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Guadel Award Winner

Peabody Award Nominee

1173
FRANK SATENSTEIN  
CBS-TV

DIRECTOR

of

The Jackie Gleason Show

JOE GRAHAM
WRITER — DIRECTOR
Currently directing:
"WHISPERING STREETS"
for General Mills and the Tomi Company
"IT'S YOUR BUSINESS"
for the National Association of Manufacturers
and
"HOLLYWOOD AIRPORT"
Also created and directed in color:
"THE MAN FROM HARTFORD"
(film)

Cort Steen
DIRECTOR
OF
"ARMSTRONG CIRCLE THEATRE"
NBC-TV

RICHARD IRVING
Director
Revue Productions
FAY, PAT
Broadway To Hollywood
Dumont

FELTON, NORMAN
Robert Montgomery Presents
NBC-TV

FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn. Smilin' Ed's Gang, ABC-TV; Spot Radio

FRAZEE, HARRY
Woman In Love, Public Affairs Shows
NBC

FAY, PAT
Brighter Day
CBS

HAUPT, JAMES
Band of America
NBC

HIGHT, JEAN
Let's Pretend
CBS

HOBIN, CHARLES
Your Show of Shows, Nothing but the Best
NBC-TV

HULTGREN, ROBERT
Howdy Doody, Gabby Hayes
NBC-TV

GIBBS, PARKER
The Big Previews, Roadshow
NWC

GOETZ, JOHN
Christmas With The Stars, Voice Of Firestone, Prologue
To The Future, Mrs. U.S.A.
NWC-TV

GORMAN, WALTER
Road of Life
CBS

GRAHAM, JOE
B. Sept. 15, 1916, Portsmouth, Ohio. Whispering Streets, It's Your Business, Call Me Freedom,
ABC; The Man From Hartford; Film

HANNA, ARTHUR
This Is Nora Drake, Our Gal Sunday
CBS

HARRIS, MARY
Brighter Day
CBS

Haupt, James
Band of America
NBC

HIGHT, JEAN
Let's Pretend
CBS

HOBIN, CHARLES
Your Show of Shows, Nothing but the Best
NBC-TV

HULTGREN, ROBERT
Howdy Doody, Gabby Hayes
NBC-TV

ICKES, DON
Jack Sterling Program, Let's Find Out
WCBS, New York

IRVING, CHARLES
Search For Tomorrow, CBS-TV

IRVING, RICHARD
Revue Productions

KENNY, H. WESLEY
Rocky King Detective
Dumont

LAFFANDRE, JACK
Chicago Theater Of The Air
Mutual

LANDERS, LEW
B. Jan. 2, 1901, New York City. Topper

LARGE, DON
Make Way For Youth
CBS

LEVINE, JACK
Wonderful City
Mutual

LEWIS, AL
B. Oct. 25th, 1912, Brooklyn, N. Y. Our Miss Brooks, CBS-TV

LOWE, DAVID
What's The Story, Life Begins At Eighty
Dumont

MACGREGOR, JOCK
Nick Carter
Mutual

MANDEVILLE, BETTY
FBI In Peace And War
CBS

MARCEAU, WILLIAM
Plainclothes Man
Dumont

MARSHALL, SANDY
Nightmare, Starlight Theater, High Adventure
Mutual

MARTINSON, LESLIE
H.
Chevron Theatre; Pepsi-Cola Theatre; Revlon Mirror Theatre; Roy Rogers Show

MOELLER, DICK
Jack Sterling Program, This Is New York
WCBS, New York

MONROE, ELEANOR
Take A Number, Titus Moody
Mutual

--- F ---

--- G ---

--- H ---

--- I ---

--- J ---

--- K ---

--- L ---

--- M ---

--- N ---

--- O ---

--- P ---

--- Q ---

--- R ---

--- S ---

--- T ---

--- U ---

--- V ---

--- W ---

--- X ---

--- Y ---

--- Z ---
SID SMITH
DIRECTOR
“COLGATE COMEDY HOUR”

NBC-TV
Hollywood

JIMMY DURANTE
EDDIE CANTOR

MARC DANIELS
DIRECTOR

Wm. Morris Agency
Phil Weltman

DICK SCHNEIDER
DIRECTOR
OF
“THE BIG STORY”
and
“STORK CLUB”

NBC-TV

LESLIE H. MARTINSON
Director
“CHEVRON THEATRE”
“PEPSI-COLA THEATRE”
“REVLOM MIRROR THEATRE”
for
REVUE PRODUCTIONS

“ROY ROGERS SHOW”
— N —
NELSON, RAY
Red And Gun Club
Mutual

NEUMAN, ALAN
Kate Smith Hour, NBC-TV; Lights Out, Blind Date, Here's To Your Health, NBC

NIS, STANLEY
21st Precinct
CBS

NOCKS, ARNEE
Capt. Video, On Your Way Down

— P —

PHELPS, STOWE
Music 'Til Dawn
WCBS, New York

POLE, LEE
Opera Cameos, Marie Cottage
WABD, New York

— R —

REGAN, KEN
Bob Hausmes Program
WCBS, New York

RENNER, KATHIE
Housewives Protective Leaguc, Starlight Salute
WCBS, New York

RICKS, ERNIE
Romance of Helen Trent
CBS

RICHARDS, ART, JR.
Perry Mason
CBS

RUPP, JACK
Hilltop House
CBS

— S —

SATENSTEIN, FRANK P.
B. Oct. 7, 1924, New York

Jackie Gleason Show, I've Got a Secret, Robert Q. Lewis Show, CBS-TV

SCHNEIDER, DICK
Big Story, Down To Danger, Stork Club, NBC-TV

SCHWAB, LARRY
Kate Smith Show, NBC-TV

SCHWARZ, BILL
John Henry Faulk Program
WCBS, New York

SHEAR, BARRY
Melody Street
DuMont

SMITH, SID
B. 1920, Minneapolis, Minn. Colgate Comedy Hour, All Star Revue, NBC-TV

STEEL, BOB
Aunt Jenny
CBS

STEEN, CORT
Armstrong Circle Theatre, NBC-TV; City Hospital, CBS-TV; Door Way To Danger, Two Girls Named Smith, Hollywood Screen Test, ABC-TV

SUSSAN, HERBERT
Cake Time, Kate Smith Show, Christmas with the Stars, NBC-TV; Fred Waring Show, Ken Murray Show, Actors Studio, CBS-TV

— T —

TELFORD, FRANK
Joseph Shildkraut

TYLER, JACK
Theatre of Today
CBS

VINCENT, CHICK
The Shadow
Mutual

WALLACE, DON
Wendy Warren And The News
CBS

WEIHE, FRED
My Secret Story, NBC Star Playhouse
NBC

WESTIN, AV
The World Today, World Assignment
CBS

WOLD, RODGER
Housewives Protective League, Starlight Salute, Music 'Til Dawn
WCBS, New York

WOLFE, ED
Ma Perkins
CBS

— Z —

ZEAMER, MICHAEL
Bride and Groom, Today
NBC-TV

ZIRATO, BRUNO, JR.
Robert Q. Lewis Little Show
CBS

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RADIO-TV WRITERS
Advertising Agency—Network—Free Lance
and their work in 1953

--- A ---
ACE, GOODMAN
Buick-Berle Show
NBC-TV
ADAMS, BEA
Mary Lee Taylor Show
NBC
ALEXANDER, BEN
Dranget
NBC, NBC-TV
ANDREWS, CHARLIE
Dave GarroWay, Dial
NBC, NBC-TV
ARNOLD, DANNY
Colgate Comedy Hour
NBC-TV
AUCHINCLOSS, GORDON
Coke Time Starring Eddie Fisher
NBC, NBC-TV
AURTHUR, ROBERT ALAN
Bonino, Television Playhouse
NBC-TV

--- B ---
BARRETT, BILL
The Bennetts, Hawkins Falls
NBC-TV
BECKER, DON
Life Can Be Beautiful
NBC
BERG, GERTRUDE
House of Glass, NBC
The Goldbergs, NBC-TV
BIXBY, CARL
B. May 4, 1895. Life Can Be Beautiful, NBC
BLAKE, HOWARD
Bob Hope Daytime Show
NBC
BRITT, JIM
B. April 11, 1919, San Francisco, Cal. Sports Final, NBC-TV; Dumont Pro Football, Dumont; Jim Britt's Sports Report, ABC
BROOKS, MEL
Your Show of Shows, NBC-TV
BROWN, GEORGE CARLETON
My Little Margie
NBC-TV
BULLOCK, WALTER
Life of Riley
NBC-TV
BURLINGTON, LLOYD
This Farming Business
NBC
BURT, FRANK
Six Shooter
NBC
BURTON, BUD
Paul Winchell Show
NBC-TV

--- C ---
BURTON, JAY
Buick-Berle Show
NBC-TV
BUTTS, VIRGINIA
Dave GarroWay Show
NBC-TV
CARRINGTON, ELAINE
Pepper Young's Family
NBC
CENDELLA, ROBERT
Best Plays, Old Vic Theatre,
NBC Star Playhouse, Woman In Love, My Secret Story
NBC
CHARIG, PHIL
Buick-Berle Show
NBC-TV
CHAYEFSKY, PADDY
TV Playhouse
NBC-TV
CLARK, HARRY
Life of Riley
NBC-TV
COOPER, HARRY
Colgate Comedy Hour
NBC-TV

--- D ---
DALZELL, BILL
Melody Street
Dumont
DAVID, MARVIN
Eddy Arnold Show
NBC
DIAMOND, WELMA
Buick-Berle Show
NBC-TV
DOUGALL, BERNARD
American Music Hall, Modern Romances, Mr. President, Call Me Freedom
ABC
DOUGLAS, JACK
Woman In My House
NBC
DUDLEY, PAUL
Martin Kane
NBC-TV

--- E ---
EDWARDS, PAUL
Truth or Consequences
NBC
ELINSON, JACK
Colgate Comedy Hour
NBC-TV
ELLIOTT, SUMNER LOCKE
TV Playhouse
NBC-TV
ELLIOtTE, JOHN
Great Gildersleeve
NBC
ETTINGER, EDWARD
Sammy Kaye Cameo Serenade,
Dancing Party, Don Cornell Show, Paul Whiteman Teen Club
ABC

--- F ---
FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn.
Smillin' Ed's Gang, ABC-TV; Spot Radio
FISCHER, MARVIN
Woman In My House
NBC
FOOTE, HORTON
TV Playhouse
NBC-TV
FOWLER, KEITH
Dial Dave GarroWay
NBC
FRANK, REUBEN
Cameo News Caravan
NBC-TV
FRANKLIN, FRANKIE
Dial Dave GarroWay
NBC
FRIEDBERG, BILLY
All Star Revue
NBC-TV
FRITZELL, JIM
Mr. Peepers
NBC-TV

--- G ---
GRAHAM, LEE E.
B. January 23, 1918, New York City Letter to Lee Graham, WABD, New York
GREENBAUM, EVERETT
Mr. Peepers
NBC-TV
GUSSMAN, CHARLES
Road of Life
NBC

--- H ---
HAMNER, EARL
Best Plays, NBC Star Playhouse, My Secret Story, Hollywood Love Story, Woman In Love
NBC
HANDLEY, ALAN
Dinah Shore Show
NBC, NBC-TV
HAZAM, LOU
March of Medicine
NBC-TV
HENNING, PAUL
RCA Victor Show
NBC-TV

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### Radio-TV Writers

<table>
<thead>
<tr>
<th>Name</th>
<th>Show/Program Details</th>
</tr>
</thead>
</table>
| Herbert, Don          | Mr. Wizard
|                       | NBC-TV               |
| Hiken, Nat            | All Star Revue
|                       | NBC-TV               |
| Holch, Arthur         | Camel News Caravan   |
|                       | NBC-TV               |
| Hummert, Frank and Anne | Front Page Farrell, Just Plain Bill, Lorendo Jones, Backstage Wife, Stella Dallas, Young Widder Brown |
|                       | NBC                 |
| Jacobson, Bill        | Kate Smith Show     |
|                       | NBC-TV               |
| Jurist, Ed            | Colonel Flack       |
|                       | Dumont               |
| Kalish, Rocky         | Colgate Comedy Hour  |
|                       | NBC-TV               |

---

**Carl Bixby**

*Life Can Be Beautiful*

*Television*

Sturges Highway
Southport, Conn.
Fairfield 9-3275

---

**Carlton E. Morse**

Writer-Producer

presents:

**“One Man’s Family”**

(RADIO)

**“Family Skeleton”**

(RADIO)

**“The Woman In My House”**

(RADIO)

**“I Love A Mystery”**

(RADIO)

**“One Man’s Family”**

(TV)
KALEN, LUCILLE
Your Show of Shows, NBC-TV
KEAN, ED
Howdy Doody
NBC, NBC-TV
KINOY, ERNEST
Best Plays, NBC Star Play-
house, My Secret Love, Holly-
wood Love Story, Woman In
Love, The Marriage
NBC
KULLER, SID
Colgate Comedy Hour
NBC-TV

L——

LACHTMAN, MORT
Bob Hope Show
NBC-TV
LAWRENCE & LEE
Railroad Hour
NBC
LEAR, NORMAN
Colgate Comedy Hour
NBC
LEFFERTS, GEORGE
Rocky Fortune, Jane Pickens
Nighttime Show, Best Plays,
NBC Star Playhouse, Holly-
wood Love Story
NBC
LESLIE, PHIL
Fibber McGee And Molly
NBC
LEWIS, MORT
Stroke of Fate
NBC-TV
LYNCH, PEG
Ethel and Albert, NBC-TV
LYONS, JO
On Your Way
Dumont

M——

McGINNEX, A. J.
Voice Of Firestone
NBC, NBC-TV
McGRAW, PEG
Phrase That Pays
NBC

M——

MARCK, LARRY
Bob Hope Show
NBC-TV
MARION, IRA
Mr. President, Jan Pearce
Show
ABC
MILLER, SID
Colgate Comedy Hour
NBC-TV
MILLS, ROBERT
Thy Neighbor's Voice
NBC
MONASH, PAUL
Atom Squad
NBC-TV
MORGENTHAU, HENRY, III
For Better Living
NBC
MORSE, CARLTON E.
B. June 4, Jennings, La. One
Man's Family, Woman In My
House, NBC; Family Skeleton,
CBS; I Love A Mystery, (Spot)

MOSEL, TED
TV Playhouse
NBC-TV
OSTROFF, MANNING
Colgate Comedy Hour
NBC-TV
PEDICINI, RICHARD GEORGE
Last Man Out
PHILLIPS, FELLA
Joseph Schuldkrantz
Dumont
RAPP, JOHNNY
Colgate Comedy Hour
NBC-TV
RIPLEY, BETTE
Beth Holland Show, Call Me
Freedom
ABC-TV
ROBINSON, JOHN
Draught
NBC, NBC-TV
ROSS, CLARIS
My Secret Story, Best Plays,
NBC Symphony
NBC
ROSS, DAVID
Golden Treasury
NBC
RUBEN, AARON
Buick-Berle Show
NBC-TV
RYAN, BILL
Weekend
NBC

S——

SEELAN, JERRY
Buick-Berle Show
NBC-TV
SHAPIRO, STANLEY
RCA Victor Show
NBC-TV
SHAW, DAVID
Television Playhouse
NBC-TV
SHERWOOD, HERB
Erbert & Ummy
NBC
SHERWOOD, ROBERT E.
Backbone of America
NBC-TV
SIMMONS, GENE
Colgate Comedy Hour
NBC
SIMON, DANNY AND
DOC
Your Show of Shows, NBC-TV
SMALL, ARTHUR
NBC Symphony
NBC
SMITH, BARBARA
Cities Service Band of America
NBC
SMITH, BERNIE
You Bet Your Life
NBC-TV
SOUVAYNE, MRS. HENRY
Golden Voices
NBC
STANDER, ARTIE
I Married Joan
NBC-TV
STARK, SHELDON
Hollywood Starway, Modern
Romances
ABC
STARR, BEN
I Married Joan
NBC
STARR, MANYA
Doctor's Wife
NBC
STEIN, JOE
Your Show of Shows, NBC-TV
STEWART, CHARLES
Bob Hope Nighttime Show
NBC
SULLIVAN, NORMAN
Bob Hope Nighttime Show
NBC

T——

TALLMAN, ROBERT
My Secret Story, Hollywood
Love Story, Best Plays
NBC
TARLOFF, FRANK
I Married Joan
NBC
TODD, ELIZABETH
Mary Lee Taylor Show
NBC
TOKIN, MEL
Your Show of Shows, NBC-TV
TRAVERS, VIRGINIA
Turn To A Friend
ABC

V——

VAN HARTESVEIDT, FRED
Roy Rogers Show
NBC
WEBB, JACK
Davnet
NBC, NBC-TV
WEBSTER, TONY
Your Show of Shows, NBC-TV
WHITE, ANDY
Great Gildersleeve
NBC
WHITE, LES
Colgate Comedy Hour
NBC-TV
WILLSON, MEREDITH
Ev'ry Day
NBC
WILSON, JACK
My Secret Story
NBC
WITTY, DON
Call Me Freedom, The
Adventurer
ABC
WOOD, ARLENE
The Evening Comes, Valentia
ABC

Y——

YOUNG, JOHN M.
Right To Happiness
NBC

1180
WOMEN COMMENTATORS
HOME ECONOMISTS
of U. S. TV and Radio Stations

A

Abouab, Dorothy

WLS, Lansing, Mich.

Abouab, Dorothy

WCAE, Pits., Pa.

Abeyta, Vergie

KGGM, Albuquerque, N. Mex.

Abels, Emily

WJAR-TV, Providence, R. I.

Abell, Mildred

WHRC, Canton, O.

Abels, Jane

KYUM, Yuma, Arizona

Abel, Norma

KUIN, Pecos, Tex.

Abel, Susan

KWWI, Pocatello, Idaho

Adams, Edna

WLSI, Peoria, Ill.

Adler, Kate

WNBC, New York City

Alen, Ann

WBAP-TV, Fort Worth, Tex.

Alfred, Darrach

WCCO, Minneapolis, Minn.

Alexanders, W. K.

WKGK, Kansas City, Mo.

Alexander, Mildred

WATR-TV, Norfolk, Va.

Allan, Carolyn

WKRT, Cortland, N. Y.

Allen, Arthid

WDBL, Marshall, Wis.

Allen, Barbara

WCOS, Columbus, O.

Allen, Beth

KLAS-TV, Las Vegas, Nev.

Allen, Betty

WMCL, Ashland, Ky.

Allen, Doroles

WODR, Sturgis, S. D.

Allison, Mayme

KBON, Omaha, Neb.

Allman, Lut

KWWB, Wichita, Kan.

Allyn, Kay

WMKN, Atlantic City, N. J.

Allyn, Roz

WHEC-TV, Rochester, N. Y.

Anderson, Blanch

WLOA, Braddock, Pa.

Andrews, Marlow

WRUF, Gainesville, Fla.

Andrews, Nancy

WLAN, Lansing, Mich.

Anten, Norma

WCPO-TV, Cincinnati, O.

Anthony, Nina

CKWX, Vancouver, B. C.

Arledge, Mabel

KIVY, Crockett, Tex.

Arden, Margaret

WCBS, New York

Armstrong, Dorothy

WLON, Montgomery, Ala.

Arnett, Robin

KBOL, Boulder, Colo.

Arnold, Lynn

KSL-TV, Salt Lake City, Utah

Ashwell, Mary

CFPL, London, Ont.

Atten, Kate

KCTV, Topeka, Tex.

Atter, Virginia

WBMR, Jacksonville, Fla.

Arer, Esther

WMUR, Manchester, N. H.

B

Bacher, Jeanne

KST, Fresno, Cal.

Badham, Mary

WBRC, Birmingham, Ala.

Baham, Alice

WIZE, Springfield, O.

Bailley, Kerri

KSKY, Oklahoma City

Bailley, Mitzi

KMUR, Murray, Utah

Bain, Joan

KCOM, Sioux City, Iowa

Baker, Ruby

WGET, Gettysburg, Pa.

Baker, Evangeline

KG0, San Francisco, Cal.

Baker, Mary

WSBC, Chicago, Ill.

Baldwin, Betty

KMOM, Marshall, Mo.

Baldwin, Helen

WNBE-TV, Binghamton, N. Y.

Ball, Jane Ellen

WJAS, Pittsburgh, Pa.

Bamecroft, Barbara

WMMB, Melbourne, Fla.

Barberio, Celeste

WHL, Hammond, La.

Barer, Betty Jenkins

WJBY, Gadsden, Ala.

Barnes, Dorothy

WJO, Waco, Tex.

Barrett, Ruby

WKSY, Stockton, Cal.

Barrett, Maxine

WITV, Ft. Lauderdale, Fla.

Barthel, Lois

WHLN, Harlan, Ky.

Barrett, Edna

WYES, Elmir, N. Y.

Barton, Betty

WNNB, New Bedford, Mass.

Bates, Berenice

KNXT, Los Angeles, Cal.

Battle, Lisa

WIS, Columbia, S. C.

Baum, Dale

WXJ, Jackson, Miss.

Baustian, Evelyn

KROX, Crookston, Minn.

Baxter, Joan

CFRA, Ottawa, Ont.

Bayne, Alice

WBIC, Indianapolis, Ind.

Bayne, Barbara

WLOL, Minneapolis, Minn.

Beal, Maude

WWBC, Flint, Mich.

Bean, Ruth

WATY, Newark, N. J.

Beeley, Helen

WORD, Spartanburg, S. C.

Berdine, Alice

WMLR, Lamar, Colo.

Bell, Patricia

WONF, Colorado Springs, Colo.

Bell, Peggy

KFFY, Lubbock, Tex.

Bender, Leona

KTSN, San Antonio, Tex.

Benet, Julie

WFAA, Dallas, Tex.

Benson, Beverly

WJOC, Jamestown, N. Y.

Best, Laverne

WTAX, Springfield, Ill.

Bestor, Beulah

WTWH, Providence, R. I.

Bickel, Helen

WMWN, Florence, W. Va.

Biddle, Mary

WIP, Philadelphia, Pa.

Birch, Tommye

KMOX, St. Louis, Mo.

Bishop, Barbara

KPOA, Philadelphia, Pa.

Blair, Anne

WGMS, Washington, D. C.

Blake, Julie

WFEA, Manchester, N. H.

Blanchard, Muriel

WASN, Annapolis, Md.

Blattner, Barbara

KASM, Albany, Minn.

Blazer, Eleanor

WHOK, Lancaster, O.

Bledsoe, Jo

WTXB, Daytona Beach, Fla.

Boudin, Mayme

WMIM, Miami Beach, Fla.

Booth, Bette

KLWN, Lawrence, Kan.

Bowes, June

WFUR, Grand Rapids, Mich.

Bowen, Roses

KPOY-TV, Salt Lake City, U. S.

Bowman, Helen

WKE, Newport, R. I.

Box, Mary A

WFRX, W. Frankfort, Ind.

Boyd, Jo

WMPA, Aberdeen, Miss.

Boyd, Mary Ellen

KALE, Richland, Wash.

Boyles, Letitia R

WGVM, Greensville, Va.

Bracken, Virginia

WDOV, Dover, Del.

Bradford, Ann

WLH, Lowell-Lawrence, Mass.

Bradford, Betty

WESB, Bradford, Pa.

Brady, Delores

WHO, San Francisco, Calif.

Brady, Toni

WABY, Albany, N. Y.

Bramlett, Gladys

WSAR, Fall River, Mass.

Breen, Beth

WJSV, Montgomery, Ala.

Brendt, Nancy

WNKL, Norfolk, Conn.

Brennan, Libby

WLK, Wilkes-Barre, Pa.

Bride, Billie

WGNR, Chicago, Ill.

Brierson, Evelyn

WCOL, Columbus, O.

Briggs, Ruth

KENC, Anchorage, Alaska

Brink, Norma

WGDR, Grand Rapids, Mich.

Britten, Catherine

WABC, New York City

Brock, Grace

WBB, Mobile, Ala.

Broo, Holode Parker

WEIE, Boston, Mass.

Brooks, Ann Cole

WFRX, W. Frankfort, Ind.

Brooks, Barbara

VOCM, St. John's, Nfld.

Brooks, Dorothy

WTAN, Clearwater, Fla.

Brooks, Helen

WFBT, Ft. Lauderdale, Fla.

Brooks, Martha

WGY, Schenectady, N. Y.

Brophy, Margaret

CKXX, Wingham, Ont.

Braoughton,

Boston, Mass.

Brown, Beverley

KIM, Waco, Tex.

Brown, Liz

KDLA, Duluth, Minn.

Brown, Lynn

KREW, Sunnyside, Wash.

Brown, Mae


Brown, Minna

KGA, Spokane, Wash.

Brown, Molly

WLET, Toceoa, Ga.

Bruce, Frank

KWCW, Auburn, Ala.

Bruce, Fran

KCV, Redding, Cal.

Brumsey, Geraldine

WTVR, Richmond, Va.

Bryan, Ruby

WVOP, Vridalba, Ga.

Bryan, Ruth

KNAX, Salt Lake City, Utah

Brydia, Barbara

KATY, San Luis Obispo, Cal.

Burbeck, Sara

WXBF, Binghamton, N. Y.

Burns, Elmer

WJMR, North Platte, Neb.

Burr, Gwenn W

KSEU, Susanville, Cal.

Burris, Vina

KNAL, Victoria, Tex.

Bushnell, Georgiana

WJHS, Deland, Fla.

Butler, Jane

WGBS, Miami, Fla.

Byrne, M. M

WLAK, Columbus, Ga.

Byrne, Maggie

WNMK, Cleveland, O.

Byron, Eva

WALT, Tampa, Fla.

C

Caldwell, Jo

WLDS, Jacksonville, Ill.

Capple, Lu

WAAM, Baltimore, Md.

Callahan, Ellen

WWNC, Asheville, N. C.

Callaway, Barbara

WWR, Waco, Texas, Cal.

Cameron, Barbara

WKRC, Cincinnati, O.

Campbell, Dorothy

WOKU, Milwaukee, Wis.

Campbell, Pauline

WAGE, Ware, Mass.

Carey, Wilma

KMOY, Manhattan, Kan.

Carlson, Mildred

WDB, Boston, Mass.

Carr, Paul

WIRE, Indianapolis, Ind.

Carrell, Lee

KONA, Honolulu, T. H.
Given, Marie ........ WIRI, Peoria, Ill.
Glaser, Anne ........ WMGM, McMinville, Tenn.
Gluck, Imogene .......... WCMC, Wildwood, N. J.
Godfry, Miriam ........ WHLI, Hempstead, N. Y.
Goodman, Miriam ........ WOTC, Savannah, Ga.
Gordon, Mimi .......... WPRC, Lincoln, Ill.
Oberg, Elinor .......... WCHI, Madison, Wis.
Gorman, Marce .......... KYOA, Tuscon, Ariz.
Gottlieb, Ruth .......... WMSC, Columbia, S. C.
Graham, Dorothy .......... KFEO, St. Joseph, Mo.
Graham, Lee ........ WHAW, New York, N. Y.
Graham, Marie .......... KFSD, Nampa, Idaho
Graham, Peg .......... KXID, Jackson, N. D.
Graham, Re ........ WGBD, New York, N. Y.
Gray, Elaine .......... KHQ, Spokane, Wash.
Gray, Ethel .......... WSBA, York, Pa.
Grashar-Garabi-Toy, Clara .......... WSNW, Galveston, Tex.
Graziano, Rolly .......... WWIN, Woosocket, R. I.
Green, Carol .......... WOSA, Wausau, Wis.
Grenier, Madeleine .......... CFRG, Gravelbourg, Sas.
Grime, Lee .......... WDKA, Columbus, O.
Grindlay, Hilary .......... WTTTS, Bloomington, Ind.
Grover, Gertrude .......... WHCU, Ithaca, N. Y.
Grundt, Drusilla .......... WHOW, Waterbury, Conn.
Gunning, Elizabeth .......... WJAR, Providence, R. I.

H

Hadley, Gis .......... KSJB, Jamestown, N. D.
Haebler, Arle .......... WCCO, Minneapolis, Minn.
Hagen, Vi .......... WCOU, Montgomery, Ala.
Hale, Betty .......... WPMT, Portland, Me.
Haller, Winnie .......... WMGN, Avon, Iowa
Hall, Jane .......... WMGR, Bingham, Ga.
Hall, Ruth Ellen .......... WSBA, York, Pa.
Ham, Lois .......... KSIS, Sidney, Neb.
Hammonds, ROA, Denver, Colo.
Hanscomb, Olga .......... WFLA, Tampa, Fla.
Hansen, Flo .......... KFRE, Fresno, Cal.
Hansson, Carl .......... WHK, Cambridge, Minn.
Hanzel, Betty .......... WBBW, Youngstown, O.
Hupp, Louis .......... KCOY, Santa Maria, Cal.
Hardy, Doris .......... WEIM, Pueblo, Mass.
Harpole, Mary .......... KVOU, Uvalde, Tex.
Harris, Betty .......... WHOW, Clinton, Ill.
Harris, Frank .......... WWJY-TV, Detroit, Mich.
Harris, Frances Kay .......... KGBC, Galveston, Tex.
Harris, Joann .......... KSIA, Coleman, Tex.
Harvey, Mary .......... WGEM, Quincy, Ill.
Hausler, Barbara .......... KCTI, Gonzales, Tex.
Hawkins, Louise .......... KIUN, Pecos, Tex.
Hay, Kay .......... KBVF, Santa Fe, N. M.
Hayes, Fern .......... KYAN, Vancour, Wash.
Hayward, Joyce .......... WGAC, Augusta, Ga.
Heath, Martha Ann .......... WPFC, Panama, Fla.
Heckman, Nan .......... WEEU, Reading, Pa.
Heitger, Abby .......... WJWB, Bedford, Ind.
Henderson, Freddie .......... WERD, Atlanta, Ga.
Hersh, Nap .......... WPAY, Allentown, Pa.
Hickey, Jean .......... WSDR, Sterling, Ill.
Hileman, Marie .......... KVOC, Casper, Wyo.
Hill, Jean .......... WJHT, Fort Wayne, Ind.
Hillages, Kay .......... KSBS, Salinas, Cal.
Hines, Mary Alice .......... KIMA, Yakima, Wash.
Holgren, Marge .......... KGON, San Francisco, Cal.
Holzrate, Helen .......... KSND, Aberdeen, S. D.
Holland, Jean .......... KGNC, Amarillo, Tex.
Holliday, Mary .......... WACO, Waco, Tex.
Holmes, Loretta .......... WXYZ, Detroit, Mich.
Hoover, Marjorie .......... KRLC, Leston, Idaho
Hopper, KUBC, Alpine, Colo.
Horn, Elaine .......... KVOS, Bellingham, Wash.
Horne, Lucille .......... KWLO, Santa Monica, Cal.
Horsham, Dq .......... WJHA, Jackson, Miss.
Horstman, Betty Ann .......... WING, Dayton, Oh.
Hoskins, Phyllis .......... WWMB, Melbourne, Fla.
Hough, Margaret .......... KIGN, Eugene, Ore.
Hubbard, Margie L .......... KPT, Paris, Tex.
Hubert, Anne .......... WAVE, Louisville, Ky.
Hughes, Claire .......... KKWV, Pasadena, Cal.
Hughes, Mac .......... KPQ, Wenatchee, Wash.
Hue, Mildred .......... WALB, Albany, Ga.
Hulin, Bernice .......... WTVG, Des Moines, Iowa
Hull, Martha .......... KGNC, Toledo, Ohio
Hume, Marge .......... KFMB, San Diego, Cal.
Hummel, Janice .......... WDKR, Cleveland, O.
Hulse, Polly .......... WPRO, Portland, Me.
Hutch, Nita .......... WTVN, Columbus, O.
Hutchinson, Luci .......... WRLB, Columbus, Ga.

I

Imholz, Dorothy .......... KRBZ, Abilene, Tex.
Ingalls, Mary .......... KGRH, Fayetteville, Ark.
Israel, Dorothy .......... WKNY, Kingston, N. Y.

J

Jabenis, Elaine .......... WOW, Omaha, Neb.
Jack, Bailey .......... WJAR-TV, Providence, R. I.
Jackson, Phoebe .......... WAGF, Valdosta, Ga.
Jackson, Gretchen .......... WVOM, Boston, Mass.
Jackson, Louise .......... KYOS, Merced, Cal.
Jackson, Rosemary .......... WSVX, Austin, Tex.
James, Vee .......... WCKY, Cincinnati, O.
Jarman, Frances .......... WDNU, Durham, N. C.
Jensen, Marion .......... KKMJ, H Pocket, Tex.
Johannesma, Shirley .......... KTAR, Phoenix, Ariz.
John, Alma .......... WRL, New York, N. Y.
Johnson, Bee .......... KMBN, Mo.
Johnson, Bunny .......... WAKN, Aiken, S. C.
Johnson, Fern .......... KSUB, Cedar City, Utah
Johnson, Gwen .......... KRIS, Clinton, Iowa
Johnson, Sibyl .......... WKY, Oklahoma City, Okla.
Jollivette, Jo .......... KISD, Sioux Falls, S. D.
Jones, Jo .......... KWD, Otter Bar, N. Y.
Jones, Laverne .......... KTRE, Lufkin, Tex.
Joy, La Velle .......... KMOR, Oroville, Cal.
Julien, Chrystal .......... KOEL, Oelwein, Iowa

K

Kaess, Virginia .......... KYRH, Salida, Colo.
Kaye, Susan .......... WJMW, New Orleans, La.
Keane, Leontine .......... WJLB, Detroit, Mich.
Keeney, Re .......... WCRS, Scottsboro, Ala.
Keefer, Ann .......... WHAM, Rochester, N. Y.
Keeling, Jane .......... WWSI, Columbus, Ind.
Kelley, La Delia .......... WREX, Brockville, Tex.
Kelly, Marion .......... WAVE, Louisville, Ky.
Kelly, Ely .......... WRFP, Eau Claire, Wis.
Kelly, Norine .......... WBBC, Brookville, Ont.
Kellom, Ladd .......... WKY, Oklahoma City, Okla.
Kercheval, Mary .......... WSAZ-TV, Huntington, W. Va.
Kerry, Katherine .......... TVCC-TV, Sacramento, Cal.
Kleckhafer, Anne .......... WSKY, Chesterton, Ind.
Killmade, Liz .......... KSTV, St. Louis, Mo.
Kimball, Betty .......... WHAY, New Britain, Conn.
Kimbrough, Emily .......... WCBS, New York, N. Y.
King, Carol .......... WCAK, Crlington, Vi.
King, Ethel Jane .......... KFGR, Wichita, Kan.
King, Fran .......... WAGP, Madison, Wis.
King, Marjorie .......... KNBC, San Francisco, Cal.
Kingbay, M ................ WMIN, St. Paul, Minn.
Kirby, Bebe .......... KSDB, Sterling, Ill.
Knapp, Winnie .......... WSDR, Sterling, Ill.
Knot, Martha .......... KHYE, Oklahoma City, Okla.
Koehn, Maxine .......... WRR, Dallas, Tex.
Koole, Ronnie .......... WJAG, Cocoa, Fla.
Kruemer, Carol .......... WIGN, Medford, Wisc.
Kundert, Dorothy .......... WZEK, Monroe, Wisc.

L

Labbett, Myrtle .......... CKLW, Detroit, Mich.
Labcy, Betty .......... KCEO, Tuscan, Ariz.
Lancot, Simone .......... CKCB, St. Louis, Mo.
Lane, Barbara .......... WISC, Madison, Wisc.
Lane, Laura .......... WMRY, New Orleans, La.
Lane, Martha .......... KXOK, St. Louis, Mo.
Lane, Sharon .......... WANE, Fort Wayne, Ind.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>U</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Udstrand, Lois</td>
<td>KTRF</td>
<td>Thief River Falls, Minn.</td>
</tr>
<tr>
<td>Underwood, Betty</td>
<td>WNOE</td>
<td>New Orleans, La.</td>
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| Young, Norma | KHIJ | Los Angeles, Cal. |

| Z          |               |                     |
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| Zwart, Elizabeth Clarkson | KRNT | Des Moines, Ia. |
Musical Commercials Gain Stature As Sales Technique

By PHIL DAVIS

President

Phil Davis Musical Enterprises, Inc.

THE penetration of the musical commercial — on the buying habits of the American public — is one of the phenomena of advertising. Once the hybrid of broadcasting and the butt of critics' jibes, it's emerged not only as an important medium of the advertising world, but also as big business.

Gone are the days when every mother's son from Brooklyn to Boise fancied himself a copy man and a musician, forcing sales lyrics to music and music to sales lyrics. Gone, too, is the monotonous rant-sacking of public domain tunes — on all levels: local, regional, and national — that dissipated all sponsor identification in the deluge of product confusion and triteness of music.

It would be a blatant over-statement to contend that the era of such irritating musical commercials is over. But the outlook for 1954 is most promising, and more promising as one views the widening horizon of the television picture. For television — more than any other mass medium — is establishing a national standard of quality that invites comparison. It is the only selling medium that impinges both on the eyes and the ears of the public, making a two-fold impact.

It's an impact that is also intimate, going into the hearts of homes in their most relaxed moments when faculties — free of outside influence — are most critical. This intimacy of impact psychologically establishes every viewer as supreme arbiter of the good, the bad, and the mediocre entertainment, commercial or otherwise. If a viewer sees and hears an excellent musical commercial for a national beer, let us say, that is entertaining, in good taste, and featuring talent, musically and vocally, equal to the best popular recordings, he — consciously or unconsciously — associates the quality of the television commercial with the quality of the product.

On the other hand, if — later in the evening — he sees a television commercial for a local or regional beer that is inferior to the television commercial of the national beer, he again — by the same psychological process — associates the inferior quality of the television commercial with the product, though it may not be necessarily true.

This is one of the factors that accounts, in part, for the national growth of the musical commercial as a standard advertising technique.

Today, advertising agencies, servicing local and regional clients, demand and buy — on the whole — the same high quality radio and television musical commercials for local and regional advertisers as those usually purchased for the national advertiser.

But probably the main factor responsible for the expansion and growing prestige of the musical commercial field is the men who have made it a business that commands the respect of sponsors and advertising agencies, many of whom have established musical commercial departments, though these agencies, too, frequently call in outside firms, as ours, for example, on particular assignments.

Recognizing the highly specialized talents that go into the creation of effective musical commercials, agencies and sponsors also know that it is neither accident nor chance that dictates the effectiveness of a musical commercial; but the blood, sweat, tears, and often sleepless nights of men trained in advertising, public psychology, meter, and music.

It's this training that's behind the new direction sales technique of the musical commercial's foremost practitioners. It's a technique that utilizes and embraces, in originating musical commercials, not only sales impact of performance and sales impression created; but also the highly important bonus impression that accrues to a sponsor every time someone whistles, hums, or sings the melody of the musical commercial thereafter.
A REPERTORY OF DISTINCTION

Transcriptions

Radio

Television

Theatres

Hotels

Concert Halls

Motion Pictures

Phonograph Records

AND AN OUTSTANDING TRANSCRIBED LIBRARY

SESAC Inc.

475 FIFTH AVENUE  N. Y. 17, N. Y.

Serving The Entertainment Industry Since 1931
Music

MUSICAL COMMERCIAL PRODUCERS

PERFORMING RIGHTS SOCIETIES AND MEMBERS

ASCAP, AMP, BMI, SESAC
DISTINCTIVE MUSICAL TRADEMARKS

that "SING" sales for —

All
Brach's Mint Bar
Broughton's Farm Dairy, Inc.
Camay Soap
Carling’s Black Label Beer
Cereal Institute
Chevrolet Dealers
Crisco
Eskimo Anti-Freeze
Gasinator
Genesee Beer
Goebel Beer
Green Mint Mouth Wash
Hudepohl Beer
Hudson Motors
Hudson Paper Napkins
Johnson's Wax
Kellogg's Sugar Frosted Corn Flakes
Koeheger's Beer
Niagara Instant Laundry Starch
Nucoa
Old Dutch Beer
Old Georgetown Beer
Olympia Beer
Pick-N-Pay Super Markets
Rainier Beer
Schoenling Beer
Tivoli Beer
WNBT, New York
Zest

through distinguished agencies coast-to-coast —

New York
Benton & Bowles, Inc.
Biow Company, Inc.
Cecil & Presbrey, Inc.
Compton Advertising, Inc.
Gardner Advertising Co.
C. L Miller Co., Inc.
William H. Weintraub, Inc.

Chicago
Leo Burnett Co., Inc.
Arthur Meyerhoff & Co.
Needham, Louis & Brorby, Inc.

Detroit
Brooke, Smith, French, Dorrance

Seattle
Botsford, Constantine & Gardner
Miller and Company

Washington, D. C.
Kal, Ehrlch & Merrick, Inc.

Erie, Pennsylvania
Yount and Company

Rochester
Rogers & Porter

Cincinnati
Rollman and Peck
Leonard M. Sive & Associates
Stockton, West, Burkhart, Inc.

Cleveland
Lang, Fisher & Stashower, Inc.
Marcus Advertising Agency, Inc.

Denver
Ball & Davidson, Inc.

Phoenix
Advertising Counselors of Arizona

PHIL DAVIS MUSICAL ENTERPRISES, INC.
“DISTINCTIVE MUSICAL COMMERCIALS”

PAVIS RECORDS
1650 BROADWAY • NEW YORK 19, NEW YORK • COlumbus 5-8148

1190
GORDON M. DAY
Jingle & Spot Productions

—Complete writing-production facilities for handling radio and TV jingle and spot packages.

—94 sponsors serviced through 39 advertising agencies in 7 years.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., N. Y. C.  ORegon 9-3595

GORDON M. DAY PRODUCTIONS

MUSICAL COMMERCIAL PRODUCERS

Jingle Writers

ASSOCIATED BROADCAST ADV. CO.
8409½ Melrose Place
Los Angeles 46, Calif.
DUnkirk 8-2972

BASCH RADIO & TV PRODUCTIONS
17 East 45th Street
New York, N. Y.
MUrray Hill 2-8877

GUS HAENSHEN'S MUSICAL FEATURES
444 Madison Avenue
New York, N. Y.
PLa 3-2114

THE LANDT TRIO
Bedford Road
Armonk, N. Y.
HA 9-5971

GUS HAENSHEN'S MUSICAL FEATURES

Complete MUSIC SERVICE
For Your Every Need in TELEVISION
Radio
Motion Pictures
Stage Presentations

MUSICAL DIRECTORS
The Danny Thomas Show
The Ray Bolger Show

RCA Label "X" Records

MUSIC SERVICE INC.
CRestview 4-1914
8848 Sunset Blvd., Hollywood 46, Calif.
CREATORS AND PRODUCERS
OF THE
FINEST MUSICAL COMMERCIALS
FOR
RADIO AND TELEVISION
INCLUDES
• CREATION OF ORIGINAL MUSIC
• COPY WRITING
• COMPLETE STUDIO PRODUCTION
JUST A FEW OF OUR RECENT SUCCESSES
PRODUCED FOR AGENCY
AJAX
PEPSODENT
MANISCHEWITZ
V-8 VEGETABLE JUICE
NESCAFE
NATIONAL SHOES
PEPSI COLA
HALO
VASELINE HAIR TONIC
SWANSDOWN CAKE MIXES

WRITTEN AND PRODUCED FOR AGENCY
PIEL'S
RONSON
SUNBEAM
JELLO
CHEVROLET
KELLOGG'S
GENERAL TIRES
WESSON OIL
DREFT

IF YOUR JINGLE IS ALREADY WRITTEN WE WILL PRODUCE IT FOR YOU.
EXPEDITIOUS — EFFICIENT — ECONOMICAL SERVICE
CHUCK GOLDSCHNITZ
730 FIFTH AVENUE, N. Y., N. Y.

BOB SWANSON
PLaza 7-3091
LEO CORDEY PRODUCTIONS
1619 Broadway
New York, N. Y.
Circle 6-7782

PHIL DAVIS MUSICAL ENTERPRISES
1650 Broadway
New York, N. Y.
CO 5-8148

GORDON M. DAY
108 East 30th Street
New York, N. Y.
ORegon 9-3595

GOLDSWAN PRODUCTIONS
730 Fifth Avenue
New York, N. Y.
PLaza 7-3091

LANNY & GINGER GRAY: JINGLES
70 East 96th Street
New York, N. Y.
EN 9-7777

ANDY LOVE PRODUCTIONS
65 Park Avenue
New York, N. Y.
MUrray Hill 6-1017

GEORGE R. NELSON
208 State Street
Schenectady, N. Y.
Schenectady 4-4135

JACK ROURKE PRODUCTIONS
6331 Hollywood Blvd.
Hollywood 28, Calif.
HE 7178

SONG ADS
5927 Sunset Boulevard
Hollywood, Calif.
HOLlywood 5-6181

TELEWAYS RADIO PRODUCTIONS, INC.
8949 Sunset Boulevard
HOLlywood 46, Calif.
BR 2-1447, CR 6-7238

Attention
ARTIST • PRODUCER • MUSIC DIRECTOR

MUSIC IS OUR BUSINESS
We have THE Song You seek.
Write for OUR list of NEW SONGS available to you, at NO cost.

“If we do not have the song you seek, I will write it for you.”

NICHOLAS J. GILIO

Gilio Publications
39 PARK AVENUE, RUTHERFORD, N. J.
The American Society of Composers, Authors and Publishers will be forty years old in 1954. During these forty years many important changes have taken place in the entertainment world.

America's listening audience has increased by the millions with the growth of new media—such as sound pictures, radio, television and juke boxes. And the one ingredient in the field of entertainment which has survived all technological changes—not only survived, but has increased and expanded—is Music! It has remained a basic requirement for all phases of show business. For a good song always is good entertainment!

ASCAP—entering its forty-first year—is justly proud of the repertory of its more than 3,000 songwriters and composers. ASCAP also is proud of its many years of service to its licensees, and pledges itself to a continuation of making available to the entertainment world the best in music.
USERS of copyrighted musical works in public performance for profit are required under the United States Copyright Law to first clear performing rights of such works with the copyright owner. Because of the vast use of these musical works in radio and television, copyright clearance is one of the major responsibilities of the operators of franchises in these fields.

Performing rights societies exist throughout the world for the purpose of expediting these copyright clearances. Notable among such groups is the American Society of Composers, Authors and Publishers—familiarly known, wherever radio and television are known, as ASCAP. In the great reservoir of the ASCAP repertory are musical works of every conceivable sort in great number, covering two generations of composers and authors and their publishers. With the simple machinery of a blanket agreement between ASCAP and the user, hundreds of thousands of performing rights become instantly available, at a cost to the user that reflects the Society's high operational efficiency. It spends some three million dollars yearly to make its repertory readily available, absorbing in great part the music clearance costs that otherwise would be borne by the users.

ASCAP now enters its 41st year of service to its members and its licensees, with membership approaching the 3,500 mark, and a repertory to meet every possible need of its patrons. ASCAP is proud of its contributions to the incredible growths of both radio and television. As its president, I am happy to speak for all our members in pledging continued and greater effort to make available to radio and television, as well as to the entire entertainment world, a repertory of ever-increasing usefulness.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan. 1, 1954, are:

Stanley Adams ................................President
Louis Bernstein ................................Vice President
John Tasker Howard ............................Secretary
George W. Meyer .................................Asst. Secretary
Saul H. Bourne .................................Treasurer
Frank H. Connor ..............................Asst. Treasurer

The Board of Directors comprises 12 writer- and 12 publisher-members, elected biennially, the writers by writer-members, the publishers by publisher-members, for two-year terms.
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<td>Box &amp; Cox (Pub.)</td>
<td>Dewinter Music Co.</td>
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<td>Briegal, Geo., F., Inc.</td>
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<td>Double-A-Music Corp.</td>
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<td>Edwards Music Co., Inc.</td>
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Rinehart, Marion W., Music
Rinker, Charles, Music Pub.
In this, SESAC’s 23rd year as the second oldest performance rights organization in the United States, I would like to tell you about its prowess and growth, not only as a firm offering a vast repertory of copyrighted musical and dramatic-musical works which are found on thousands of phonograph records, electrical transcriptions, transcribed programs and live shows, and as the producer of the top-flight SESAC Transcribed Library now in its 10th year, but also as an organization dedicated to serving the entire entertainment industry particularly fulfilling the program needs of radio and television broadcasters everywhere.

During the year, SESAC representatives, as in the past, attended and participated in State Broadcasters Meetings, NARTB District Meetings and the national convention of both the NARTB, the AWRT, and the CARTB. Further, the successfully inaugurated SESAC Speakers Bureau offered the services and talents of SESAC representatives. They have also participated as guest speakers at schools, colleges and State Broadcasters Meetings, and are continuing to do so.

A number of our new publisher affiliates have come to SESAC from other performance right licensing organizations. The repertory keeps growing; thousands of new copyrights add up to millions of additional performances for SESAC. That’s why more AM, FM and TV stations call for SESAC music—the answer to the demand for the best music in America.

Supplementing and co-ordinating the efforts of the SESAC family of publishers, representatives, producers, salesmen and musicologists, is the monthly bulletin, SESAC MUSIC. During the thirteen years of our bulletin’s existence, SESAC’s Promotion and Editorial staffs have brought to the broadcasting industry, as well as to the producers of phonograph records, motion pictures, transcribed programs, and television shows, “program helps” and information concerning SESAC’s 263 publishers’ catalogs and their new works.

News of radio and television stations, and articles of interest and value written expressly for SESAC MUSIC by members of your own radio and television stations, are all included in the bulletin. I am delighted that SESAC MUSIC has an extensive and growing circulation, for just as SESAC music is heard wherever music of lasting value is played, so SESAC MUSIC is read wherever people are doing a top-notch job throughout the entertainment industry, public service organizations, educational and government institutions.

For me it is an honor and a privilege to work hand in hand with you, the leaders, in developing a vital segment of our national culture.
Accordion

Amsco

Alkire, Albright, Adamus

Aztec

Avalon

Augsburg

Ashmall, Alford, Adamus, Arct

Andrea

Clayton

Central

Capitol

Chart

Cerruti, Catholic

Cardilli, Cardini, Cardilli

Coanacher

Barwicki, Bartlett

Barnes, Blake

Bendix

Beirly, Beazley

Bava's, Bava’s

Bass

Barwicki, Bartlett

Barnes, Blake

Bendix

Beirly, Beazley

Bava’s, Bava’s

Bass

Barwicki, Bartlett

Barnes, Blake

Bendix

Beirly, Beazley

Bawa’s, John, Music

Beazley, Samuel W., & Son

Beirly, Alfred, Co.

Bendix Publishing Corp.

Benson, John T., Publishing Co.

Berge Music Co.

Blake, Whitney, Music Publishers

Braun, Hubert J.

Braun Music Co.

Braun Organization, The

Breuer, Harry

Broadcast Music Publishers

Broadman Press, The

Brumley, Albert E., and Sons

Bryant Music Company

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.

Concordia Pub. House

Crawford, Percy B.

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 & Ervidge

Dean & Franklin

Dean & Hensley

Dean & Morgan

Dean & Sebren

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 Fizmon

Edition Pro Arte

Eulenburg, Ernst, Ltd.

Europa Music Co.

Evangel Music Co., Inc.

Fairbank, H. W., Company

Ferrill, J. W.

Firm Foundation Publishing House

Fitzsimons, H. T., Co., Inc.

Forberg, Rob.

Fouts, S. G.

Fouts-Payne Music Co.

Future Music 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

Harmonia Publishing Co.

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.

“IPA,” 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, Z.B.

Markiewicz, Adam

Master Music Press, Inc.

McLaughlin & Reilly Co.

Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.
Musical Melody Publishers

National Music Company
National Music Company, Inc.
Nattrass-Schenck, Inc.
Nazarene Publishing House
Network Music Publishers
Northwestern Press, The
Nova Scena
Nowacki, Henryk X.

Olympia

Pace, Adger M.
Pagani, O., & Bro., Inc.
Palilma, Frank, Music Publisher
Palilma Music Products Corp.
Panella, Frank A.
Panella Music Co.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W.
Pioneer Music Press
Pizmon
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki Wspolczesnej
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Princes Publications
Pro Art Publications
Pro Arte

"PWM," Polskie Wydawnictwo Muzyczne

"PWM," Polskie Wydawnictwo Wspolczesnego (Association of Polish Publishers)

Puritan Publishing Co.

Quincke, W. P. A.

Radio City Guitar Studio
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company, The
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.

Sacred Music Foundation, The
Sajewski, W. H., Music
Publishing Co.
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schubert, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.

Seyfarth, G.
Showalter, A. J., Company, The
Showalter, G. H. P.
Simon, Frank
Sing Time Publishing Company
Singenberger, John
Singenberger, Otto
Singspiration Associates

Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Smith, Wm. J., Music Co.
Southern Music Plate Co.

Stamps-Baxter Music & Printing Co.
Stamps Quartet Music Company, Inc.

Stamps, V. O., Music Company
Standard Music Company
Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.

Sunday School Board of the South Baptist Convention, The

Target Music Co.
Tav-Rina

Teddie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.

Thompson Music Company
Top Music Publishers, Inc.

Tovey, Herbert G.

Towarzystwo Wydawnicze Muzyki Polskiej

Treasure Chest Publications, Inc.

Triangle Music Co.

Trio Music Co.

Tuskegee Institute

Universum

Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.

Walls, W. M.
Warde, Harry

Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.

Western Accordion Music Company

Wheelwright, Lorin F.

Whitney Blake Music Publishers

Wielander, Z.

Wilensky, Moshe

Windsor Music Company

Winsett, R. E.

Witczyk, Stanislaw

"WJR"

Wohl, Jehuda

Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiasek Autorow, Kompozytorow i Wydawcow

Zak, Czeslaw

Zalewski, B. J.

Zaremba, Alojzy
WE no longer talk about the future of television as "tremendous" or even "fantastic." We realize clearly enough that the video industry has now become almost national in scope and in the foreseeable future it may become globe encircling.

Although we accept the sound-sight medium as a part of our daily living pattern, we must not lose sight of certain elementary truths. Its use in politics, in education and in entertainment will increase and become much more effective.

For half a dozen years video has proven that it is the world's ideal way to demonstrate merchandise under almost perfect conditions before a mass audience. At the outset we learned to our surprise that regardless of the hour of the day or night we have a certain number of viewers in attendance. Now, through the test of trial and error, we have found certain times during the broadcast day much more suitable than others for the sale of certain products.

But as the number of stations and the broadcast hours increase, our viewing friends have become much more selective. I don't say that the largest number of viewers will turn to the best programs. Folks may not turn from a variety show to an opera, and they don't tend to a worthwhile educational program in preference to watching the antics of an alleged comedian.

None of us are soothsayers and none there are who can outline the course of future commercial trends. As broadcasters we must, of course, perfect our own product. We can adopt efficiency, economy and good business practices.

There are many signs abroad of slackening retail activities. And yet, as many businesses become more competitive, there are reasons to believe that advertising media, at least those elements which are built solidly, may survive and even prosper.

We'd kid ourselves not to admit that there are going to be a lot of casualties among the TV broadcasters. Even now we see more frequently the "For Sale" signs appearing in the broker's portfolio. And the marginal operators will be counted among the dead ducks irrespective of the part of the broadcast spectrum they occupy.

We're trying in our operations to improve programming to the extent that each operation is much more closely wed to every phase of community life. We believe that additional competitors will be a good thing for us—if we have sense enough to broaden our base and make our media a more essential part of local affairs.

Again, we're trying to get and stay in sound financial condition. We're pouring every available dollar into improvement of property and personnel. Being too deeply in hock to the banks, or equipment suppliers, just as being over-staffed with needless labor, pointed the road to disaster when the last depression started.

Of course, the ownership of the second, the third or even the tenth radio or TV operation diversifies and strengthens each. Every businessman is conscious of the savings derived from multiple operation. There are some activities we can handle from a central office, like relationships with the networks and placement of advertising. Other experiments, like billing from the central office, just haven't turned out successfully.

As long as we keep a station keyed to local needs, and under aggressive leadership, we can see that each is a training ground providing expanded opportunity for each employee.
Frequency Modulation Stations—FM

IN OPERATION
AS OF
JANUARY 1, 1954

ALPHABETICALLY
LISTED BY STATE—CITY
# FM STATIONS IN OPERATION

As of Jan. 1, 1954

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>KMYC-FM</td>
<td>Marysville; Marysville-Yuba City Bcstrs.</td>
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<tr>
<td>KVME</td>
<td>Merced; Merced Bcstg. Co.</td>
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<td>KBEE</td>
<td>Modesto; McClatchy Broadcasting Co.</td>
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<tr>
<td>KTRB-FM</td>
<td>nr. Modesto; KTRB Bcstg. Co., Inc.</td>
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<tr>
<td>KKO-A-FM</td>
<td>nr. Sacramento; Sacramento Bcstrs., Inc.</td>
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<tr>
<td>KLX-FM</td>
<td>Oakland; Tribune Building Company</td>
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<td>KEDO</td>
<td>Ontario; The Daily Report Co.</td>
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<tr>
<td>KKKW-FM</td>
<td>Pasaden; Southern California Bcstg. Corp.</td>
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<td>KVER</td>
<td>nr. Redding; Golden Empire Bcstg. Co.</td>
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<td>KPOR</td>
<td>Riverside; Broadcasting Corp. of America</td>
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<tr>
<td>KCRA-FM</td>
<td>Sacramento; KCRA, Inc.</td>
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<td>KFBA-FM</td>
<td>Sacramento; McClatchy Bcstrs. Co.</td>
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<td>KXOA-FM</td>
<td>Sacramento Bcstrs., Inc.</td>
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<td>KSBR</td>
<td>San Bruno; Radio Diablo, Inc.</td>
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<td>KFSD-FM</td>
<td>San Diego; Airfair Radio Corp., Ltd.</td>
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<td>KCBS-FM</td>
<td>San Francisco; Columbia Bcstg. System, Inc.</td>
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<td>KGLO-FM</td>
<td>San Francisco; American Bcstg. Co., Inc.</td>
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<td>KNBC-FM</td>
<td>San Francisco; National Bcstrs., Inc.</td>
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<td>KRON-FM</td>
<td>San Francisco; The Chronicle Publishing Co.</td>
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<td>KXKK</td>
<td>San Francisco; Electronic Service Corp.</td>
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<tr>
<td>KSJO-FM</td>
<td>San Jose; Santa Clara Bcstrs. Company</td>
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<td>KVOE-FM</td>
<td>Santa Ana; The Voice of the Orange Empire</td>
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<td>KCRW</td>
<td>Santa Monica; Santa Monica School Board</td>
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<td>KDPC</td>
<td>Sausalito; Sundial Bcstg. Corp.</td>
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<tr>
<td>KGDM-FM</td>
<td>Stockton; E. F. Peffer</td>
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**COLORADO**

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<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tr>
<td>KFEL-FM</td>
<td>Denver; Eugene P. O'Fallon, Inc.</td>
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<tr>
<td>KLZ-FM</td>
<td>Denver; Aladdin Radio &amp; Television, Inc.</td>
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<tr>
<td>KOA-FM</td>
<td>Denver; Metropolitan TV Co.</td>
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<tr>
<td>KCMS</td>
<td>Manitou Springs; Garden of Gods Bcstg. Co.</td>
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**CONNECTICUT**

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<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tr>
<td>WATIC-FM</td>
<td>Hartford; Travelers Bcsgr. Serv. Corp.</td>
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<tr>
<td>WMMW-FM</td>
<td>Meriden; Silver City Crystal Co.</td>
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<td>WBBB</td>
<td>New Haven; Connecticut Radio Foundation, Inc.</td>
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<td>WNHJ-FM</td>
<td>New Haven; The Elm City Bcstg. Corp.</td>
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<tr>
<td>WSTC-FM</td>
<td>Stamford; The Western Conn. Bcstg. Co.</td>
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**DELTAWARE**

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<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tr>
<td>WDEL-FM</td>
<td>Wilmington; WDEL, Inc.</td>
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**DISTRICT OF COLUMBIA**

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<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>WASH</td>
<td>Washington; Commercial Radio Equipment Co.</td>
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<td>WCFM</td>
<td>Washington; Cooperative Bcstg. Assoc.</td>
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<td>WFAN</td>
<td>Washington; United Bcstg. Co., Inc.</td>
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<td>WGPSM-FM</td>
<td>Washington; Good Music Station, Inc.</td>
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<td>WMAL-FM</td>
<td>Washington; Evening Star Bcstg. Co.</td>
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<td>WTOP-FM</td>
<td>Washington; WTOP, Inc.</td>
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<tr>
<td>WWDC-FM</td>
<td>Washington; Capitol Bcstg. Co.</td>
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1210
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<tr>
<th>Call Letters</th>
<th>City</th>
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<tr>
<td>WDBZ-FM, Daytona Beach; News-Journal Corp.</td>
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<td>WRUF-FM, Gainesville; University of Florida</td>
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<td>WIVY-FM, Jacksonville; Edward J. Oberle</td>
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<td>WJAX-FM, Jacksonville; City of Jacksonville</td>
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<td>WJPB-FM, Jacksonville; Jacksonville Journal Co.</td>
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<td>WMBR-FM, Jacksonville; Washington Post Co.</td>
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<td>WGBS-FM, Miami; Storer Bestg. Co.</td>
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<td>WIOD-FM, Miami; Isle of Dreams Bestg. Corp.</td>
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<td>WQAM-FM, Miami; Miami Bestg. Co.</td>
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<td>WTHS, Miami; Lindsey Hopkins Vocational School</td>
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<td>WWBP-FM, Miami; Paul Brake</td>
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<td>WKAT-FM, Miami Beach; WKAT, Inc.</td>
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<td>WLRD, Miami Beach; Mercantile Bestg. Co.</td>
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<td>WSDO-FM, Orlando; Orlando Bestg. Co., Inc.</td>
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<td>WHOO, Orlando; Whoo, Inc.</td>
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<td>WORZ-FM, Orlando; Central Florida Bestg. Co.</td>
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<td>WPWG-FM, Palm Beach; Palm Beach Bestg. Corp.</td>
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<td>WDLF-FM, Panama City; Panama City Bestg. Co., Inc.</td>
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<td>WTSP-FM, St. Petersburg; Pinellas Bestg. Co.</td>
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<td>WTAL-FM, Tallahassee; John H. Phipps</td>
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<td>WDAE-FM, Tampa; Tampa Times Co.</td>
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<td>WFLA-FM, Tampa; The Tribune Company</td>
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<td>WGAU-FM, Athens; J. K. Patrick &amp; Co.</td>
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<td>WAGA-FM, Atlanta; Storer Bestg. Co.</td>
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<td>WATL-FM, Atlanta; Atlanta Bestg. Co.</td>
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<td>WBG-EFM, Atlanta; General Bestg. Co.</td>
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<td>WSST-FM, Atlanta; Georgia Institute of Tech.</td>
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<td>WSB-FM, Atlanta; Atlanta Newspapers, Inc.</td>
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<td>WAUG-FM, Augusta; Garden City Bestg. Co.</td>
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<td>WRBL-FM, Columbus; Columbus Bestg. Co.</td>
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<td>WDDW-FM, Dawson; Dawson Bestg. Co.</td>
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<td>WDUN-FM, Gainesville; Northeast Georgia Bestg. Co.</td>
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<td>WKEU-FM, Griffin; Radio Station WKEU</td>
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<td>WLAG-FM, LaGrange; LaGrange Bestg. Co.</td>
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<td>WMAZ-FM, Macon; Southeastern Bestg. Co.</td>
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<td>WNEK-FM, Macon; Macon Broadcasting Co.</td>
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<td>WCHO-FM, Newton; Newton Bestg. Co.</td>
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<td>WRGA-FM, Rome; Rome Broadcasting Corp.</td>
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<td>WSFA-FM, Savannah; WSFA, Incorporated</td>
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<td>WTOC-FM, Savannah; Savannah Bestg. Co.</td>
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<td>WJAT-FM, Swainsboro; Jack A. &amp; Nancy M. Thompson</td>
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<td>WLET-FM, Toccoa; R. G. LeTourneau</td>
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<td>WGOV-FM, Valdosta; WGOV, Inc.</td>
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<td>WCSI-FM, Columbus; Syndicate Theatres, Inc.</td>
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<tr>
<td>WCNB-FM, Connorsville; News-Examiner Company</td>
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<td>WTRC-FM, Elkhart; Truth Publishing Co., Inc.</td>
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<td>WIKY-FM, Evansville; South Central Bestg. Corp.</td>
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<td>WMLL, Evansville; On the Air, Inc.</td>
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<td>WFMF, near Lafayette; WFMF, Inc.</td>
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<td>WCTW, New Castle; The Courier-Times, Inc.</td>
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<td>KXEL-FM; Waterloo; Josh Higgins Bstg. Co.</td>
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**KANSAS**

KIND-FM, Independence; Central Bstg. Inc.  
KFH-FM, Wichita; Radio Station KFH Company

**KENTUCKY**

WCMJ-FM, Ashland; Ashland Bstg. Company  
WLBJ-FM, Bowling Green; Bowling Green Bstg. Co.  
WFUL-FM, Fulton; Ken-Tenn Bstg. Corp.  
WSON-FM, near Henderson; Henderson Bstg. Co., Inc.  
WBKY, Lexington; University of Kentucky  
WFMW-FM, Madisonville; Messenger Bstg. Co., Inc.  
WOMI-FM, Owensboro; Owensboro Bstg. Company  
WVJS-FM, Owensboro; Owensboro on the Air, Inc.  
WKY, Paducah; WKY, Inc.  
WPAD-FM, Paducah; Paducah Bstg. Co., Inc.

**LOUISIANA**

KALB-FM, Alexandria; Alexandria Bstg. Co., Inc.  
WAFB-FM, Baton Rouge; Modern Bstg. Co.  
WBR, Baton Rouge; Baton Rouge Bstg. Co., Inc.  
WLCS-FM, Baton Rouge; Air Waves, Inc.  
KVOL-FM, Lafayette; Evangeline Bstg. Co., Inc.  
KMLB-FM, Monroe; Liner's Bstg. Station, Inc.  
WDSU-FM, New Orleans; WDSU Bstg. Corp.  
WRCM, New Orleans; Supreme Bstg. Co., Inc.  
KTBS-FM, Shreveport; KTBS, Inc.  
KRMD-FM, Shreveport; Radio Station KRMD  
KWKH-FM, Shreveport; International Bstg. Corp.

**MAINE**

WGUY-FM, Bangor; Murray Carpenter  
WCOU-FM, Lewiston; Twin City Bstg. Co., Inc.

**MARYLAND**

WNAV-FM, Annapolis; The Capital Bstg. Co.  
WCAQ-FM, Baltimore; The Monumental Radio Co.  
WHTF-FM, Baltimore; Maryland Bstg. Company  
WUST-FM, Bethesda; Best's Management, Inc.  
WBZU, Bradbury Heights; Chesapeake Bstg. Co., Inc.  
WCUM-FM, Cumberland; The Tower Realty Co.  
WFMD-FM, Frederick; The Monocacy Bstg. Co.  
WJEE-FM, Hagerstown; Hagerstown Bstg. Co.  
WESN, Salisbury; The Peninsula Bstg. Co.

**MASSACHUSETTS**

WBZ-FM, Boston; Westminster Radio Stations, Inc.  
WCP-FM, Boston; WCP Bstg. Co.  
WEEI-FM, Boston; Columbia Bstg. System, Inc.  
WHDH-FM, Boston; Matheson Radio Company, Inc.  
WNAC-FM, Boston; General Teleradio, Inc.  
WLAW-FM, Boston-Lawrence; Hildreth & Roaers Co.  
WBET-FM, Brockton; Enterprise Publishing Co.  
WXHR, Cambridge; Middlesex Bstg. Corp.

**MICHIGAN**

WWOM, Ann Arbor; Regents of University of Mich.  
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.  
WHFR-FM, Benton Harbor; Palladium Publishing Co.  
WTVB-FM, Coldwater; Twin Valley Bstrs., Inc.  
WKM-FM, Dearborn; WKMH, Inc.  
CKLW-FM, Detroit; Essex Bstrs. Inc.  
WBRI, Detroit; Booth Radio & TV Stations, Inc.  
WDET-FM, Detroit; Wayne University  
WDTR, Detroit; Bd. of Ed., City of Detroit  
WJBK-FM, Detroit; Storer Bstg. Co.  
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.  
WWJ-FM, Detroit; The Evening News Association  
WXZ-FM, Detroit; WXZ, Inc.  
WKAR-FM, East Lansing; Michigan State College  
WJEF-FM, Grand Rapids; Fetzer Bstg. Co.  
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.  
WLML, Mt. Clemens; Macomb Publishing Co.  
WKBB-FM, Muskegon; Ashbacher Radio Corp.  
WLDM, Oak Park; Lincoln Bstg. Company  
WCAR-FM, Pontiac; WCAR, Inc.  
WOMC, Royal Oak; Sparks Bstg. Co.  
WSAM-FM, Saginaw; Saginaw Bstg. Co.  
WSTR-FM, Sturgis; WSTR, Inc.

**MINNESOTA**

WVEC-FM, Duluth; Head of the Lakes Bstg. Co.  
KYSN-FM, Mankato; Southern Minn. Supply Co.  
KTIS-FM, Minneapolis; "Nw'n-"Theo. Sm. & Bible Trpg. Sch.  
WTCN-FM, Minneapolis; Minn. Television Pub. Serv. Corp.  
KFAAM-FM, St. Cloud; The Times Publishing Co.  
WMIN-FM, St. Paul; WMIN Bstg. Co.  
KWNNO-FM, Winona; Winona Radio Service

**MISSISSIPPI**

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.

**MISSOURI**

KCHR, Charleston; Southeast Missouri Bstg. Co.  
KFUO-FM, Clayton; Lutheran Church-Missouri Synod  
KWOS-FM, Jefferson City; Capital Bstg. Company  
WMBH-FM, Joplin; Joplin Bstg. Company  
KCMO-FM, Kansas City; Meredith Engrg. Co.  
KBOA-FM, near Kennett; Kennett Bstg. Corp.  

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<td>KWPM-FM,</td>
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<td>NEVADA</td>
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<td>KENO-FM,</td>
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<td>New DeRuyter;</td>
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<td>NEW HAMPSHIRE</td>
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<td>Zare Phath; Pillar of Fire Inc.</td>
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<td>WBMG-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 Bcstg. System</td>
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<td>WFMMA,</td>
<td>Rocky Mount; Eastern Carolina Electronics, Inc.</td>
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<tr>
<td>WEDD-FM,</td>
<td>Rocky Mount; William Avera Wynne</td>
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<tr>
<td>WSTP-FM,</td>
<td>Salisbury; Piedmont Bcstg. Co.</td>
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<tr>
<td>WSNS,</td>
<td>Sanford; Sanford Broadcasting Co.</td>
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<tr>
<td>WWGP-FM,</td>
<td>Sanford; Sandhills Bcstg. Corp.</td>
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<tr>
<td>WHOHS-FM,</td>
<td>Shelby; Western Carolina Radio Corp.</td>
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<tr>
<td>WSIC-FM,</td>
<td>Statesville; Statesville Bcstg. Co., Inc.</td>
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<tr>
<td>WCPS-FM,</td>
<td>Tarboro; Coastal Plains Bcstg. Co., Inc.</td>
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<tr>
<td>WTNF-FM,</td>
<td>nr. Thomasville; Thomasville Bcstg. Co.</td>
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<tr>
<td>WADE-FM,</td>
<td>Wadesboro; R. P. Lyon &amp; Son</td>
<td></td>
</tr>
<tr>
<td>Call Letters</td>
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<td>Licensee</td>
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<td>WMFD-FM, Wilmington</td>
<td>Richard Austin Dunlea</td>
<td>Wair-FM, Winston-Salem; Wair Broadcasting Co.</td>
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<tr>
<td>WSJS-FM, Winston-Salem</td>
<td>Piedmont Publishing Co.</td>
<td>Wmit, Yancey County; Mt. Mitchell Bestrs., Inc.</td>
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**Ohio**

WAKR-FM, Akron; Summit Radio Corporation

WFAL-FM, Alliance; Review Publishing Company

WATG-FM, Ashland; Ashland Bcstg. Co.

WICA-FM, Ashtabula; WICA, Inc.

WOU1, Athens; Ohio University

WTRF-FM, Bellaire; Tri-City Broadcasting Co.

WHBC-FM, Canton; The Ohio Bcstg. Co.

WCP0-FM, Cincinnati; Scripps-Howard Radio, Inc.

WKRC-FM, Cincinnati; Radio Cincinnati, Inc.

WLWA, Cincinnati; Crosley Bcstg. Corp.

WERE-FM, Cleveland; Cleveland Bcstg. Co.

WGAR-FM, Cleveland; Peoples Bcstg. Corp.

WHK-FM, Cleveland; United Bcstg. Co.

WJW-FM, Cleveland; WJW, Inc.

WTAM-FM, Cleveland; National Bcstg. Co., Inc.

WSRS-FM, Cleveland Hts.; WSR5, Inc.

WCOL-FM, Columbus; Air Trails, Inc.

WELE, Columbus; RadioOhio, Inc.

WHKC-FM, Columbus; United Broadcasting Co.

WLWF, Columbus; Crosley Broadcasting Co.

WVKO-FM, Columbus; Sky Way Bcstg. Corp.

WHIO-FM, Dayton; Miami Valley Bcstg. Corp.

WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.

WFNN-FM, Findlay; The Findlay Publishing Co.

WF0B-FM, Fostoria; Seneca Radio Corp.

WFRO-FM, Fremont; Wolfe Bcstg. Corp.

WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co.

WIMA-FM, Lima; Northwestern Ohio Bcstg. Corp.

WMRN-FM, Marion; Marion Bcstg. Co.

WMVO, Mt. Vernon; The Mt. Vernon Bcstg. Co.

WCLT-FM, Newark; The Advocate Printing Co.

WPAY-FM, Portsmouth; The Scioto Bcstg. Co.

WSTV-FM, Steubenville; WSTV, Inc.

WSPD-FM, Toledo; Storer Bcstg. Co.

WTOL-FM, Toledo; Community Bcstg. Co.

WTRT, Toledo; Unity Corp., Inc.

WWST-FM, Wooster; Wooster Republican Ptg. Co.

WFMJ-FM, Youngstown; The WFMJ Bcstg. Co.

WKBN-FM, Youngstown; WKBN Bcstg. Corp.

**Kansas**


KSPI-FM, Stillwater; Stillwater Publishing Co.

KTUL-FM, Tulsa; Tulsa Bcstg. Co.

**Oregon**

KWIL-FM, Albany; Central Willamette Bcstg. Co.

KUGN-FM, Eugene; KU SN, Inc.

KGPO, Grants Pass; Southern Oregon Bcstg. Co.

KEX-FM, Portland; Westinghouse Bcstg. Co.

KGW-FM, Portland; Pioneer Bcstrs., Inc.

KQIN-FM, Portland; Mount Hood Radio & TV Bcstg. Corp.

KPFM, Portland; Oregon Bcstrs., Ltd.

KPOJ-FM, Portland; KPOJ, Inc.

**Pennsylvania**

WFMZ, Allentown; Penn-Allelen Bcstg. Co.

WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.

WYAM-FM, Altoona; The General Bcstg. Corp.


WJUT-FM, Butler; J. Patrick Bcstg.

WCHA-FM, Chambersburg; Chambersburg Bcstg. Co., Inc.

WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.

WEEX, near Easton; Eastern Publishing Company

WEST-FM, Easton; Associated Bcstrs., Inc.

WERC-FM, Erie; Presque Isle Bcstg. Co.

WLEU-FM, Erie; Commodore Perry Bcstg. Service Inc.

WHP-FM, Harrisburg; WHP, Inc.

WAZL-FM, Hazleton; Hazleton Bcstg. Co., Inc.

WARD-FM, Johnstown; Central Bcstg. Co., Inc.

WJAC-FM, Johnstown; WJAC, Incorporated

WGAL-FM, Lancaster; WGAL, Inc.

WLBN-FM, Lancaster; The Peoples Bcstg. Co.

WLFR-FM, Lebanon; Lebanon Bcstg. Co.

WLTV, Lewistown; Lewistown Bcstg. Co.

WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.

WMCK-FM, McKeesport; Mon-Youth Bcstg. Co.

WLUX-FM, Philadelphia; WCAU, Inc.

WFLF-FM, Philadelphia; Triangle Publications, Inc.

WFLN, Philadelphia; Franklin Bcstg. Corp.


WIBG-FM, Philadelphia; Seaboard Bcstg. Corp.

WIP-FM, Philadelphia; Pennsylvania Bcstg. Co.

WPEN-FM, Philadelphia; Wm. Penn Bcstg. Co.

KDKA-FM, Pittsburgh; Westinghouse Bcstg. Co., Inc.

WJAS-FM, Pittsburgh; Pittsburgh Radio Supply House

WJEF, Pittsburgh; Mrs. A. J. R. Greer

WWSW-FM, Pittsburgh; WWSW, Inc.

WPAM-FM, Pottsville; Miners Bcstg. Service Inc.

WPFA-FM, Pottsville; Pottsville Bcstg.

WGBL-FM, Scranton; Scranton Broadcasters, Inc.

WEJL, Scranton; E. J. & Elizabeth Lynett

WPIC-FM, Sharon; Sharon Herald Bcstg. Co.

WOKK-FM, Sunbury; Sunbury Bcstg. Corp.


WBRE-FM, Wilkes-Barre; Louis G. Baltimore

WLBC-FM, Williamsport; Lycoming Bcstg. Co.

WRAK-FM, Williamsport; WRAK, Inc.

WNOY-FM, York; The Helm Coal Co. (Bstg. Div.)

WRZE, York; White Rose Broadcasting Co.

**Rhode Island**

WPJB-FM, Providence; Providence Journal Co.

WPBO-FM, Providence; Cherry & Webb Bcstg. Co.

WWON-FM, Woonsneck; Woonsneck Bcstg. Co.

**South Carolina**

WCAC, Anderson; Wilton E. Hall

WCSK-FM, Charleston; WCSC, Inc.

WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.

WCCS-FM, Columbia; Radio Columbia

WIS-FM, Columbia; The Bcstg. Co. of the South

WSRF-FM, Dillon; Border Bcstg. Co.

WAKE-FM, Greenville; Piedmont Bcstg. Co.

WESC-FM, Greenville; Greenville Broadcasting Co.

WFBC-FM, Greenville; WMRC Inc.
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>WCRS-FM</td>
<td>Greenwood; Gresco, Inc.</td>
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<td>WORQ</td>
<td>Orangeburg; WTND, Inc.</td>
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<td>WRHI-FM</td>
<td>Rock Hill; York County Bestg. Co.</td>
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<tr>
<td>W5NW-FM</td>
<td>Seneca; Blue Ridge Bestg. Co., Inc.</td>
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<td>WDXY</td>
<td>Spartanburg; The Spartan Radiocasting Co.</td>
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<tr>
<td>WSFA-FM</td>
<td>Spartanburg; The Bestg. Co. of the South</td>
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<tr>
<td>WALD-FM</td>
<td>Walterboro; Walterboro Bestg. Co.</td>
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**SOUTH DAKOTA**
KOZY, Rapid City; Black Hills Bestg. Co. of Rapid City

**TENNESSEE**
WOP1-FM, Bristol; Radiophone Bestg. Sta. WOP1, Inc.
WAPO-FM, Chattanooga; WAPO Bestg. Serv. Inc.
WDDO-FM, Chattanooga; WDDO Bestg. Co.
WAWE-FM, Crossville; WAWE Inc.
WHBT-FM, Harriman; Harriman Bestg. Co.
WTJS-FM, Jackson; The Sun Publishing Co., Inc.
WJHL-FM, Johnson City; WJHL, Inc.
WKPT-FM, Kingsport; Kingsport Bestg. Co., Inc.
WBIR-FM, Knoxville; Radio Station WBIR, Inc.
WLIL-FM, Lenoir City; WLIL, Inc.
WMCF, Memphis; Memphis Publishing Company
WSOK-FM, Nashville; Nashville Bestg. Co.

**TEXAS**
KREL-FM, Baytown; Tri-Cities Bestg. Co.
KRIC-FM, Beaumont; The Enterprise Co.
KCLE-FM, Cleburne; Marti, Inc.
KIXL-FM, Dallas; Variety Bestg. Co., Inc.
KRLD-FM, Dallas; KRLD Radio Corporation
WRR-FM, Dallas; City of Dallas
KDNT-FM, Denton; Harwell V. Shepard
WBAP-FM, Fort Worth; Carter Publications, Inc.
KLUF-FM, Galveston; The KLUF Bestg. Co., Inc.
KFRC-FM, Houston; The Houston Post Company
KTRH-FM, Houston; KTRH Bestg. Co.
KXYZ-FM, Houston; Shamrock Bestg. Co.
KHLI-FM, near Longview; Le Tourneau Radio Corp.
KRBA-FM, Lufkin; Darrell E. Yates
KISS, San Antonio; The Walmac Co.
KITE-FM, San Antonio; Radio KITE, Inc.
KNTS-FM, San Antonio; Sunshine Bestg. Co.
KTEM-FM, Temple; Bell Broadcasting Co., Inc.
KCMC, Texarkana; KCMC, Incorporated
KWFT-FM, Wichita Falls; Rowley-Brown Bestg. Co.

**UTAH**
KDYL-FM, Salt Lake City; Intermountain Bestg. & TV Corp.
KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah
KUTF, Salt Lake City; Utah Bestg. & TV Co.

**VIRGINIA**
WARL-FM, Arlington; Northern Virginia Bestrs., Inc.
WSVS-FM, Crewe; Southern Virginia Bestg. Corp.
WBTM-FM, Danville; Piedmont Bestg. Corp.
WEVA-FM, Emporia; Stone Bestg. Corp.

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<tr>
<th>Call Letters</th>
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<th>Licensee</th>
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<tr>
<td>WSVA-FM</td>
<td>Harrisonburg; Shenandoah Valley Bestg. Corp.</td>
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<td>WLVU-FM</td>
<td>Lynchburg; Lynchburg Bestg. Corp.</td>
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<td>WWOD-FM</td>
<td>Lynchburg; Old Dominion Bestg. Corp.</td>
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<tr>
<td>WMVA-FM, nr. Martinsville; Martinsville Bestg. Co.</td>
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<tr>
<td>WGH-FM, Newport News; Hampton Roads Bestg. Corp.</td>
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<td>WRVC, Norfolk; Lars &amp; Brother Co., Inc.</td>
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<td>WTOR-FM, Norfolk; WTOR Radio Corporation</td>
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<td>WCOD, Richmond; Havens &amp; Martin, Inc.</td>
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<td>WLEE-FM, Richmond; Lee Bestg. Corp.</td>
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<tr>
<td>WRNL-FM, Richmond; Richmond Newspapers, Inc.</td>
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<tr>
<td>WRBV, Richmond; Lars &amp; Brother Co., Inc.</td>
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<tr>
<td>WDBJ-FM, Roanoke; Times-World Corporation</td>
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<td>WROV-FM, Roanoke; Radio Roanoke, Inc.</td>
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<td>WSLS-FM, Roanoke; Shenandoah Life Stations, Inc.</td>
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<td>WRFL, Winchester; Richard Field Lewis, Jr.</td>
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**WASHINGTON**
KALE-FM, Richland; KALE, Inc.
KING-FM, Seattle; KING Bestg. Company
KIRO-FM, Seattle; Queen City Bestg. Co., Inc.
KISW, Seattle; Ellwood W. Lippincott
KOMO-FM, Seattle; Fisher's Blend Station, Inc.
KREM-FM, Spokane; Louis Wasmu
KTNT-FM, Tacoma; Tribune Publishing Co.

**WEST VIRGINIA**
WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
WGKY-FM, Charleston; Kanawha Valley Bestg. Co.
WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
WPDX-FM, Clarksburg; Clarksburg Bestg. Corp.
WJPB, Fairmont; Fairmont Bestg. Co.
WHTN-FM, Huntington; Greater Huntington Radio Corp.
WLOG-FM, Logan; Clarence H. Frey & Robert O. Greer
WEPW-FM, Martinsburg; Martinsburg Bestg. Co.
WJAR-FM, Morgantown; West Virginia Radio Corp.
WOAY-FM, Oak Hill; Robert R. Thomas, Jr.
WPAR-FM, Parkersburg; Ohio Valley Bestg. Corp.
WKWK-FM, Wheeling; Community Bestg., Inc.
WWVA-FM, Wheeling; Storer Bestg. Co.

**WISCONSIN**
WEAU-FM, Eau Claire; Central Bestg. Company
WCLO-FM, Janesville; Southern Wisc. Radio Inc.
WHA-FM, Madison; State of Wisc., State Radio Council
WIBA-FM, Madison; Badger Bestg. Co.
WISC-FM, nr. Madison; Radio Wisconsin, Inc.
WMFM, Madison; Earl W. Fessler
WDLB-FM, Marshfield; Dairyland's Bestg. Serv., Inc.
WLIN, Merrill; Alvin E. O'Konski
WEMP-FM, Milwaukee; Milwaukee Bestg. Co.
WISN-FM, Milwaukee; The Hearst Corp.
WWCF, Poynette; Wm. C. Forrest
WRJN-FM, Racine; Racine Bestg. Corp.
WJMC-FM, Rice Lake; WJMC, Inc.
WHBL-FM, Sheboygan; WHBL, Inc.
WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

1215
Have you seen and tried the newest PRESTO EQUIPMENT?

Here is a sampling of the complete Presto line of precision disc and tape recording and reproducing equipment specifically designed for ease of operation and professional results.

PRESTO RELIABLE LONG-PLAYING TAPE REPRODUCER PB-17

Automatically reversible for continuous playback of background music. Frequency response uniform from 50—8,000 cps (± 2 db.) Tape speed 3¾" per sec. Reels up to 14" dia. (4,800' of tape) with dual track. Mechanism will re-cycle or stop after 8-hours of play.

PRESTO 92-B RECORDING AMPLIFIER FOR VERTICAL RACK MOUNTING

Has low internal output impedance and high degree of feed-back and its response is virtually unaffected by changes in load. Holds distortion to minimum. 60-watt output ample for transient peaks. Push-button selector for recording characteristics.

PRESTO PORTABLE, HIGHLY ACCURATE PROFESSIONAL-TYPE RECORDER 6-N

A fine, high-quality recorder for portable or stationary operation. Especially designed for professional use. Presto 1-D cutting head supplied. Precision overhead mechanism including spiraling feedscrew. May be equipped for microgroove recording at extra cost.

PRESTO 16" TRANSCRIPTION TURNTABLE 10-B FOR RADIO STATIONS AND RECORDING STUDIOS

An improvement on the long popular model 10-A. Operates at 33⅓, 78 rpm and 45 rpm. With its 3-speed mechanism, the Presto 10-B is an extremely accurate rim-driven table. Available as chassis only or in console cabinet.

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren St., New York 7, N. Y.
Canadian Division: Walter P. Downs,
Dominion Square Bldg., Montreal
Equipment

- RADIO-TELEVISION EQUIPMENT MANUFACTURERS

- RETMA PERSONNEL AND COMMITTEES

- CONSULTING ENGINEERS


A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS

Admiral Corporation
3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaZa 7-7500
Pres., Chairman........... Ross D. Siragusa
Exec. Vice-Pres........... John B. Huarisa
Vice-Pres., Appliance Div.. Lee H. D. Baker
Vice-Pres., Sales........... Wallace C. Johnson
Vice-Pres., Purchasing..... Frank J. Kazda
Vice-Pres., Prod............. Cy S. Rossate
Treasurer................. Lynn C. Park
Secretary............... George E. Driscoll
Vice-Pres., Gen. Counsel.... F. H. Uriell
Vice-Pres., Adv. Dir........ Seymour Mintz
Public Relations Dir........ Martin Sheridan
PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-photographs.

Allen-Bradley Company
136 W. Greenfield Ave., Milwaukie 4, Wis.
Phone: ORchard 1-2000
Radio Sales Mgr........... D. S. W. Kelly
PRODUCTS: Fixed composition resistors, variable composition resistors, ceramic capacitors, ferrite parts.

Allied Radio Corp.
100 N. Western Ave., Chicago 30, Ill.
Phone: HAymarket 1-6800
Industrial and Sales Mgr..... Leo Brook
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Altec Lansing Corp.
9356 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5101
161 Sixth Ave., New York 13, N. Y.
Phone ALgonquin 5-3635
Vice-President................ A. A. Ward
Prod. Sales Mgr............. S. H. Morris
PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

Ampex Electronic Corp.
230 Duffy Ave., Hicksville, N. Y.
Wire: Hicksville 3-6200
Pres. & Sales Manager........ Sam Norris
Dir. of Engineering.......... Simeon Weston
Advertising Mgr............. M. D. Smoller
PRODUCTS: Tubes: Transmitting, Power, Vacuum Condensers, Rectifiers.

Ampex Electric Corp.
934 Charter St., Redwood City, Calif.
Phone: MURray Hill 4-4337
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
Comp'troller.............. Thomas L. Taggart
PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment, Mixers, Stereophonic Sound Equipment.

American Television & Radio Co.
300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791
Pres. & Sales Mgr........... Albert A. Goefstein
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

Amy, Aceves & King, Inc.
11 W. 42nd St., New York 36, N. Y.
Phone: LONgacre 5-6622
President............ Ernest V. Amy
V.P.-Treas, Pur. Agt............ Frank King
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., N.Y.
Phone: STillwell 4-5411
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 East 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400
N. Y. Phone: Ridgewood 6-9181
Sales Manager........... Robert P. Lamons
PRODUCTS: Coaxial transmission line for TV-FM-AM. FM antennas, (special) TV antennas, antenna phasing and tuning equipment, monitoring equipment (AM), micro-wave link antennas and cable, VHF equipment.
Audak Company
500 Fifth Ave., New York 18, N.Y.
Phone: LA 4-3723-4
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-disks), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Masters Corp.
17 East 45th St., New York 17, N.Y.
Phone: OXford 7-0725
President ..................... Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.
730 Fifth Ave., New York, N.Y.
Phone: Plaza 7-3091
President ..................... Charles E. Rynd
Vice-Pres. Sales ............. Robert D. Winston
Vice-Pres. Engineering ...... T. J. Merson
Vice-Pres., Treasurer ........ R. S. Rynd
Secretary ..................... Joseph Connolly

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: MURray 7-6381
President ..................... John F. Beasley
Vice-President .............. Marvin W. Kyger
Vice-President ................ Lothar E. Berg
Secretary-Treasurer .......... Andrew B. Lytle
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell and Howell Company
7100 McCormick Road, Chicago 43, Ill.
Phone: AM 2-1600
Sales Manager ................ George L. Oakley
PRODUCTS: Film printers, film splicers, sound projectors, cameras, lenses.

Bendix Television & Broadcast Receiver Division
(Bendix Aviation Corp.)
East Joppa Road, Towson 4, Md.
Phone: VA 3-2200

General Manager ................ E. K. Foster
Asst. Gen. Mgr. ............... A. E. Welch
Merchandise Mgr. ............... C. J. Hassard
Adv. & Sales Prom. Mgr. ....... H. S. Sacks
Credit Manager ................ H. F. B. Kerr
Chief Engineer ................ J. M. Miller, Jr.
Service Manager ............... W. P. Muller
PRODUCTS: 17", 21", 24" and 27" TV receivers, both table models and console AM and FM Console radios.

Blaw-Knox Equipment Div.
Blaw-Knox, Pa.
Phone: STerling 1-2700
405 Lexington Ave., New York 17, N.Y.
Phone: VAnderbilt 6-0661
Sales Mgr., Tower Dept. ........ A. H. Jackson
Manager, N. Y. Office ........ W. F. Simmons
PRODUCTS: Self-support and guide towers.

The William Brand & Co., Inc.
North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1601
Manager ...................... R. H. Robinson
Chicago Office, 1313 W. Randolph St.
Phone: SEelev 8-0345
PRODUCTS: Insulating materials.

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 mcs. covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Califone Corp.
1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOLlywood 2-2353
President ..................... Robert C. Metzner
PRODUCTS: Portable transcription players, high fidelity magnetic tape recorders.

Cambridge Thermionic Corp.
445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
Crystal Engineer ............. Clarence Cheyn
PRODUCTS: Frequency check service.

Canadian Marconi Co.
2442 Trenton Ave., Montreal 6, Que., Can.
Phone: Atlantic 9441
Sales Supervisor ............. J. H. Martin
PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.
Carrier Corporation
300 S. Geddes St., Syracuse 1, N. Y.
Phone: Syracuse 76-9911
385 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5000
Manager, Syracuse .......... C. V. Fenn
Manager, New York .......... H. Peacock
PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Columbia
3100 47th Ave., Long Island City, N. Y.
Phone: EXeter 23000
President ............ Seymour Mintz
Vice-Pres. .............. Louis Hausman
V.P. Chg. of Engr. .... Anthony Wright
V.P. Chg. of Purchases .. Mario A. Gardner
V.P. Chg. of Sales ....... Harry Schechter
PRODUCTS: TV and radio receivers.

CBS Laboratories Division
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
President ............ Dr. Peter C. Goldmark
Vice-Pres. .............. John W. Christensen
SERVICES: Engineering research and development.

Chicago Telephone Supply Corp.
1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-6310
President ................ J. G. Best
Exec. Vice-President ...... B. S. Turner
V. P. & Gen. Sales Mgr. .. W. A. Nicely
Sect.-Treas. .......... J. Mayo Lenz
Chief Engineer .......... W. H. Budd
General Superintendent .. G. M. Cooper
PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Century Lighting, Inc.
521-525 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050
President ................ Edward Kook
Exec. Vice-Pres. .......... Saul Levy
Sect.-Treas. ............ Donald Levy
Asst. to Pres. ............ James Pedigan
Production Engr. .......... F. M. Wolff
PRODUCTS: Spotlights, scoops, slimline, striplights, projection machines and slides, connector batten borders, barn doors, funnels, diffusers, elliptical spotlights, gobos, light lifts, remote control spotlights and C-lectors, electronic switchboards, manual mike booms.

Collins Radio Co.
835—35th St., N. E., Cedar Rapids, la.
Phone: 3-0281
N. Y. Phone: LOngacre 4-3930-1-2-3
President .................. Arthur A. Collins
Exec. V. P. (New York) .... W. J. Barkley
Vice-Pres., Gen. Mgr. .. R. S. Gates
V.P. Chg. Engr. & Mfg. ... L. M. Craft
Secretary-Treasurer .......... S. J. Storm
PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

Continental Electronics Mfg. Co.
4212 Buckner Blvd., Dallas 7, Texas
Phone: Evergreen 1137
General Manager .......... W. M. Witty
PRODUCTS: AM transmitters and associated apparatus.

Corning Glass Works
Corning, New York
President ............ W. C. Decker
V.P. & Controller ...... George D. Macbeth
V.P. & Secretary ...... William H. Curtiss
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. Sincalare
Asst. Treasurer .......... 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 .......... Harlan 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.
50 Church St., New York, N. Y.
Phone: BARelay 7-5140
President ................ John Cook
Treasurer ................ John 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, wiring harnesses.

1329 Arlington St., Cincinnati 25, Ohio
Phone: Kirby 6600
New York Phone: MURray Hill 3-0202
Vice-Pres., Radio & TV .... L. F. Cramer
Gen. Works Mgr. .......... W. H. Graham
Gen. Controller .......... W. A. Smith
Purchasing Agent .......... A. J. Berax
Dir. Ind. Relations ........ H. C. Tipping
Dir. Pub. Relations .......... C. L. Lewis
Dir. Engineering, Radio & TV .... H. A. Bass
Dir. Research .......... R. H. Maner
Western Sales Mgr., Radio & TV .. D. F. Miersch
Eastern Sales Mgr., Radio & TV .... J. M. Farrell
PRODUCTS: Television, radio and phono-combinations, AM-FM models.
Avco of Canada, Ltd.
Crosley Radio & Television Division
121 McCornack Street
Toronto 9, Ontario, Canada
Phone: Lindhurst 1186

Vice-Pres. & Gen. Mgr. ........ Ivor M. Leslie
Gen. Sales Mgr. ............. Alex Peters
Asst. Secy. & Trens. ......... J. M. Reynolds
Work Manager ............... A. J. Roper
Purchasing Agent ............ F. B. Martin
Chief Engineer .............. R. W. Walker
Service Manager .............. W. Whittall
Products Manager .............. H. G. Fisher

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Crouse-Hinds Co.
Syracuse 1, N. Y.
Phone: 74-1011

11 Park Pl., New York 7, N. Y.
Phone: Cortland 7-0530

Vice-President .................. A. H. Clarke
Manager, New York ............. C. H. Gurney

PRODUCTS: Aircraft obstruction lighting equipment for towers; flashing beacons, obstruction marker lights, flashing switches, photoelectric controls.

Allen B. Du Mont Laboratories, Inc.
750 Bloomfield Ave., Clifton, N. J.
Phone: MULberry 4-7400

for all divisions

President .................... Allen B. Du Mont
Vice-President ............. Stanley F. Patten
Gen. Asst. to Pres. ...... Keeton Arnett
Vice-Pres. Marketing ...... W. H. Kelley
Dir. of Oper., TV ........... Irving G. Rosenberg
Dir. of Oper., Trans. & Instr. Div. .... C. E. Williams
Dir. and Gen. Mgr., Du Mont Telesiv. Netw. .... Chris J. Witting
Controller ................. B. L. Graham
Indus. Relat. Dir. ............ Harry Housten
Gen. Supt. .................. Bruce Du Mont

Telesiv Division
35 Market St., E. Paterson, N. J.

Dir. of Operations .......... Irving G. Rosenberg
General Sales Mgr. ......... Dan D. Halpin
Produc. Control Mgr. ...... H. A. Whitehead
Chief Engineer ............. R. T. Cavanaugh
Purchasing Agent ........... William Patton

PRODUCTS: TV receivers, yokes, transformers, timers, coils, other parts, and government electronic equipment.

Cathode-ray Tube Division
750 Bloomfield Ave., Clifton, N. J.

Chief Engineer .............. K. Hoagland
Gen. Sales Mgr. ............. William C. Scales
Purchasing Agent ........... A. R. Dutcher

Mfg. Mgr. ..................... Wm. Carlin
TV Receivers, Industrial and Special Purpose Cathode-ray Tubes

Design and Transmit........ 1500 Main Av., Clifton, N. J.
Division Manager ............. H. E. Taylor, Jr.
Asst. Division Mgr. ......... R. E. Kessler
Engineering Manager ....... R. G. Gregory
Sales Manager ............... J. B. Tharpe
Advertising Mgr. ............. Frank Newman
Sub Division Mgr. .......... C. E. Greenwood
Purchasing Agent ............. L. A. Fuller

Television transmitters, Cameras, Studio Equipment, Field and Remote Equipment, Government Electronic Equipment

Instrument Division
760 Bloomfield Ave., Clifton, N. J.

Division Manager ............. Rudolf Feldt
Asst. Division Mgr. ......... Dr. P. S. Christaldi
Engineering Manager ....... G. R. Mezger
Sales Manager ............... E. G. Nichols
Purchasing Agent ............. C. Paul Martin
Manufacturing Mgr. ........ Robert Svozil

Design and manufacture of Cathode-ray Oscillographic and Associated equipment; Oscillographic recording and government electronic equipment

Research Division
2 Main Av., Passaic, N. J.

Dir. of Research ............. T. T. Goldsmith, Jr.
Dir. of Circuit Res. ......... R. T. Cavanaugh
Mgr., Patent Department .... R. G. Pelton

Government Contracts, Negotiations and Bid Division
750 Bloomfield Ave., Clifton, N. J.

Director ..................... C. E. Williams
Manager ..................... H. B. Graham
Sales Manager ............... Zeus Soucek

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

President ..................... R. Stahl
Secy-Treas. .................. George H. Beall
Comptroller ................. A. F. Deres

PRODUCTS: Portable tape recorder, battery operated.

Hugh H. Eby, Inc.
Phone: DAvenville 4-7000

President ................. James L. Hawley
President ....................... Bernard Offerman
Secretary-Treasurer ............... Jules Sussman
Vice-President ..................... Joseph M. Vananzi
Chief Engineer ..................... E. E. Ritter
Purchasing Agent .................. A. H. 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.

Electrical Tower Service, Inc.
206 S. Washington St., Peoria 2, Ill.
Phone: 3-9816
President ....................... Stanley Bernstein

PRODUCTS: Erect towers, microwave systems.

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-Contract Division: Sensitometer and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.
1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres., Chief Eng. .................... Henry S. Bamford
Vice-President ...................... Theo. T. Toole
Purchasing Agent .................. John J. Wajcik
Sales Manager ...................... Robert F. Brunner
Treasurer ......................... . M. H. McCloskey
Secretary .......................... J. D. Pannell
Chief Acct. ........................ D. H. Brownell

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.
Phone: O'Reagan 5-7000
President ......................... B. Abrams
Secretary-Treasurer ................ M. Abrams
Exec. Vice-Pres. ................... Dorman D. Israel
V.P. Govt. Contracts ................. Morton P. Rome
V.P. Purchasing ..................... Harve Tullo
V.P. Works Manager ................ E. J. Kelly
V.P. Chg. of Sales .................... S. W. Gross
Controller ......................... A. Vogel
V.P. Dir. of Engineering ........... R. T. Capodanno
Distribution Manager ............. Joseph Kattan
Sales Promotion Mgr. ............. Albert Leon
Export Manager .................... Joseph Kattan
Personnel Manager ................ P. R. Certo
Parts Sales-Service Mgr. ......... Floyd Makstein


Espey Manufacturing Co., Inc.
528 East 72nd St., New York 21, N. Y.
Phone: TRafalgar 9-7000
Pres. & Treasurer .................. Nathan Pinsley
Vice-Pres. & Secy ................... Sol Pinsley
Vice-Pres. Eng ...................... Sam Sack
Sales Manager ..................... Bert Kohl

PRODUCTS: AM-FM Radio receivers, trophy models 100 and 200; AM-FM tuners, trophy models 101, 300 and 400; audio amplifiers, trophy model 500.

Fairchild Recording Equipment Corp.
154th St. & 7th Ave., Whitestone, N. Y.
Phone: INdependence 3-2100
President ......................... Sherman M. Fairchild
Exec. Vice-Pres ..................... Ray F. Crews
Mgr. Sales & Adv ................... J. H. Quinn

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 Telephone and Radio Corp.
100 Kingsland Road, Clifton, New Jersey
Phone: Nateley 2-3600
President ......................... Raymond S. Perry
Comptroller ...................... R. D. Osborne
Secretary .......................... W. B. Levet
Treasurer ......................... W. E. Ogilvie
Dir. of Vacuum Tube & Selenium-Intelin Dept ........ S. J. Powers
Gen. Sales Mgr ..................... J. A. Frabutt
Advertising Mgr ................... Crump Smith

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.
EQUIPMENT MANUFACTURERS

The Gabriel Co.
Workshop Assoc. Div.
Endicott St., Norwood, Mass.
Phone: Norwood 7-3300
General Manager.......... T. F. O'Donnell
General Sales Mgr........ W. P. Short
Comm. Sales Mgr........ C. R. Lane
Govt. Sales Manager...... W. L. Page
Plant Manager...............J. Van Epps
PRODUCTS: UHF-TV Transmitting Antenna and Related Components.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.
Phone: 9202
N. Y. Phone: MUrray Hill 7-7971
President....................P. S. Gates
Vice-President.............L. I. McEwen
Secretary....................A. S. Petzoldt
Sales Manager..............L. J. Cervone
Dir. of Eng..................J. Colvin
Chief Engineer...............F. W. Wentura
Works Manager...............Howard Young
Purchasing Agent...............John Bowers
PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Electric Co.
Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411
General Manager.............P. L. Chamberlain
Merchandise Mart, Chicago 54, Ill.
Phone: WHItellah 4-3915
Manager........................G. E. Webster
3460 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 5-2391
Manager.......................F. R. Walker
570 Lexington Ave., New York 22, N. Y.
Phone: PlAzza 1-1311
Manager........................C. J. Simon
4227 Lindell Blvd., St. Louis 8, Mo.
Phone: Lucas 8873
Manager.......................W. R. Chapin
235 Montgomery St., San Francisco 6, Calif.
Phone: DOuglas 2-3740
Manager........................C. T. Haist, Jr.
777 14th St., N.W., Washington 5, D. C.
Phone: EExecutive 3-3600
Manager.......................J. H. Painter
PRODUCTS: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards, cable, microphone and audio; speakers.

The General Industries Co.
Olive and Taylor Sts., Elyria, Ohio
Phone: 2235
President......................Allan W. Writsche
V.P.-Sales Mgr., Motor Div.......H. E. Moon
Sales Mgr., Plastic Div........James M. Callihan
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.

General Instrument Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400
Chairman of the Board........A. Blumenkrantz
President......................M. Cohen
Treasurer.............A. Konecny, Jr.
Sales Manager.............E. A. Freed
Asst. Chief Engineer.........R. R. Stubble
Credit Manager...............W. A. Anderson
Export Agents...............Ad. Auriema, Inc.
PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Laminated Products, Inc.
2857 South Halsted St., Chicago 8, Ill.
Phone: Victory 24070
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, Cell 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
Vice-President...............Blair Foulds
Chief Engineer...............F. N. Gillette
Gov't Contract Rep...........W. Cooper
PRODUCTS: Television Studio and Transmitting Equipment including Camera Chains, Projectors, Switchers, Syn. Generators, Video Recorders and Transmitters; also Theater Television equipment.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TORowbridge 6-1400
N. Y. Phone: WOrth 2-5387
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 Manager ............... M. T. Smith
Export Manager ............. S. W. DeBlois
Chief Engineer .............. D. B. Sinclair
Publicity Manager .......... C. E. Worthen
Service Manager ............ H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

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
General Communications
Sales Mgr. .................... J. W. La Marque
Mgr. Electronic 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

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 West 34th St., New York 1, N. Y.
Phone: LOngaire 5-1500
President ......................Lloyd A. Hammarlund
Treasurer ..................... Joseph Lush
Sec. & Comptroller .......... Edward A. Wittmer
Production Mgr. ............. Hugh A. McCloskey
Sales Manager ............... Robert B. Moon
Chief Engineer .............. S. H. Van Wambek
Advertising Manager ....... Dale Samuelson
Personnel Director .......... George Guelich
Purchasing Manager ........ William Griffin

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls, diversity receivers.

Haydu Brothers
P. O. Box 1226, Plainfield, N. J.
Phone: PLainfeld 6-0878
President ...................... George K. Haydu
Vice-Pres. and Secy .......... Zoltan Haydu
Chief Engineer ............... Ben Artau
Sales Engineer ............... Arthur Shesser
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 special purpose lamp machinery. Precision machine parts and wire and forming parts.

Hazeltine Electronics Corp.
58-25 Little Neck Pkwy., Little Neck, L. I., N. Y.
Phone: FLushing 7-8700
President ..................... F. Robinson
Exec. Vice-President .......... J. B. Dow
V.P. in Chg. of Engrng. ...... O. M. Dunning
V.P. in Chg. of Mfr. .......... J. Willenbecher
Manager of Procurement .. M. E. Bahr
Manager Sales ............... F. Mansur

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hughey & Phillips, Inc.
3300 N. San Fernando Blvd., Burbank, Calif.
Phone: ROckwell 9-1104
60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-1550
President ...................... M. S. Phillips
Manager, New York .......... H. J. Geist

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, junction boxes, lamp failure indicators and complete tower lighting kits.

Hytron Radio & Electronics Corp.
(Division of CBS, Inc.)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360
N. Y. Phone: MArket 3-5832
Manager ...................... John Q. Adams

PRODUCTS: Receiving and electronic tubes; special purpose tubes, germanium diodes, TV picture tubes.

The Indiana Steel Products Co.
Valparaiso, Indiana
Phone: 2-5601
President ...................... R. F. Smith
V.P. Manufacturing .......... J. H. Bouwmeester
V.P. Engineering ............ C. A. Maynard
Treasurer ..................... A. J. Astrogel
Sales Manager ............... I. A. Dickey

PRODUCTS: Permanent magnets for the radio-television-electronics industries.

Insuline Corp. of America
3602 35th Ave., Long Island City 1, N. Y.
Phone: AStoria 8-7358
President ..................... S. J. Spector
Secretary-Treasurer .......... A. S. Spector
EQUIPMENT MANUFACTURERS

V. P., Gen. Sales Mgr. ............. B. L. Cahn
Advertising Manager ............. A. S. Chambers
Superintendent ................. F. Henneke
Industrial Sales Mgr. .......... I. Romm
Chief Engineer ................. J. Donato
Purchasing Agent ............... H. Weston
Production Chief .............. J. Brush

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors; bases, steel; heads, cable; binding posts; binding post heads; bushings, insulated; cabinets, metal; cabinets, speaker; cable clamps; chassis base; chassis, bottom plate; chokes; chrome trim; clips, alligator; clip, brass spring; code set, triplex; coils, coil forms; condensers; cords, double phone; cords, resistor; couplers, flexible; cushions, ear; cutters, replacement; cutting tools; dial markers; dial plates; displays; drill, replacement; eyelets; equalizing condensers; FM Antennas; fuse mountings; fuse retainers; grid caps; grid cap shield; gronnets, rubber; hardware, radio; headphones; insulators; jacks; jacks, microphone; jacks, shielded; jacks, tip; jacks, transmitting; jars, glass; knobs; lugs, soldering; lugs, spade; lugs, terminal; meter cabinets; Morse code records; mountings, fuse; name plates; Neutralizing tools; noise eliminators; nuts; oscillators; panels, aluminum, bakelite, Masonite, metal; meter, racks; panel bearings; phone cords; phones, ear; phone plugs; phone tips; plates, bottom; plugs, punches; recks, brackets, chassis; radio panels; record player switch; reducers; resistor cords; riveting punch set; rivets, rods; screw drivers, insulated; screws; shearing punch; shields; shields, grid cap; sockets; soldering irons; soldering iron elements; spaghetti, flexible; spacers, bushings; spade lugs; speaker cabinets; steel cabinets; strips, terminal; suppressors, auto radio; switches; television, accessories; antennas, tools; terminal lugs; terminal strips; test leads; test lead wire; test probes; test tools; tools, neutralizing; trans. coil mountings; transmitting tube caps; tube shields; tubing; washers; window pole antenna; wire, test lead; wrenches, wrench sets.

Jackson Electrical Instrument Co.
18 S. Patterson Blvd., Dayton 2, O.
Phone: Michigan 0367

President .................. Paul F. Jackson
Vice-President ............. Myron Fulkerson
Secretary .................... J. E. Beery
Purchasing Agent .......... R. C. Groves
Credit Manager .......... J. E. Beery
Production Superintendent .. Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, sweep generators, audio oscillators and condenser testers, vacuum tube volt meters, TV signal generators.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnfield 6-7161
N. Y. Phone: Barclay 7-8972
Pres., Chair. of Board .......... J. M. Bunnan
Exec. Vice-President .......... E. J. Bunnan
Vice-Pres., Engineering ...... L. Mauere
Treasurer ..................... W. S. Minter
Secretary ..................... V. E. Lee
Sales Manager .............. J. D. O'Brien
Export Manager .............. M. J. Schmitt
Dir. of Purchases .......... E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.
6001 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7-6000
Sales Manager ................ Charles A. Hauser

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.
6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200
President ...................... Julius Finkel
Vice-President ............... Albert Finkel
Secretary-Treasurer ........... Edward Finkel

PRODUCTS: VHF, FM and UHF antennas; piston type variable trimmer capacitors, lightning arresters, stand-off line insulators, antenna masts, guy wires; open-wire, polyethylene flat twin-lead transmission line; ballasts, voltage regulators, dial bells, phone switches, test leads, resistor line cords, video cross-over networks, wire measuring machines, tuning cable remote replacer machines for auto radio service, control knobs, radio lubricants, stroboscopes, wave traps, co-axial connectors, insulators for antennas, TV set-couplers.

Johns-Manville
22 East 40th St., New York 16, N. Y.
Phone: LEXington 2-7600
Commodity Manager ........ J. P. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

King Laboratories, Inc.
127 Solar St., Syracuse 4, N. Y.
Phone: 74-3359

President ..................... Aden J. King
Vice-President ............. F. M. Michaelian
Treas. & Gen. Mgr. ........ W. R. MacLeod
Secretary .................... Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric
Stage Lighting Co., Inc.
321 West 50th St., New York 19, N. Y.
Phone: COLUMbus 5-0130

President ..................... J. H. Kliegl
Vice-President........Herbert A. Klieg1
Secretary..................Frank H. Bliss
Treasurer.................Anna Klieg1
Plant Superintendent.....Joseph Klieg1
Purchasing Agent........Henry Fisher

 PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

**Langevin Manufacturing Corp.**
37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200
Chairman of Board........H. A. Leander
President...............Donald S. Morgan
Vice-President..........W. H. Beal
Secretary-Treasurer.....H. A. Kondolf
Sales Manager........F. K. Hankinson
Engineering Director.....Robert Edwards
Mgr. of Operations.....P. C. Marrone


**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.

**John E. Lingo & Son, Inc.**
2814 Buren Ave., Camden 5, N. J.
Phone: WOODlawn 4-0487
President................John E. Lingo

 PRODUCTS: Tubular steel vertical radiators; VHF antennas and supporting towers; FM antennas and supporting towers; facsimile supporting poles.

**Machlett Laboratories, Inc.**
1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781
Vice-Pres. Power Tube Sales...H. J. Hoffman

 PRODUCTS: Broadcast tubes.

**Magnecord, Inc.**
225 W. Ohio St., Chicago 10, Ill.
Phone: WHitehall 4-1889
Sales Director...........John W. Hines

 PRODUCTS: Professional magnetic tape recorders—reproducers.

**Majestic Radio & Television,**
Div. of Wilcox-Gay Corp.
79 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000
President .................Leonard Ashbach
Vice-President........Barnett S. Trott
Vice-President........Maurice Raphael
Secretary..................Arthur Homans

 Advertising Mgr........Joseph G. DeVico
Chief Engineer............Frank Dieli

 PRODUCTS: TV receivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations; table AM-radio phonographs; Hi-Fi radio phonographs.

**J. A. Maurer, Inc.**
37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600
President................John A. Maurer
Treasurer........Daniel R. Ehrlich
General Manager........Donald G. McKay
Chief Elec. Engr..........Lauge Fano

 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.
Phone: SPring 7-7670-1
President........George Ruskin
Sec.-Gen. Mgr...........J. M. Kuhlik, Sc.D.
Chief Eng..............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.
Phone: Malden 4-4108
President........James Millen
Sales Mgr.............E. E. Williams
Credit Manager.........Frances Borse
Purchasing Agent........George E. Pike
Chief Engineer.........Wade Caywood

 PRODUCTS: Electronic components for receivers, transmitters, including inductances, condensers, coil forms and specialized hardware, test equipment including oscilloscopes, grid dip meters, synchroscopes and power supplies.

**Minnesota Mining and Mfg. Co.**
900 Faquier Ave., St. Paul 6, Minn.
Phone: Cedar 3071
Sales Mgr., Magnetic Prod...P. W. Jansen
1500 S. Western Ave., Chicago 8, Ill.
Phone: MOntrose 6-6126
Manager..................A. J. Forss
446 N. Labe Ave., Hollywood 36, Calif.
Phone: WEBster 1-1289
Manager............M. D. Benson
401 N. Broad St., Philadelphia 8, Pa.
President..............................C. M. Jacobson
PRODUCTS: Magnetic tape, film and associated accessories.

**Mirror Record Corp.**
4025 206 St., Bayside, L. L. N. Y.
Phone: Bayside 9-5656
Pres. & Treasurer....................P. K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

**The Muter Co.**
1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8000
President.............................Leslie F. Muter
Vice-President & Sales Mgr...........K. E. Rolleson
Vice-President & Credit Mgr.........A. A. Dailey
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
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. Warren

**National Union Radio Corp.**
Jacksonville Rd., Hatboro, Pa.
Phone: 1791
President.............................K. C. Meinken
V.P. in Chg. of Research..............A. M. Skellett
Equipment Sales Mgr................K. C. Meinken, Jr.
Renewal Sales Mgr....................V. K. Ulrich
Credit Manager.......................H. A. Pope
PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, transistors and germanium diodes.

**Oxford Electric Corp.**
3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161
V.P., Gen. Sales Mgr..................Hugo Sundberg
PRODUCTS: Loud speakers, dial lamps, transformers, focus coils, miscellaneous coils.

**Packard-Bell Company**
12333 W. Olympic Blvd., Los Angeles 64, Calif.
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.................Prom.
Purchasing Agent.....................Robert H. Thompson
Service Manager.....................Carl Duffy
Personnel Director...................Charles Askin
PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations, Television, Radio-Phonograph Combinations, Televisi

**The Pentron Corp.**
664 N. Michigan, Chicago 11, Ill.
Phone: WWhitehall 3-2120
President.............................Irving Rossman
Vice-President & Secretary...........Bernard Sahlin
Chief Engineer.......................Rudolph A. Bierwirth
Comptroller..........................Marshall Peiros
Production Chief.....................Bernard Sahlin
Purchasing Agent.....................Theodore Rossman
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 pickup, and other accessories.

**PEMBREX TV (Div. PEMBREX Theater Supply, Inc.)**
Phone: REPublic 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 Lumen, Pentink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pensync motors and 16 and 35 mm Rear-screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available. TV Model Visualcast for prompting, special effects and layovers.

**Philco Corp. (Govt. and Indus. Div.)**
Phone: TEnnessee 9-1000
Industrial Sales Mgr..................George A. Hagerty
666 Lake Shore Drive, Chicago 11, Ill.
Phone: WWhitehall 4-5750
Manager.............................Robert A. MacDonald
Southland Life Bldg., Dallas, Texas
Phone: Prospect 8657
Manager.............................Richard A. Fay
Russ Bldg., San Francisco 4, Calif.
Phone: SUitere 1-6262
Manager.............................Lewis J. Boss
PRODUCTS: Microwave for broadcast STL use; program channel multiplex equipment.

Philmore Manufacturing Co., Inc.
113 University Place, New York, N. Y.
Phone: ALgonquin 4-3363

President: M. L. Granat
Vice-President: J. N. Benjamin
Secretary-Treasurer: I. W. Wyckoff
Sales Manager: J. L. Benjamin
Purchasing Agent: Paul Lefko
Chief Engineer: Richard Shottenfeld

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring. TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.
37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5454

President: Isidor Goldberg
Vice-President: J. N. Benjamin
Secretary-Treasurer: I. W. Wyckoff
Sales Manager: J. L. Benjamin
Purchasing Agent: Paul Lefko
Chief Engineer: Richard Shottenfeld

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and remote control TV receivers, AM-FM timers, amplifiers, pre-amplifiers, HI-FI tuners and assemblies.

Presto Recording Corp.
P. O. Box 500, Paramus, N. J.
Phone: Diamond 3-5700

Sales Manager: Thomas B. Aldrich
220 Kedzie St., Evanston, Ill.
Phone: Davis 8-4800
Manager: Warren Cozzens
505 N. Ervar St., Dallas, Tex.
Phone: C 2966

Manager: J. Earl Smith
2331 W. Washington Blvd., Los Angeles, Cal.
Phone: Republic 0203

Manager: Lee Owens
7 East 40th St., New York, N. Y.
Phone: ELdorado 5-6021

Manager: Thomas Aye
PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, 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. F. Odessy
Comptroller: R. J. Eisen
Dir. of Contract Rel.: R. K. Hartman
Eng. Contract Relations: P. J. Reuter

PRODUCTS: Color TV: color video monitor, flying spot scanner system, color bar generator, color sync generator, portable sync generator NTSC color monochrome; TV: sync generator, monochrome signal source, studio picture monitor, portable waveform monitor, portable picture monitor, picture and waveform monitor; General: video distribution amplifier, wide band video amplifier, single and dual regulated power supplies, radio cue system (intra-studio wireless communication).

Radio Condenser Co.
Davis & Copewood Sts., Camden 3, N. J.
Phone: EMerson 5-5500

President: R. E. Cramer
Exec. Vice-President: W. P. Paul
Vice-President: R. E. Cramer, Jr.
Sales Manager: E. J. Penberthy
Chief Engineer: J. S. Robb

PRODUCTS: VHF and UHF Tuning devices, variable air condensers, variable air capacitors and tuners for Government and special communications equipment. Automotive push-buttons permeability tuning units.

RCA Victor Division, Radio Corp. of America
Front & Cooper Sts., Camden, N. J.
Phone: WOodlawn 3-8000

Vice-Pres., Gen. Mgr. Rec.: Emanuel Sacks
V.P. and Gen. Mgr.: W. A. Buck
Oper. Vice-Pres.: C. M. Odorizzi
V.P. Chg. of Consumer Prod.: J. E. Elliott
V.P. Chg. of Tech. Pros.: W. W. Watts
V.P., Chairman Bd.: RCA Estate
Appl. Corp.: R. A. Seidel
Dir. Org. Develop.: A. K. Weber
General Attorney: S. E. Ewing
V.P., Chg. Home Department: H. G. Baker
V.P., Dir. Reg. Operations: P. A. Barkmeier
V.P., Chg. Tube Dept.: R. T. Orth
V.P., Chg. Eng. Prod. Dept.: T. A. Smith
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 Sleeter
Dir. Accounting: D. L. Trouant
Dir. Personnel: A. F. Watters
Dir. of Tech. Pros.: 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. Magg
Pres., RCA Service Co., Inc.: E. C. Cahill
Pres., RCA Victor Distributing Corp.: W. M. Norton
Pres., RCA Estate Appliance Corp.: C. M. Dunn
Gen. Sales Mgr., Home Instrument Dept.: R. W. Saxon
Advstg., and Sales Prom. Mgr., Home Instrument Dept.: J. M. Williams
Gen. Sales and Mdes., Mgr., Record Department: L. W. Kanaga
EQUIPMENT MANUFACTURERS

Advstg. and Sales Prom. Mgr.  
Record Department ..........W. I. Alexander  
Advstg. and Sales Prom. Mgr., Engr.  
Products Department ..........John P. Taylor  
Publicity Director ................H. D. Desfor  
Gen. Sales Mgr., Tube Dept. ........L. S. Thees  
Adv. and Sr. 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  
Comptroller ...................James A. Cronin  

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.  
73 Winthrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550  
President ....................R. H. Ranger  
V.P. Charge Eng. ..............P. M. Brubaker  
Secretary .....................H. Gallina  
Purchasing Agent .............A. C. Willms  
Accounting ...................E. D. Longstreet  

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.  
Waltham 54, Mass.  
Phone: 5-5860  
N. Y. Phone: WHitehall 3-4980  
President .....................Charles Adams  
V-P. in chg. Equip. Sales ......L. A. Rooney  
V.P., Int'l Div. ..................R. Ellis  
V-P. & Treas. ..................D. T. Schultz  

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. Allentown 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  
38-01 Queens Blvd., Long Island City 1, N. Y.  
Phone: STillwell 4-7062-3-4  
President, Sales Manager ......George Silber  
Export Dept. ...............Morhan Exporting Corp.  

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables.

Rust Industrial Co., Inc.  
608 Willow St., Manchester, N. H.  
Phone: Manchester 3-3596  
President .....................W. F. Rust, Jr.  

PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Self Winding Clock Co., Inc.  
207 Willoughby Ave., Brooklyn 5, N. Y.  
Phone: Main 2-6300  
Asst. Sales Mgr. .............Harvey S. Wellman  

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic syncro-
nizing pulses from Western Union lines or manual synchronized pulses from control kit.

**Sentinel Radio Corp.**
2100 Dempster St., Evanston, Ill.
Phone: University 4-2400
President: E. Alschar
Vice-President: M. D. Block
Secretary: R. S. Lawton
Production Manager: I. J. Jacobsen
Chief Engineer: W. J. Schnell
Director of Sales: E. G. May
Sales Manager: R. B. Parks
Advertising Mgr.: H. J. Lance
Export Manager: H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, 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 37, N. Y.
Phone: HYacinth 7-2820
President: P. H. Sherron
Vice-President: J. W. Hunter
Senior Vice-President: R. M. Stock
Vice-President: J. A. Ceddles
Purchasing Agent: I. C. Tierney

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers' requirements.

**Special Effects & Equipment, Inc.**
418 W. 59th St., New York 19, N. Y.
Phone: Circle 7-8728
President: Roy Benjamin
Exec. Vice-President: Robert Lawrence
Operations Vice-President: Bob Paulson
Treasurer: Philip Kornblum

PRODUCTS: Complete sales, engineering, and consultation service on line of TV and film production equipment. Beseler Arc, Incandescent and T-Vu-Graph Projectors, Moving background projectors, RP screens and frames, M. B. Paul Translucent Photographic Backgrounds, Slide and Film Library, Script Prompting Service, Optical Effects Kit, Special Effects Gimmicks.

**Stainless, Inc.**
Third & Montgomery Sts., North Wales, Pa.
Phone: North Wales 874
50 Church St., New York 7, N. Y.
Phone: D'gby 9-4379

Mgr. N. Y. Office: Henry J. Guzewicz

PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

**Stancil-Hoffman Corporation**
921 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 4-7461
President: William V. Stancil
Secretary: Mary Diehl

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 VIA.

**Standard Electronics Corp.**
(Subsidiary of Claude Neon, Inc.)
285 Emmet St., Newark 5, N. J.
Phone: Blegelow 3-5540
Vice-President: W. H. Zillger
6728 S. Halstead, Chicago, Ill.
Phone: Wentworth 6-5128
Manager: R. R. Howard

PRODUCTS: Transmitters; associated equipment.

**Stromberg-Carlson Co.**
100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260
President: Robert C. Tait
Vice-President: Gordon G. Hoit
V.P. & Gen. Mgr.

Broadcasting Div.: William Fay
V.P. Gov't Contracts: Sidney R. Curtis
Corporate Secretary: Arthur F. Gibson
General Manager, Tel. Div.: John H. Voss
Treasurer: Charles Pritchard
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. Hanson

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: Don G. Mitchell
President: H. Ward Zimmer
Vice-President: E. Finley Carter
Vice-President: Arthur Chapman
Vice-President..................Curtis Haines
V.P. Charge of Sales............B. K. Wickstrum
Gen. Sales Mgr., Radio Div.........H. P. Gilpin
Dir. of Advertising................T. P. Cunningham


Sylvania Electric Products, Inc.
43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160
Mfg. Supt........................C. F. Genentz
Mechanical Circuit..................A. Lederman
Purchasing Agent....................Jack Blau
Service Manager.....................Ray Smith
Office Personnel....................G. J. Caffney


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. H. Martin
Gen. Sales Mgr....................B. O. Helsinger
Chief Engineer.....................N. L. Harvey
Div. Controller.....................E. J. Vigneron
Div. Personnel Manager.............H. S. Hagen

PRODUCTS: Television, AM and FM receivers.

Tele Q
1227 Sixth Ave., New York 19, N. Y.
Phone: JUdson 6-5766
PRODUCTS: Cuing equipment for TV networks and stations.

Television Associates, Inc.
E. Michigan St., Michigan City, Ind.
Phone: 7-7207
Pres. & Gen. Mgr..................W. C. Eddy
Plant Supt......................K. P. Humbert
Secretary.........................Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; 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, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Specialty Co., Inc.
350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-5326
President........................Alfred Jenkins
Sales Manager....................Leonard Cumley
Secretary-Treasurer..............Lee Jenkins
Production Mgr....................Anthony C. Warren
Traffic Manager..................Carman Laurino

PRODUCTS: Wide angle rear screen projector and rear projection screens, studio lights and lighting equipment, switchboards and patch panels, camera dollies and tripods, microphone booms, Theatre TV equipment, film room and dark room equipment, news-reel cameras and equipment. Free lighting consultant.

Tower Construction Co.
1923 Geneva St., Sioux City, Iowa
Phone: 3-7653
2002 P St. N.W., Washington, D. C.
Phone: ADams 6-6417
Owner............................M. M. Lasensky

PRODUCTS: Towers, microwave passive reflectors and tower erections.

Transmitter Equipment Mfg.
Co., Inc.
35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800
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.

Truscon Steel Division
Republic Steel Corp.
Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211
General Mgr. of Sales.............C. B. McGeehe
Asst. Gen. Mgr. of Sales.........D. M. Schmid

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Unique Turntable & Display Co.
1895 Park Ave., New York 35, N. Y.
Phone: TRafalgur 6-2962
President.......................Albert W. Nucell

PRODUCTS: Manufacture and rent turntables and revolving stages; manufacturer of animation stands and consultants for animation for TV work.
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. Melssinger
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: 2520
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
Chief Engineer............L. J. Fitzpatrick
Purchasing Agent........J. R. Todd
Sales Manager............J. F. Walsh
Adv. & Sales Prom. Mgr..Earl L. Hadley
Service Manager........A. H. Kuttruff

Weston Electrical Instrument Corp.
614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.
President..................Earl R. Mellen
Exec. V-P...................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: GR eat 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.

Wilcox-Gay Corporation
79 Washington St., Brooklyn 1, N. Y.
Phone: UL ster 2-6000
President..................Leonard Ashbach
Vice-President............L. M. Sandwick
Vice-President............Maurice Raphael
Secretary...............Arthur Homans
Advertising Mgr............Joseph G. DeVico
Chief Engineer...........Ed Johns
PRODUCTS: Portable tape recorders, portable tape and disc recorders, console tape recorders, high fidelity phonographs, recording tape and discs, needles, extension speakers and cables.

Zenith Radio Corp.
6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: LOngacre 4-6000
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
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.... KNOW THE MOST FAMOUS BRAND IN NEWS IS AP
Programs
AM-TV
1953

- TITLES
- SPONSORS
- PRODUCTS
- NETWORKS
- ADVERTISING AGENCIES
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, 1953. 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>The Murine Co. (Murine)</td>
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<td>Admiral Presents World</td>
<td>Admiral Corp. (Radios, refrigerators, household appliances)</td>
<td>CBS</td>
<td>Erwin Wasey &amp; Co., Inc.</td>
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<td>Maxon, Inc.</td>
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<td>Allsweet Music Box</td>
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<td>CBS</td>
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<td>America's Top Tunes</td>
<td>Poundex Products (Poundex)</td>
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<td>Horace Heidt</td>
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<td>B.B.D. &amp; O.</td>
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<td>Amos 'n' Andy</td>
<td>Rexall Drug Co. (all drug products)</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
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<td>Doubleday &amp; Co. (Dollar Book Club)</td>
<td>CBS</td>
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<td>Arlington Classic</td>
<td>Schick, Inc. (Electric Razors)</td>
<td>CBS</td>
<td>Kudner Agency, Inc.</td>
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<tr>
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<td>Armstrong Cork Co. (Quaker Rugs, Linoleum floor coverings)</td>
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<td>B.B.D. &amp; O.</td>
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<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
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<td>ADVERTISING AGENCY</td>
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<td>Aunt Jenny</td>
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<td>American Home Products Corp.</td>
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<td>Procter &amp; Gamble</td>
<td>NBC</td>
<td>M. E. Harlan Advertising</td>
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<td>Baker, Morgan Program</td>
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<td>American Bakers Association</td>
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<td>Bekins Music Hall</td>
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<td>Schick, Inc.</td>
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<td>McCann-Erickson, Inc.</td>
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<td>Benny, Jack Program</td>
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<td>Benson, Bobby</td>
<td>Kraft Foods Co.</td>
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<td>Calkins, Holden, Carlock, McClinton and Smith, Inc.</td>
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<td>Berch, Jack</td>
<td>Prudential Insurance Co of America</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Consolidated Cosmetics</td>
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<td>Big Story, The</td>
<td>General Foods Corp.</td>
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<td>B.B.D. &amp; O.</td>
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<td>The Murine Co.</td>
<td>CBS</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td>American Cigarette &amp; Cigar Co., Inc.</td>
<td>NBC</td>
<td>Hirsch &amp; Rutledge, Inc.</td>
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<td>Bob and Ray</td>
<td>Garden Guild of America</td>
<td>CBS</td>
<td>William Esty Co., Inc.</td>
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<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
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<tr>
<td>Break the Bank</td>
<td>Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, Bactine, One-a-Day Vitamins)</td>
<td>NBC</td>
<td>Geoffrey Wade Advertising</td>
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<td>Break the Bank</td>
<td>Co-operative Sponsors</td>
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<td>Breakfast Club</td>
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<td>Brighter Day</td>
<td>Procter &amp; Gamble Co. (Cheer, Blue Cheer)</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Cadillac Choral Symphony</td>
<td>General Motors Corp. (Cadillac Division)</td>
<td>CBS</td>
<td>MacManus, John &amp; Adams, Inc.</td>
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<td>Camel Caravan starring</td>
<td>R. J. Reynolds Tobacco Co. (Camel cigarettes)</td>
<td>CBS</td>
<td>Wm. Esty Co., Inc.</td>
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<td>Vaughn Monroe and the Sauter-Finegan Orchestra</td>
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<td>Camel Lineup and Scoreboard</td>
<td>R. J. Reynolds Tobacco Co. (Camel cigarettes)</td>
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<td>Wm. Esty Co., Inc.</td>
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<td>Cameo Lady Talk</td>
<td>Burlington Mills Corp. (Bur-Mil Cameo Stockings)</td>
<td>MBS</td>
<td>Donahue &amp; Coe, Inc.</td>
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<tr>
<td>Cameo Serenade Room</td>
<td>Burlington Mills Corp. (Cameo hosiery and other products)</td>
<td>ABC</td>
<td>Donahue &amp; Coe, Inc.</td>
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<td>Canova, Judy</td>
<td>Co-operative Sponsors</td>
<td>NBC</td>
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<td>Cantor, Eddie</td>
<td>Coleman Co., Inc. (Gas heating and household appliances)</td>
<td>NBC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
</tr>
<tr>
<td>Capitol Commentary</td>
<td>S. C. Johnson &amp; Son, Inc. (Johnson's Glo-Coat and other products)</td>
<td>MBS</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
</tr>
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<td>Carson, Mindy Show</td>
<td>General Motors Corp. (Buick Div.)</td>
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<td>Kudner Agency, Inc.</td>
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<td>Carter, Nick</td>
<td>Co-operative Sponsors</td>
<td>MBS</td>
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<tr>
<td>Carter, Paul Show</td>
<td>General Products Corp. (Looz Reducing Tablets)</td>
<td>CBS</td>
<td>Dean &amp; Simmon's</td>
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<tr>
<td>Cavalcade of America</td>
<td>E. I. Du Pont de Nemours &amp; Co., Inc. (Institutional)</td>
<td>NBC</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>CBS Newsroom</td>
<td>Co-operative Sponsors</td>
<td>CBS</td>
<td>Campbell Ewald Co.</td>
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<tr>
<td>Chevrolet Soap Box Derby</td>
<td>Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts, services)</td>
<td>NBC</td>
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<tr>
<td>Chevrolet Spotlights the News</td>
<td>Chevrolet Motor Division (Cars)</td>
<td>ABC</td>
<td>Campbell-Ewald Co., Ltd.</td>
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<td>Christian Science Monitor Views the News</td>
<td>Christian Science Monitor (Newspaper)</td>
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<td>Christmas Show</td>
<td>Bank of America National Trust &amp; Savings Ann. (Banking Services)</td>
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<td>Chas. R. Stuart Advertising</td>
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<td>Cities Service Band of America</td>
<td>Cities Service Petroleum Inc. (Petroleum products)</td>
<td>NBC</td>
<td>Campbell Ewald Co.</td>
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<tr>
<td>Club 15 with Bob Crosby</td>
<td>Campbell Soup Co. (Soups)</td>
<td>CBS</td>
<td>Ward Wheelock Co.</td>
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<td>Club Time</td>
<td>Club Aluminum Products Co. (Household utensils)</td>
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<td>The Buchen Co.</td>
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<td>Coke Time</td>
<td>Coca-Cola Co. (Coca-Cola)</td>
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<td>D'Arcy Advertising Co., Inc.</td>
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<td>Cole, Grady Show</td>
<td>General Foods Corp. (Calumet, Satina)</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
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<td>Collingwood, Charles, News</td>
<td>Co-operative Sponsors</td>
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<td>Cunningham &amp; Walsh, Inc.</td>
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<td>Como, Perry Show</td>
<td>Liggett &amp; Myers Tobacco Co. (Chesterfield cigarettes)</td>
<td>MBS</td>
<td>National Mail Order Network</td>
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<tr>
<td>Cornell, Don, Sings</td>
<td>The Whitehouse Co. (Recordings)</td>
<td>NBC</td>
<td>Kudner Agency</td>
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<td>Coronation, The</td>
<td>General Motors Corp. (Institutional)</td>
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<td>Hutchins Advertising Co.</td>
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<td>Cotton Bowl</td>
<td>Philco Corp. (TV Sets)</td>
<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Counterspy</td>
<td>Gulf Oil Corp. (All products)</td>
<td>NBC</td>
<td>Dean Simmon's</td>
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<td>Craig, Barrie</td>
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<td>NBC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Craig, Stuart Show</td>
<td>General Products Corp. (Looz Reducing Tablets)</td>
<td>CBS</td>
<td>MacLaren Adv. Co. Ltd. (Canada)</td>
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<td>Crime Classics</td>
<td>Chrysler Corp. (Plymouth Cars)</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
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<td>Co-operative Sponsors</td>
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<td>Crosby, Bing Show</td>
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<td>CBS</td>
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<td>Dallas, Stella</td>
<td>Sterling Drug, Inc. (All products)</td>
<td>NBC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Deadline</td>
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<td>Diamond, Richard Private Detective</td>
<td>Rexall Drug Co. (All drug products)</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
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<td>Dial Dave Garroway</td>
<td>Armour &amp; Co. (Dial Soap)</td>
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<td>Doctor's Wife</td>
<td>Ex-Lax, Inc. (Ex-Lax)</td>
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<td>Warwick &amp; Legler, Inc.</td>
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<td>Skelly Oil Co. (Petroleum products)</td>
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<td>Ward Wheelock Co.</td>
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<td>Double or Nothing</td>
<td>Campbell Soup Co. (Soups, Franco-American Spaghetti</td>
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<td>McCann-Erickson, Inc.</td>
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<td>Dr. Christian, with Jean</td>
<td>Chesebrough Mfg. Co. (Vaseline Hair Tonic, Petroleum</td>
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<td>Donahue &amp; Coe, Inc.</td>
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<td>Hersholt</td>
<td>Jelly, Lip Ice)</td>
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<td>Cunningham &amp; Walsh, Inc.</td>
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<td>Dr. Paul</td>
<td>Co-operative Sponsors</td>
<td>NBC</td>
<td>R. J. Potts, Calkins &amp; Holden, Inc.</td>
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<td>Dr. Scholl's News with Ed Pettitt</td>
<td>Scholl Mfg. Co. (Foot comfort appliances)</td>
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<td>Dragnet</td>
<td>Liggett &amp; Myers Tobacco Co. (Chesterfield Cigarettes)</td>
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<td>Duke of Paducah</td>
<td>Locke Stove Co. (Stoves)</td>
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<td>Easy Money</td>
<td>Roman Meal Co. (Meal Cereal and muffin mix)</td>
<td>NBC</td>
<td>Guild Bascom &amp; Bonfigli, Inc.</td>
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<td>Edwards, Frank</td>
<td>American Federation of Labor (Institutional)</td>
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<td>Furman, Feiner &amp; Co., Inc.</td>
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<td>Escape</td>
<td>Chrysler Corp. (Plymouth Cars)</td>
<td>CBS</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Ev'ry Day</td>
<td>Florida Citrus Industry (Fresh, canned and frozen</td>
<td>NBC</td>
<td>J. Walter Thompson Co.</td>
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<td>Family Skeleton</td>
<td>The Toni Co. (Prom Home Permanent)</td>
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<td>Leo Burnett Co.</td>
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<td>Manhattan Soap Co. (Sweetheart soap, Blu-White flakes)</td>
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<td>Scheideler, Beck &amp; Werner, Inc.</td>
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<td>Father Knows Best</td>
<td>General Foods Corp. (Cereals)</td>
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<td>Benton &amp; Bowles, Inc.</td>
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<td>Faultless Starch Time</td>
<td>Faultless Starch Co. (Starch)</td>
<td>NBC</td>
<td>Bruce B. Brewer &amp; Co.</td>
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<td>Fibber McGee &amp; Molly</td>
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<td>First Nighter</td>
<td>Miller Brewing Co. (Beer)</td>
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<tr>
<td>Fisher Body Award</td>
<td>Fisher Body Div., General Motors Corp. (Fisher bodies)</td>
<td>NBC</td>
<td>Kudner Agency, Inc.</td>
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<tr>
<td>Fisher, George Show</td>
<td>Colonial Dames, Inc.</td>
<td>CBS</td>
<td>Geoffrey Wade Advertising</td>
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<td>Frank &amp; Ernest</td>
<td>Dawn Bible Students Ass’n.</td>
<td>MBS</td>
<td>Wm. Gleeson &amp; Co.</td>
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<td>Fun For All</td>
<td>Toni Co.</td>
<td>CBS</td>
<td>Leo Burnett Co., Inc.</td>
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<td>Game of the Day</td>
<td>Falstaff Brewing Corp.</td>
<td>MBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Gangbusters</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Garden Gate</td>
<td>Ferry-Morse Seed Co.</td>
<td>CBS</td>
<td>MacManus, John &amp; Adams, Inc.</td>
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<td>Gardiner, Don, News</td>
<td>Pharmaco, Inc.</td>
<td>ABC</td>
<td>Doherty, Clifford, Steers &amp; Shenfield, Inc.</td>
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<td>G. E. Comedy Theatre</td>
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<td>CBS</td>
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<tr>
<td>(Ray Milland in Meet</td>
<td>(Electronics Division)</td>
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<tr>
<td>Mr. McNutley)</td>
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<td>General Electric Playhouse</td>
<td>General Electric Co.</td>
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<td></td>
<td>(Major Appliance Division)</td>
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<td>Gillette Fights</td>
<td>Gillette Safety Razor Co.</td>
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<tr>
<td></td>
<td>(Blue Blades, razors, shave products)</td>
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<td>Give and Take</td>
<td>Cannon Mills, Inc.</td>
<td>CBS</td>
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<td></td>
<td>(Hosiery, sheets, towels)</td>
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<td>Godfrey, Arthur Digest</td>
<td>Owens-Corning Fiberglas Corp.</td>
<td>CBS</td>
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<tr>
<td></td>
<td>(Furniture cushioning, textiles, filters,</td>
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<td>Godfrey’s Arthur Talent</td>
<td>Lever Brothers Co.</td>
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<td>Scouts</td>
<td>(Lipton’s tea and soup mixes)</td>
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<td>Godfrey, Arthur Sunday Hour</td>
<td>VCA Laboratories</td>
<td>CBS</td>
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<td></td>
<td>(Division of Rexall Drug Co., Inc.—Rybutal,</td>
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<td>Juvenal)</td>
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<td>Godfrey, Arthur Time</td>
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<td>Golden Horseshoes</td>
<td>Gillette Safety Razor Co.</td>
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<td>Sweepstakes</td>
<td>(Blue Blades, razors)</td>
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<td>Goss, Frank, News</td>
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<td>B.B.D. &amp; O., Inc.</td>
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<td>Grand Central Station</td>
<td>Cream of Wheat Corp.</td>
<td>CBS</td>
<td>William Esty Co., Inc.</td>
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<td>Grand Slam, with Irene Beasley</td>
<td>Continental Baking Co., Inc.</td>
<td>CBS</td>
<td>Lennen and Newell, Inc.</td>
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<td>Grant, Taylor, News</td>
<td>P. Lorillard Co.</td>
<td>ABC</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
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<td>Great Gildersleeve, The</td>
<td>Kraft Foods Co.</td>
<td>NBC</td>
<td>Kudner Agency, Inc.</td>
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<td>Greatest Story Ever Told</td>
<td>Goodyear Tire and Rubber Co.</td>
<td>ABC</td>
<td>Cunningham and Walsh, Inc.</td>
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<td>Griffiths, Les and the News</td>
<td>Ligegett and Myers</td>
<td>ABC</td>
<td>Compton Advertising, Inc.</td>
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<td>Guiding Light</td>
<td>Procter &amp; Gamble Co.</td>
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<td>Foote, Cone &amp; Belding</td>
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<td>Gunsmoke</td>
<td>General Foods Corp.</td>
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<td>Hallmark Playhouse and Radio</td>
<td>Hall Bros. Inc.</td>
<td>CBS</td>
<td>Spitzer &amp; Mills, Ltd. (Canada)</td>
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<td>Hambletonian Race</td>
<td>Reynolds Metals Co.</td>
<td>CBS</td>
<td>Buchanan &amp; Co., Inc.</td>
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<td>Hanlon's, Tom Press Box</td>
<td>Regal Amber Brewing Co.</td>
<td>CBS</td>
<td>Guild, Bascom &amp; Bonfigli</td>
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<td>Hamon's, Tom Pigskin Predic-</td>
<td>Household Finance Corp.</td>
<td>CBS</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
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<td>(Sports Review)</td>
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<td>Olian and Bronner, Inc.</td>
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<td>Herald of Truth</td>
<td>Highland Church of Christ (Institutional)</td>
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<td>Martin Co.</td>
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<td>Hill, Edwin C.</td>
<td>Philco Corp. (Radios)</td>
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<td>Hilltop House</td>
<td>Miles Laboratories, Inc. (Alka-Seltzer)</td>
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<td>Geoffrey Wade Advertising</td>
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<td>Holles, Everett</td>
<td>S. C. Johnson &amp; Son, Inc. (Johnson’s Glo-Coat and other products)</td>
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<td>Bristol-Myers Co. (Sal Hepatica, Ipana)</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>Hollywood Park Gold Cup Races</td>
<td>Apple Valley Inn Hotel</td>
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<td>Swafford &amp; Co.</td>
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<td>Hollywood Star Playhouse</td>
<td>American Bakers Association (Bakery Products)</td>
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<td>Hollywood Story</td>
<td>Lewis Food Co. (Jell-o puddings, pie fillings)</td>
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<td>Rockett-Lauritzen</td>
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<td>Hope, Bob</td>
<td>General Foods Corp. (Jell-o puddings, pie fillings)</td>
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<td>Billy Graham Evangelistic Asn. (Institutional)</td>
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<td>Walter E. Bennett and Co.</td>
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<td>Howdy Doody</td>
<td>International Shoe Co. (Poll Parrot shoes)</td>
<td>NBC</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<td>Pillsbury Mills, Inc. (Ballard Oven-Ready Biscuits)</td>
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<td>Inauguration Ceremonies</td>
<td>General Motors Corp. (Automobiles)</td>
<td>NBC</td>
<td>Kudner Agency, Inc.</td>
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<td>Inside News from Hollywood</td>
<td>Hazel Bishop, Inc. (Lipstick)</td>
<td>NBC</td>
<td>Raymond Spector Co., Inc.</td>
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<td>It Happens Every Day</td>
<td>The Toni Co. (Toni Creme Rinse, White Rain Shampoo)</td>
<td>CBS</td>
<td>Leo Burnett Co.</td>
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<td>It Pays to be Married</td>
<td>Lewis-Howe Co. (Tums)</td>
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<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>It's the Barry's</td>
<td>Serutan Co. (Serutan)</td>
<td>NBC</td>
<td>Edward Kletter Association</td>
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<td>Jackson, Allan and the News</td>
<td>Metropolitan Life Insurance Co.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Ranier Brewing Co. (Beer)</td>
<td>CBS</td>
<td>Brisacher, Wheeler &amp; Staff</td>
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<td>General Foods Corp. (Calumet, Post Toasties)</td>
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<td>Foote, Cone &amp; Belding</td>
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<td>Junior Miss</td>
<td>Chrysler Corp. (Plymouth Cars)</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>The Murine Co. (Murine)</td>
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<td>B.B.D. &amp; O.</td>
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<td>Just Plain Bill</td>
<td>Whitehall Pharmacal Co. (Anacin, Kolynos)</td>
<td>NBC</td>
<td>John F. Murray Advertising Agency, Inc.</td>
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<td>Carter Products (Little Liver Pills, Arrid, Nair)</td>
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<td>Ted Bates &amp; Co.</td>
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<td>Kentucky Derby</td>
<td>Gillette Co. (Shaving Cream, Razors, Blades)</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
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<td>Ladies Fair</td>
<td>Sterling Drug Co. (Bayer Aspirin, Philips Milk of Magnesia, Dr. Lyon's tooth powder, Double Danderine, Ironized Yeast)</td>
<td>MBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Lee, Peggy Show</td>
<td>General Motors Corp. (Buick Div.)</td>
<td>CBS</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>LeSueur, Larry and the News</td>
<td>The Murine Co. (Murine)</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Lewis, Robert Q. Little Show</td>
<td>General Foods Corp. (Calumet, Post Toasties)</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>Lewis, Robert Q. Show</td>
<td>Milner Products Co. (Pine Sol, Gala Bleach)</td>
<td>CBS</td>
<td>Gordon Best Co., Inc.</td>
</tr>
<tr>
<td>Life Begins at 80</td>
<td>Beltone Hearing Aid Co. (ABC)</td>
<td>ABC</td>
<td>Olian and Bronner, Inc.</td>
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<tr>
<td>Life Can Be Beautiful</td>
<td>Procter &amp; Gamble Co. (Tide)</td>
<td>NBC</td>
<td>Benton &amp; Bowles, Inc.</td>
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<tr>
<td>Life Is Worth Living</td>
<td>Admiral Corp. (TV and radio receivers and appliances)</td>
<td>MBS</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
</tr>
<tr>
<td>Life With Luigi</td>
<td>Wm. Wrigley Jr. Co. (Spearmint Chewing Gum)</td>
<td>CBS</td>
<td>Arthur Meyerhoff &amp; Co.</td>
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<tr>
<td>Light and Life Hour</td>
<td>Free Methodist Church of North America</td>
<td>ABC</td>
<td>J. Walter Thompson Co. Ltd. (Canada)</td>
</tr>
<tr>
<td>Lindlahr, Victor</td>
<td>Serutan Co. (Serutan)</td>
<td>NBC</td>
<td>Walter F. Bennett and Co.</td>
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<tr>
<td>Little Brown Jug Race</td>
<td>Reynolds Metals Co. (Institutional)</td>
<td>CBS</td>
<td>Franklin Bruch Advertising Corp.</td>
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<tr>
<td>Log Cabin News</td>
<td>General Foods Corp. (Syrup)</td>
<td>NBC</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>Lombardo Orchestra</td>
<td>American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Lone Ranger</td>
<td>American Bakers (Merita bread, cakes)</td>
<td>ABC</td>
<td>Tucker Wayne and Co.</td>
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<tr>
<td>Longines Symphonette</td>
<td>Longines-Wittnauer Watch Co. (watches)</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<tr>
<td>Lorenzo Jones</td>
<td>Colgate-Palmolive Co. (Fab, dental cream)</td>
<td>NBC</td>
<td>Victor A. Bennett Co., Inc. Desbarats Adv. Agency, Ltd. (Canada)</td>
</tr>
<tr>
<td>Lutheran Hour</td>
<td>Lutheran Laymen’s League</td>
<td>MBS</td>
<td>William Esty Co., Inc.</td>
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Make Up Your Mind, with Jack Sterling
Contental Baking Co., Inc. (Wonder Bread, Hostess Cake)
CBS
Ted Bates & Co.

Man on the Farm
Quaker Oats Co. (Ful-O-Pep Feed)
MBS
Sherman & Marquette, Inc.

Man on the Go
International Harvester Co. (Trucks, refrigerators, industrial farm and power equipment)
NBC
Young & Rubicam, Inc.

Manning, Knox, News
Co-operative Sponsors
NBC
Dancer-Fitzgerald-Sample, Inc.

Ma Perkins
Procter & Gamble Co. (Oxydol Detergent)
CBS
Cunningham & Walsh, Inc.

Martin & Lewis
Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)
NBC

Mason, Perry
Procter & Gamble Co. (Tide)
CBS
Benton & Bowles, Inc.

Massey, Curt Time
Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day-Tablets)
CBS
Geoffrey Wade Advertising

Meet Corliss Archer
Electric Company’s Advertising Program (Institutional)
ABC
N. W. Ayer and Son, Inc.

Meet Millie Archer
Co-operative Sponsors
CBS
Long Advertising Service

Meet the Missus
Leslie Salt Co. (Salt)
CBS
Victor & Richards, Inc.

Meet the Music
The Whitehouse Co. (18 Top Hit Records)
CBS

Mercer, Johnny Show
The Murine Co. (Murine)
CBS
B.B.D. & O.
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<tr>
<td>Metropolitan Opera</td>
<td>Texas Co. (Gasoline and motor oils)</td>
<td>ABC</td>
<td>Kudner Agency, Inc.</td>
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<tr>
<td>Mexican Pan-American</td>
<td>Continental Mfg. Co. (Lifetime Batteries)</td>
<td>CBS</td>
<td>W. H. Hunt Associates</td>
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<tr>
<td>Modern Romances</td>
<td>Ex-Lax, Inc. (Ex-Lax, Jests)</td>
<td>ABC</td>
<td>Warwick &amp; Legler, Inc.</td>
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<tr>
<td>Monday Morning Headlines</td>
<td>P. Lorillard and Co. (Embassy Cigarettes)</td>
<td>ABC</td>
<td>Young and Rubicam</td>
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<td>Movie Quiz</td>
<td>General Mills, Inc. (Kix cereal)</td>
<td>MBS</td>
<td>Tatham-Laird, Inc.</td>
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<td>Mr. &amp; Mrs. North</td>
<td>Colgate-Palmolive-Peel Co. (Colgate Toothpaste, Halo Shampoo, Palmolive Shampoo, Veto)</td>
<td>CBS</td>
<td>Sherman &amp; Marquette, Inc. Spitzer &amp; Mills, Ltd. (Canada)</td>
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<tr>
<td>Mr. Information</td>
<td>National Biscuit Co. (Dog Biscuits)</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
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<tr>
<td>Mr. Keen, Tracer of Lost Persons</td>
<td>Co-operative Sponsors (Meats &amp; Meat Products)</td>
<td>CBS</td>
<td>B.B.D. &amp; O., Inc.</td>
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<tr>
<td>Music with Hormel Girls</td>
<td>Co-operative Sponsors (Cigarettes)</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<tr>
<td>My Friend Irma</td>
<td>Co-operative Sponsors (Bayer aspirin, Phillips Milk of Magnesia, Molle Shaving Cream, other products)</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>My Little Margie</td>
<td>Sterling Drug Co. (Haley’s M. O., ZBT, other products)</td>
<td>ABC</td>
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<tr>
<td>My True Story</td>
<td>Sterling Drug, Inc. (Bayer aspirin, Phillips Milk of Magnesia, Molle Shaving Cream, other products)</td>
<td>ABC</td>
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<td>Mystery Theater</td>
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<td>ABC</td>
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<tr>
<td>National Farm &amp; Home Hour</td>
<td>Allis-Chalmers Mfg. Co. (Farm Equipment)</td>
<td>NBC</td>
<td>Bert S. Gittins Advertising</td>
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<tr>
<td>National Golf Tournament</td>
<td>Time, Inc. (Time Magazine)</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>NBC Symphony</td>
<td>Socony-Vacuum Oil Co. (Institutional)</td>
<td>NBC</td>
<td>Compton Advertising, Inc.</td>
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<tr>
<td>New York Philharmonic Symphony</td>
<td>Willys Overland, Inc. (Willys Cars &amp; Trucks)</td>
<td>CBS</td>
<td>Ewell &amp; Thurber Associates Spitzer &amp; Mills, Ltd. (Canada)</td>
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<tr>
<td>News of the World</td>
<td>Miles Laboratories, Inc. (Alka-Seltzer)</td>
<td>NBC</td>
<td>Geoffrey Wade Advertising</td>
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<tr>
<td>News of Tomorrow</td>
<td>Wine Corp. of America (Mogen David Wine)</td>
<td>ABC</td>
<td>Weiss and Geller, Inc.</td>
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<tr>
<td>Norman, Phil</td>
<td>Leslie of California (Toys)</td>
<td>CBS</td>
<td>M. B. Scott &amp; Associates</td>
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<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
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<tr>
<td>Norwell Gillespie Ortho Garden Guide</td>
<td>California Spray Chemical Co.</td>
<td>NBC</td>
<td>McCann-Erickson, Inc.</td>
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<tr>
<td></td>
<td>(Ortho Garden Sprays)</td>
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<tr>
<td>Old Fashioned Revival Hour</td>
<td>Gospel Broadcasting Assn. (Institutional)</td>
<td>ABC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<tr>
<td>On Stage, with Cathy &amp; Elliott Lewis</td>
<td>Chrysler Corp. (Plymouth Cars)</td>
<td>CBS</td>
<td>Bozell &amp; Jacobs</td>
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<tr>
<td>On the Line with Bob Considine</td>
<td>Mutual Benefit Health &amp; Accident Assoc. of Omaha (Insurance)</td>
<td>NBC</td>
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<tr>
<td>One Man's Family</td>
<td>Miles Laboratories, Inc. (Cactine, Alka-Seltzer, Tabcin, Nervine, One-a-Day Vitamins)</td>
<td>NBC</td>
<td>Geoffrey Wade Advertising</td>
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<tr>
<td>Orange Bowl Football Game</td>
<td>Gillette Co. (Shaving Cream, Razors, Blades)</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
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<tr>
<td>Our Miss Brooks</td>
<td>Colgate-Palmolive Co. (Chlorophyll Tooth Paste, Palmolive Soap, Shave Cream)</td>
<td>CBS</td>
<td>Ted Bates &amp; Co. Spitzer &amp; Mills, Ltd. (Canada)</td>
</tr>
<tr>
<td>Packard Spotlights the News</td>
<td>Packard Motor Co. (Cars)</td>
<td>ABC</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>Parson's, Louella Show</td>
<td>Colgate-Palmolive Co. (Lustre Creme Shampoo)</td>
<td>CBS</td>
<td>Lennen &amp; Newell, Inc. Harry E. Foster Adv. Ltd. (Canada)</td>
</tr>
<tr>
<td>Paul, Les &amp; Mary Ford at Home</td>
<td>Lambert Co. (Listerine Antizyme and Antiseptic)</td>
<td>CBS</td>
<td>Lambert &amp; Feasley, Inc.</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>Mars, Inc. (Candy Bars)</td>
<td>CBS</td>
<td>Leo Burnett Co., Inc.</td>
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<tr>
<td></td>
<td>Amana Refrigeration, Inc. (Food Freezers)</td>
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<td>Maury, Lee &amp; Marshall</td>
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<tr>
<td>Peterson, Elmer</td>
<td>Co-operative Sponsors</td>
<td>NBC</td>
<td>Hutchins Advertising Co., Inc.</td>
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<tr>
<td>Philco Radio Playhouse</td>
<td>Philco Corp. (Radios, refrigerators, home freezer units, air conditioning units)</td>
<td>ABC</td>
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<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
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<td>ADVERTISING AGENCY</td>
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<tr>
<td>Philip Morris Playhouse</td>
<td>Philip Morris &amp; Co., Ltd. (Cigarettes)</td>
<td>CBS</td>
<td>The Biow Co., Inc.</td>
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<tr>
<td>Preakness Race</td>
<td>Schick, Inc.</td>
<td>CBS</td>
<td>Kudner Agency, Inc.</td>
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<tr>
<td>Presidential Inauguration Day Program</td>
<td>Packard Motor Car Co.</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
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<tr>
<td>Prizefights (Carl Olson vs. Randy Turpin)</td>
<td>Pabst Sales Co. (Beer)</td>
<td>CBS</td>
<td>Warwick &amp; Legler, Inc.</td>
</tr>
<tr>
<td>Progress</td>
<td>Chrysler Corp. (Cars)</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>Pure Oil News Time</td>
<td>The Pure Oil Co. (Petroleum products)</td>
<td>NBC</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
</tbody>
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**Q**

- Queen for a Day | Co-operative Sponsors | MBS |

**R**

- Radio Bible Class | Radio Bible Class Association of American Railroads (Institutional) | ABC, MBS | John M. Camp and Co. |
- The Railroad Hour | General Mills, Inc. (Rex, Red Star, Pura-Snow, other products) | MBS, NBC | Benton & Bowles, Inc. |
- Renfro Valley Gatherin' Revival Time | General Foods Corp. Assemblies of God (Institutional) | CBS | Foote, Cone & Belding |
- Richfield Reporter | Richfield Oil Corp. (Gasoline, motor oil) | ABC | Walter F. Bennett and Co. |
- Right to Happiness | Procter & Gamble Co. (Dreft, Oxydol, Prell) | NBC | Hixson-Jorgensch, Inc. |
- Ring, Bill Show | General Mills, Inc. (Rex, Red Star, Pura-Snow, other products) | ABC | Dancer-Fitzgerald-Sample, Inc. |
- Road of Life | Procter & Gamble Co. (Crisco, Ivory Soap) | NBC | Knox Reeves Advertising |
- Robert Q.'s Waxworks | Webster Chicago Corp. (Record Players) | CBS | Compton Advertising Inc. |
- Roberts, Dr. Oral | Heating Waters, Inc. (Institutional) | ABC | Fuller & Smith & Ross, Inc. |
- Rogers of the Gazette | Chrysler Corp. (Plymouth Cars) | CBS | White Advertising Agency |
- Rogers, Roy | General Foods Corp. (Post Cereals) | ABC | N. W. Ayer & Son, Inc. |
- Rose Bowl (football game) | Gillette Safety Razor Co. | NBC | Geyer Agency |
- Rosemary | Procter & Gamble Co. (Ivory Soap) | CBS | Maxon, Inc. |

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<tr>
<td>Ross, Lanny Show</td>
<td>J. R. Wood &amp; Sons, Inc. (Jewelry)</td>
<td>MBS</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Salute to a Star</td>
<td>General Products Corp. (Looz Reducing Tablets)</td>
<td>CBS</td>
<td>Dean Simmon's</td>
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<tr>
<td>Sanka Salutes with</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Win Elliott</td>
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<tr>
<td>Santa Anita Race</td>
<td>Republic Van &amp; Storage Co., Inc. (Transportation and services)</td>
<td>CBS</td>
<td>Dan Lawrence Agency</td>
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<tr>
<td>Second Chance</td>
<td>Lewis-Howe Co. (Tums)</td>
<td>NBC</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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<tr>
<td>Second Mrs. Burton</td>
<td>General Foods Corp. (Corn-Fetti, Instant Maxwell House Coffee, Swansdown Cake Flour)</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Sgt. Preston of the</td>
<td>Quaker Oats Co. (Quaker puffed grains)</td>
<td>MBS</td>
<td>Sherman &amp; Marquette, Inc.</td>
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<td>Yukon</td>
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<td>Shadel, Bill and the</td>
<td>Campana Sales Co. (Italian Balm, Solitair Make-up and Lipstick)</td>
<td>CBS</td>
<td>Wallace-Ferry-Hanly Co.</td>
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<td>News</td>
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<td>Shadow, The</td>
<td>Wildroot Co., Inc. (Wildroot toilet preparations and Frostilla lotion)</td>
<td>MBS</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Inc.</td>
<td>(TV and radio sets)</td>
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<td>Campbell Ewald Co.</td>
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<tr>
<td>Shore, Dinah</td>
<td>Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts and services)</td>
<td>NBC</td>
<td>Knox Reeves Advertising, Inc.</td>
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<td>Silver Eagle</td>
<td>General Mills, Inc. (Wheaties, Cheerios, Kix, and other products)</td>
<td>ABC</td>
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<tr>
<td>Six Shooter</td>
<td>Coleman Co., Inc. (Gas heating and household appliances)</td>
<td>NBC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Skelton, Red</td>
<td>Co-operative Sponsors</td>
<td>NBC</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
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<td>Sky King</td>
<td>Derby Foods, Inc. (Peter Pan peanut butter, salted peanuts, Derby line of canned meats and specialties)</td>
<td>MBS</td>
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<tr>
<td>Smilin' Ed McConnell</td>
<td>Brown Shoe Co., Inc.</td>
<td>ABC</td>
<td>Leo Burnett Co., Inc.</td>
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<td>Space Patrol</td>
<td>Ralston Purina Co. (Rich Chex, Ry-Krisp and other products)</td>
<td>ABC</td>
<td>Gardner Advertising Co.</td>
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<td>Spillane, Mickey</td>
<td>Co-operative Sponsors</td>
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<tr>
<td>Sports Today with Bill Stern</td>
<td>Anheuser-Busch, Inc.</td>
<td>ABC</td>
<td>D'Arcy Advertising Co.</td>
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<td>Sports “Ten” with Harry Wismer</td>
<td>Philip Morris Co.</td>
<td>MBS</td>
<td>The Blow Co.</td>
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<td>Standard Hour, The</td>
<td>Standard Oil Co. of California</td>
<td>NBC</td>
<td>B.B.D. &amp; O.</td>
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<td>Stars Over Hollywood</td>
<td>Carnation Co.</td>
<td>CBS</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
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<td>Star Story Time</td>
<td>Mayflower Warehousemen's Association</td>
<td>CBS</td>
<td>Virgil A. Warren Advertising</td>
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<tr>
<td>Stone, Paula Show</td>
<td>Naumkeag Steam Cotton Co.</td>
<td>MBS</td>
<td>Jackson &amp; Co.</td>
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<td>Stroy's, Ralph Backyard</td>
<td>Pan American Coffee Bureau</td>
<td>CBS</td>
<td>Cunningham &amp; Walsh, Inc.</td>
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<td>Best Foods Co.</td>
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<td>MBS</td>
<td>William Esty Co., Inc.</td>
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<td>Colgate-Palmolive Co.</td>
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<td>Sun Oil Co.</td>
<td>NBC</td>
<td>Hewitt, Ogilvy, Benson &amp; Mather, Inc.</td>
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<td></td>
<td>Corn Products Sales Co.</td>
<td>CBS</td>
<td>C. L. Miller Co., Inc.</td>
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<td>I. J. Grass Noodle Co., Inc.</td>
<td>CBS</td>
<td>Phil Gordon Agency, Inc.</td>
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<td>Electric Auto-Lite Co.</td>
<td>CBS</td>
<td>Cecil &amp; Presbury, Inc. (Canada)</td>
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<td>Western Union</td>
<td>ABC</td>
<td>Gardner Advertising Co.</td>
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<td>Toni Co.</td>
<td>ABC</td>
<td>Gillham Advertising Agency, Inc.</td>
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<td>Take a Number</td>
<td>MBS</td>
<td>Foote, Cone &amp; Belding</td>
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<td>Tarzan</td>
<td>CBS</td>
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<td>Taylor, Mary Lee</td>
<td>NBC</td>
<td>Gillham Advertising Agency, Inc.</td>
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<td>Telegram for You</td>
<td>ABC</td>
<td>Albert-Frank-Gunther Law, Inc.</td>
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<td>Tennessee Ernie</td>
<td>ABC</td>
<td>Weiss and Geller, Inc.</td>
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<tbody>
<tr>
<td>The Evening Comes</td>
<td>Thomas Nelson and Sons (Revised Standard Version of the Bible)</td>
<td>ABC</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>The Telephone Hour</td>
<td>Bell Telephone System (Institutional)</td>
<td>NBC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<tr>
<td>The Whistler</td>
<td>Signal Oil Co. (Gas, Oil)</td>
<td>CBS</td>
<td>Barton A. Stebbins Agency</td>
</tr>
<tr>
<td>The World Today</td>
<td>Co-operative Sponsors</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Theatre Guild on the Air</td>
<td>U. S. Steel Corp. (Institutional)</td>
<td>NBC</td>
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<td>Theatre of Today</td>
<td>Cream of Wheat Corp. (Cereal)</td>
<td>CBS</td>
<td>B.B.D. &amp; O.</td>
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<td>This Farming Business</td>
<td>Skelly Oil Co. (Petroleum products)</td>
<td>CBS</td>
<td>Henri, Hurst &amp; McDonald</td>
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<td>This is Nora Drake</td>
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<td>Rockett-Lauritzen</td>
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<td>Thomas, Lowell, News</td>
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<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<tr>
<td>Thomas, Shirley from Hollywood</td>
<td>Lewis Food Co. (Dog and cat foods)</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Thompson, Hank &amp; His Brazos Valley Boys</td>
<td>Flagstaff Brewing Corp. (Beer)</td>
<td>MBS</td>
<td>Lennen &amp; Newell, Inc.</td>
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<tr>
<td>Time for Betty Crocker</td>
<td>General Mills, Inc. (Flour, cake mixes)</td>
<td>ABC</td>
<td>B.B.D. &amp; O.</td>
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<td>Time for Love, with Marlene Dietrich</td>
<td>Andrew Jergens Co. (Lotion, face cream)</td>
<td>CBS</td>
<td>J. Walter Thompson Co.</td>
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<td>Tinney, Cal</td>
<td>General Mills, Inc. (Flour, cake mix, cheerios)</td>
<td>ABC</td>
<td>Aubrey, Finlay, Marley &amp; Hodgson, Inc.</td>
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<td>Titus, Moody</td>
<td>Emerson Drug Co. (Bromo-Seltzer)</td>
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<td>Chas. R. Stuart Advertising</td>
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<td></td>
<td>Wildroot Co., Inc. (Wildroot toilet preparations and Frostilla lotion)</td>
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<td>J. Walter Thompson Co.</td>
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<tr>
<td>Top of the Morning</td>
<td>Bank of America National Trust &amp; Savings Assn. (Banking Services)</td>
<td>CBS</td>
<td>Gardner Advertising</td>
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<tr>
<td></td>
<td>Motorcycle, Inc. (Cars)</td>
<td>CBS</td>
<td>Gillham Advertising Agency, Inc.</td>
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<td>Trout, Robert</td>
<td>Ford Motor Co. (Cars)</td>
<td>CBS</td>
<td>J. Walter Thompson Co.</td>
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<tr>
<td>True Detective Mysteries</td>
<td>Motorola, Inc. (Radios and TV sets)</td>
<td>MBS</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Williamson Candy, Inc. (Oh Henry candy bars)</td>
<td>MBS</td>
<td>Leo Burnett Co.</td>
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<td>Turn to a Friend</td>
<td>Toni Co. (From Home Permanent, White Rain)</td>
<td>ABC</td>
<td>Gardner Advertising</td>
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<td>Pet Milk Co. (Evaporated Milk, Sego Milk)</td>
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<td>Truth or Consequences</td>
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<td>J. Walter Thompson Co.</td>
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<td>Twenty Questions</td>
<td>RCA Victor Div. (All products and services)</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Twenty-fifth Annual Academy Awards Presentation</td>
<td>Chrysler Corp. (Plymouth Cars)</td>
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<td>21st Precinct</td>
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<td>PROGRAM</td>
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<td>Two for the Money</td>
<td>P. Lorillard Co. (Old Gold Cigarettes)</td>
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<td>Lennen &amp; Newell, Inc.</td>
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<td></td>
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<td>Utley, Clifton and the News</td>
<td>Onondaga Pottery Co. (China and Pottery)</td>
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<td>Barlow Advertising Agency, Inc.</td>
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<td>Vaile, Dave, News</td>
<td>Metropolitan Life Insurance Co.</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>Vandercook, John W., News</td>
<td>Congress of Industrial Organizations</td>
<td>ABC</td>
<td>Henry J. Kaufman and Assoc.</td>
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<td></td>
<td>(Institutional)</td>
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<td>Vicks News with Ed Pettit</td>
<td>Vick Chemical Co. (Vicks cough drops, syrup and VapoRub)</td>
<td>MBS</td>
<td>Morse International, Inc.</td>
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<td>Visitin' Time</td>
<td>Morton Salt Co.</td>
<td>CBS</td>
<td>Klau-Van Pieterson-Dunlap Associated, Inc.</td>
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<td>Vitalis Warm-up</td>
<td>Bristol-Myers Co. (Vitalis)</td>
<td>MBS</td>
<td>Doherty, Clifford, Steers &amp; Shenfield, Inc.</td>
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<tr>
<td>Voice of Firestone</td>
<td>Firestone Tire &amp; Rubber Co. (Tires and tubes)</td>
<td>NBC</td>
<td>Sweeney &amp; James Co.</td>
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<tr>
<td>Voice of Prophecy</td>
<td>Voice of Prophecy, Inc. (Religious talks)</td>
<td>MBS</td>
<td>Western Advertising, Inc.</td>
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<td>ABC</td>
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<tr>
<td>Wakely, Jimmy Show</td>
<td>Co-operative Sponsors (Sperry Div.—Larro Formulated Feeds)</td>
<td>CBS</td>
<td>Wm. Esty Co., Inc.</td>
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<tr>
<td>Walk a Mile</td>
<td>R. J. Reynolds Tobacco Co. (Camel Cigarettes)</td>
<td>CBS</td>
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<td></td>
<td></td>
<td>NBC</td>
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<tr>
<td>Weekend</td>
<td>B. R. Goodrich Co. (Tires and tubes)</td>
<td>NBC</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Welcome Travelers</td>
<td>Procter &amp; Gamble Co. (Lava, Spic &amp; Span, Joy, Prell, Cheer, Gleem)</td>
<td>NBC</td>
<td>The Biow Co., Inc.</td>
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<tr>
<td>Wendy Warren and the News</td>
<td>General Foods Corp. (Maxwell House Coffee, Post Bran Flakes)</td>
<td>CBS</td>
<td>Benton &amp; Bowles</td>
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<td></td>
<td>General Mills, Inc. (Wheaties)</td>
<td>MBS</td>
<td>Knox-Reeves Advertising</td>
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<td>When a Girl Marries</td>
<td>Co-operative Sponsors</td>
<td>ABC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Whispering Streets</td>
<td>General Mills, Inc. (Flour, cake mixes)</td>
<td>ABC</td>
<td>Leo Burnett Co., Inc.</td>
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<tr>
<td></td>
<td>Toni Co. (Prom Home Permanent)</td>
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<tr>
<td>Wild Bill Hickok</td>
<td>Kellogg Co. (All products)</td>
<td>MBS</td>
<td>Leo Burnett Co., Inc.</td>
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<tr>
<td>Wills, Johnnie Lee</td>
<td>General Mills Co., Inc. (Sperry Div.—Larro Formulated Feeds)</td>
<td>NBC</td>
<td>Zimmer-Keller &amp; Calvert, Inc.</td>
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<td>PROGRAM</td>
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<td>Winchell, Walter</td>
<td>Carters Products (Nair, Arrid, Rise cream)</td>
<td>ABC</td>
<td>McCann-Erickson, Inc.</td>
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<tr>
<td>Gruen Co.</td>
<td>(Watches)</td>
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<td>Wings of Healing</td>
<td>Wings of Healing (Religion)</td>
<td>MBS</td>
<td>Century Advertising Agency</td>
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<td>Wittnauer Choraliers</td>
<td>Longines-Wittnauer Watch Co. (Watches)</td>
<td>CBS</td>
<td>Victor A. Bennett Co., Inc. Desbarats Adv. Agency Ltd. (Canada)</td>
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<tr>
<td>Wizard of Odds</td>
<td>The Toni Co. (Prom Home Permanents)</td>
<td>CBS</td>
<td>Leo Burnett Co.</td>
</tr>
<tr>
<td>Manhattan Soap Co.</td>
<td>(Sweetheart Soap, Blue-White Flakes)</td>
<td>NBC</td>
<td>Scheideler, Beck &amp; Werner, Inc.</td>
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<tr>
<td>Woman in My House</td>
<td>Manhattan Soap Co., Inc. (Sweetheart Soap, Blue-White Flakes)</td>
<td></td>
<td>Scheideler, Beck &amp; Werner, Inc.</td>
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<tr>
<td>Women's News Desk</td>
<td>Hills Brothers Coffee, Inc. (Coffee)</td>
<td>CBS</td>
<td>N. W. Ayer &amp; Sons, Inc.</td>
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<tr>
<td>Wonderful City</td>
<td>Holland Furnace Co. (Furnace and furnace cleaning)</td>
<td>MBS</td>
<td>Lindeman Advertising</td>
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<tr>
<td>World Music Festivals</td>
<td>Willys-Overland Motors, Inc. (Willys Cars and trucks)</td>
<td>CBS</td>
<td>Ewell &amp; Thurber Associates Spitzer &amp; Mills, Ltd. (Canada)</td>
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<tr>
<td>World Tomorrow</td>
<td>Radio Church of God</td>
<td>ABC</td>
<td>Huntington, Parmelee Advertising</td>
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<tr>
<th>PROGRAM</th>
<th>ADVERTISER AND PRODUCT</th>
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<tbody>
<tr>
<td>Years of Crisis; Frank Goss, News</td>
<td>American Safety Razor Corp. (Silver Star Blades, Razors)</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>DeSoto Motor Corp., Div. of Chrysler Corp. (Cars and services)</td>
<td>NBC</td>
<td>B.B.D. &amp; O.</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.</td>
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<td>Young Widder Brown</td>
<td>Sterling Drug, Inc. (All Products)</td>
<td>NBC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
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<td>Young's, Pepper Family</td>
<td>Procter &amp; Gamble Co. (Ajax, Vel, toothpaste)</td>
<td>NBC</td>
<td>William Esty Co., Inc.</td>
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<tr>
<td>Your Hit Parade</td>
<td>American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>NBC</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Your Land and Mine</td>
<td>General Motors Corp. (Cars and automotive services)</td>
<td>ABC</td>
<td>Kudner Agency, Inc.</td>
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<tr>
<td>Your Top Tunes</td>
<td>Poundex Products (Poundex)</td>
<td>NBC</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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<tr>
<td>Yours Truly, Johnny Dollar</td>
<td>Wm. Wrigley, Jr. Co. (Spearmint Chewing Gum)</td>
<td>CBS</td>
<td>Arthur Meyerhoff &amp; Co. J. Walter Thompson Co., Ltd. (Canada)</td>
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</table>
COMMERICAL TV PROGRAMS—1953
(Network)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1953. The programs listed are for the 12-month period ending Dec. 31, 1953. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
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<tbody>
<tr>
<td>Adventures of Ozzie and Harriet</td>
<td>Hotpoint Co. (Refrigerators, household appliances)</td>
<td>ABC-TV</td>
<td>Maxon, Inc.</td>
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<tr>
<td></td>
<td>Lambert Co. (Toothpaste, antiseptic)</td>
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<td>Lambert &amp; Feasley, Inc.</td>
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<td>Aldrich Family</td>
<td>Campbell Soup Co. (Soups)</td>
<td>NBC-TV</td>
<td>Ward Wheelock Co.</td>
</tr>
<tr>
<td>All Star Baseball Game</td>
<td>Gillette Safety Razor Co. (Safety Razors)</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>All Star Revue</td>
<td>Co-operative Sponsors (Surgical Dressings, Evaporated Milk, Studebaker)</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Armstrong's Circle Theatre</td>
<td>Armstrong Cork Co. (Linoleum, Building materials)</td>
<td>NBC-TV</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>Autry, Gene</td>
<td>Wm. Wrigley, Jr. Co. (Doublemint Gum)</td>
<td>CBS-TV</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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</table>

Barber, Red                               | Commercial Solvents Corp. (Peak & Norway Anti-Freeze) | CBS-TV   | Fuller & Smith & Ross, Inc. |
Beat the Clock                             | Sylvania Electric Products, Inc.          | CBS-TV   | Cecil & Presbrey, Inc.      |
Benny, Jack Show                           | American Tobacco Co. (Lucky Strike Cigarettes) | CBS-TV   | B.B.D. & O.                 |
Best of Groucho                            | DeSoto Div., Chrysler Corp. (Automobiles)  | NBC-TV   | B.B.D. & O.                 |
Beulah                                    | Procter & Gamble Co. (Dreft, Oxydol)      | ABC-TV   | Dancer-Fitzgerald-Sample, Inc. |
Big Town                                   | Lever Bros. Co. (Rinso, Chlorodent, Shadow wave) | CBS-TV   | McCann-Erickson, Inc.       |
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<td>Blind Date</td>
<td>Hazel Bishop, Inc.</td>
<td>DuMont</td>
<td>Raymond Spector Co., Inc.</td>
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<td></td>
<td>(Cosmetics)</td>
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<td>Weiss &amp; Geller, Inc.</td>
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<td></td>
<td>The Toni Co.</td>
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<td>Warwick &amp; Legler, Inc.</td>
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<td></td>
<td>(Hair preparations)</td>
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<td>The Biow Co., Inc.</td>
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<td>Blue Ribbon Bouts</td>
<td>Pabst Sales Co.</td>
<td>CBS-TV</td>
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<td>(Beer)</td>
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<td>Bonino</td>
<td>Lady Esther, Ltd.</td>
<td>NBC-TV</td>
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<td>(Cosmetics)</td>
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<td>Philip Morris &amp; Co. Ltd. Inc.</td>
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<td>(Dunhill Cigarettes)</td>
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<td>Both Sides</td>
<td>A. F. of L.</td>
<td>ABC-TV</td>
<td>Furman, Feiner &amp; Co.</td>
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<td>(Institutional)</td>
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<td>Boxing from Eastern Parkway</td>
<td>Co-operative Sponsors</td>
<td>DuMont</td>
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<td>Break the Bank</td>
<td>Co-operative Sponsors</td>
<td>NBC-TV</td>
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<td></td>
<td>(Deodorant Pads, Associated Products, Baby Foods)</td>
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<td>(Tydol)</td>
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<td>Buick-Berle Show</td>
<td>General Motors Corp. (Buick)</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
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<tr>
<td>Buick Circus Hour</td>
<td>General Motors Corp. (Automobiles)</td>
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<td>Kudner Agency, Inc.</td>
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<td>Buick Motor Div.,</td>
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<td>General Motors Corp.</td>
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<td>Burns &amp; Allen</td>
<td>Carnation Co. (Evaporated Milk)</td>
<td>CBS-TV</td>
<td>Erwin, Wasey &amp; Co.</td>
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<td>B. F. Goodrich Co. (Tires)</td>
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<td>B.B.D. &amp; O.</td>
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<td>Buttons, Red Show</td>
<td>General Foods Corp. (Instant Maxwell House Coffee, Gaines Dog Food)</td>
<td>CBS-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
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<tr>
<td>Camel News Caravan</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>NBC-TV</td>
<td>William Esty Co., Inc.</td>
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<tr>
<td></td>
<td>(Camel Cigarettes)</td>
<td></td>
<td>Ward Wheelock Co.</td>
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<tr>
<td>Campbell Soundstage</td>
<td>Campbell Soup Co.</td>
<td>NBC-TV</td>
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<tr>
<td></td>
<td>(Soups, Pork &amp; Beans)</td>
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<td>Candid Camera</td>
<td>Hazel Bishop (Cosmetics)</td>
<td>NBC-TV</td>
<td>Raymond Spector Co., Inc.</td>
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<td>Captain Video</td>
<td>General Foods Corp. (Post Cereals)</td>
<td>DuMont</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>E. I. DuPont de Nemours, Inc. (Institutional)</td>
<td>ABC-TV</td>
<td>B.B.D. &amp; O.</td>
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<td>Cavalcade of America</td>
<td>Gillette Safety Razor Co. (Razors, Blades)</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
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<td>Chance of a Lifetime</td>
<td>Chrysler Medallion Theatre (Automobiles)</td>
<td>CBS-TV</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Club Embassy</td>
<td>P. Lorillard Co. (Tobacco Products)</td>
<td>NBC-TV</td>
<td>Lennen &amp; Newell, Inc.</td>
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<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
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<td>Coke Time</td>
<td>Coca-Cola Co.</td>
<td>NBC-TV</td>
<td>D'Arcy Agency</td>
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<tr>
<td>Colgate Comedy Hour</td>
<td>Colgate-Palmolive-Peet Co. (Soap, Dental Cream)</td>
<td>NBC-TV</td>
<td>Sherman &amp; Marquette, Inc.</td>
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<tr>
<td>Colonel Humphrey Flack</td>
<td>American Chicle Co. (Clorets Gum)</td>
<td>DuMont</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Comeback Story</td>
<td>EKCO Products Co. (Kitchen Utensils)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Como, Perry Show</td>
<td>Liggett &amp; Myers Tobacco Co. (Chesterfield Cigarettes)</td>
<td>CBS-TV</td>
<td>Cunningham &amp; Walsh, Inc.</td>
</tr>
<tr>
<td>Crosby, Bob Show</td>
<td>American Dairy Assn. (Milk products)</td>
<td>CBS-TV</td>
<td>Campbell-Mithun, Inc.</td>
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<tr>
<td></td>
<td>Tappan Stove Co. (Stoves)</td>
<td></td>
<td>Ketchum, McLeod &amp; Grove, Inc.</td>
</tr>
<tr>
<td>Daly, John and the News</td>
<td>American Home Products Corp. (Anacin, Bisodol, Kolynos, Mills Cold Tablets)</td>
<td>ABC-TV</td>
<td>The Biow Co.</td>
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<td></td>
<td>Realemon Puritan Co. (Realemon juice products)</td>
<td></td>
<td>Schwimmer &amp; Scott, Inc.</td>
</tr>
<tr>
<td>Danger</td>
<td>Block Drug Co. (Amm-I-Dent toothpaste)</td>
<td>CBS-TV</td>
<td>Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td>Ding Dong School</td>
<td>Co-operative Sponsors (Paper, Scotch Tape)</td>
<td>NBC-TV</td>
<td>Kastor, Farrell, Chesley &amp; Clifford, Inc.</td>
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<td></td>
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<td>Donahue &amp; Coe, Inc.</td>
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<tr>
<td>Dixon, Paul Show</td>
<td>Vitamin Corp. of America (Rybutol)</td>
<td>DuMont</td>
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<td></td>
<td>River Brand Rice Mills, Inc.</td>
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<td></td>
<td>Scholl Manufacturing Co. (Foot Aids)</td>
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<tr>
<td>Dollar A Second</td>
<td>Mogen David Wine Corp.</td>
<td>DuMont</td>
<td>Weiss &amp; Geller, Inc.</td>
</tr>
<tr>
<td>Doorway to Danger</td>
<td>American Cigarette &amp; Cigar Co., Inc. (Pall Mall Cigarettes)</td>
<td>ABC-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td></td>
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<td>NBC-TV</td>
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</tr>
<tr>
<td>Double or Nothing</td>
<td>Campbell Soup Co. (Soups)</td>
<td>CBS-TV</td>
<td>Ward Wheelock Co.</td>
</tr>
<tr>
<td>Down You Go</td>
<td>Helene Curtis Industries, Inc. (Spraynet)</td>
<td>DuMont</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>Douglas Edwards with the News</td>
<td>American Cigarette &amp; Cigar Co. (Pall Mall Cigarettes)</td>
<td>CBS-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
</tr>
<tr>
<td></td>
<td>General Motors (Oldsmobile Cars)</td>
<td></td>
<td>D. P. Brother &amp; Co.</td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
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<tr>
<td>Dragnet</td>
<td>Liggett &amp; Myers Tobacco Co. (Fatima &amp; Chesterfield Cigarettes)</td>
<td>NBC-TV</td>
<td>Cunningham &amp; Walsh, Inc.</td>
</tr>
<tr>
<td>Erwin, Stu</td>
<td>General Mills, Inc. (Wheaties, Gold Medal flour)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Ethel and Albert</td>
<td>Sunbeam Corp. (Electrical appliances)</td>
<td>NBC-TV</td>
<td>Perrin-Paus Co.</td>
</tr>
<tr>
<td>Fifty Years Forward</td>
<td>Ford Motor Co. (Ford Division)</td>
<td>NBC-TV</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>Fireside Theatre</td>
<td>Procter &amp; Gamble Co. (Ivy Soap, Crisco)</td>
<td>NBC-TV</td>
<td>Compton Advertising, Inc.</td>
</tr>
<tr>
<td>First Person (1st Person)</td>
<td>Gulf Oil Corp. (Gasoline, Oil)</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Fisher Body Craftsman’s Guild Annual</td>
<td>Scholarship Awards Dinner (Fisher Body, Division of General Motors Corp.)</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Ford Theatre</td>
<td>Ford Motor Co. (Automobiles, trucks)</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Agency</td>
</tr>
<tr>
<td>Four Star Playhouse</td>
<td>Singer Sewing Machine Co.</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Froman, Jane, The Show</td>
<td>General Electric Lamp Division (GE Lamps)</td>
<td>CBS-TV</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Game of the Week</td>
<td>Falstaff Brewing Corp. (Beer)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Garroway, The Show</td>
<td>Pontiac Motor Division, General Motors (Cars, parts, service)</td>
<td>NBC-TV</td>
<td>MacManus, John &amp; Adams, Inc.</td>
</tr>
<tr>
<td>General Electric Theater</td>
<td>General Electric Co. (Institutional)</td>
<td>CBS-TV</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Gleason, Jackie Show</td>
<td>Schick, Inc. (Electric shavers)</td>
<td>CBS-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td></td>
<td>Nestle Co., Inc. (Nescafe)</td>
<td></td>
<td>Sherman &amp; Marquette</td>
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<td></td>
<td>W. A. Sheaffer Pen Co. (Fountain Pens)</td>
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<td>Russel M. Seeds Co.</td>
</tr>
<tr>
<td>Godfrey, Arthur and his Friends</td>
<td>The Toni Co. (Toni Home Permanent)</td>
<td>CBS-TV</td>
<td>Weiss &amp; Geller, Inc.</td>
</tr>
<tr>
<td></td>
<td>Pillsbury Mills, Inc. (Cake and bread mixes)</td>
<td></td>
<td>Leo Burnett Co., Inc.</td>
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<tr>
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<tr>
<td>Godfrey's, Arthur Talent Scouts</td>
<td>Liggett &amp; Myers Tobacco Co. (Chesterfield Cigarettes)</td>
<td>CBS-TV</td>
<td>Cunningham &amp; Walsh, Inc.</td>
</tr>
<tr>
<td>Godfrey, Arthur Time</td>
<td>Thomas J. Lipton, Inc. (Tea, soup mixes)</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Goodyear Television Playhouse</td>
<td>Goodyear Tire &amp; Rubber Co. (Tires)</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Greatest Fights of the Century</td>
<td>Chesbrough Mfg. Co. (Vaseline Hair Tonic)</td>
<td>NBC-TV</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>Procter &amp; Gamble Co. (Ivory Soap, Duz Crisco)</td>
<td>CBS-TV</td>
<td>Compton Advertising, Inc.</td>
</tr>
<tr>
<td>Hail the Champ</td>
<td>Fred W. Amend Co. (Chuckles, Spice drops)</td>
<td>ABC-TV</td>
<td>Henri, Hurst &amp; McDonald</td>
</tr>
<tr>
<td>Hallmark Theatre</td>
<td>Hall Bros. Inc. (Greeting Cards)</td>
<td>NBC-TV</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Happy's Party</td>
<td>Florida Citrus Commission (Fruits)</td>
<td>DuMont</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Harvey, Paul, News</td>
<td>Burton-Dixie Corp. (Sleep products)</td>
<td>ABC-TV</td>
<td>Turner Advertising</td>
</tr>
<tr>
<td>Hayes, Gabby Show</td>
<td>Minute Maid Corp. (Orange juice)</td>
<td>NBC-TV</td>
<td>Ted Bates &amp; Co.</td>
</tr>
<tr>
<td>Hickman, Herman Show</td>
<td>General Cigar Co. (Robert Burns Cigars)</td>
<td>NBC-TV</td>
<td>Donahue &amp; Co.</td>
</tr>
<tr>
<td>Hollywood Screen Test</td>
<td>Ironite, Inc. (Home Appliances)</td>
<td>ABC-TV</td>
<td>Brooke, Smith, French &amp; Dorrance, Inc.</td>
</tr>
<tr>
<td>Hope, Bob, Show</td>
<td>General Foods, Corp. (Minute Rice, Jello)</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Hour of Decision</td>
<td>Billy Graham Evangelistic Assn. (Institutional)</td>
<td>ABC-TV</td>
<td>Walter F. Bennett</td>
</tr>
<tr>
<td>Howdy-Doody</td>
<td>Co-operative Sponsors (Dental Cream, Bread, International shoes, Grape juice, Puddings, Cereals, Candy Bars)</td>
<td>NBC-TV</td>
<td></td>
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<td>STATION</td>
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<tr>
<td>I'H Buy That</td>
<td>Seeman Bros. Inc. (Airwick, Nylast)</td>
<td>CBS-TV</td>
<td>Wm. H. Weintraub &amp; Co., Inc.</td>
</tr>
<tr>
<td>I Love Lucy, Starring Lucille Ball</td>
<td>Philip Morris Co. (Cigarettes)</td>
<td>CBS-TV</td>
<td>The Biow Co.</td>
</tr>
<tr>
<td>I Married Joan</td>
<td>General Electric (Appliances)</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Inspector Mark Sabre</td>
<td>Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>I've Got a Secret</td>
<td>R. J. Reynolds Tobacco Co. (Cavalier Cigarettes)</td>
<td>CBS-TV</td>
<td>Wm. Esty Co., Inc.</td>
</tr>
<tr>
<td>Jamie</td>
<td>Duffy-Mott Co., Inc. (Mott apple products)</td>
<td>ABC-TV</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>Jessel, George Show</td>
<td>EKCO Products Co. (Kitchen Utensils)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Judge for Yourself</td>
<td>Co-operative Sponsors</td>
<td>ABC-TV</td>
<td>Lennon &amp; Newell, Inc.</td>
</tr>
<tr>
<td>Keep Posted</td>
<td>Curtis Publishing Co. (Saturday Evening Post)</td>
<td>DuMont</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Kraft Television Theatre</td>
<td>Kraft Foods Co. (Kraft cheeses and other products)</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Kukla, Fran and Ollie</td>
<td>Radio Corp of America (R.C.A. Products and/or Service)</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Agency</td>
</tr>
<tr>
<td>Lash of the West</td>
<td>Reymer &amp; Bros. Inc. (Soft drinks)</td>
<td>ABC-TV</td>
<td>Ketchum, McCleod &amp; Grove</td>
</tr>
<tr>
<td>Leave It to the Girls</td>
<td>Ex-Lax, Inc. (Ex-Lax, Jests)</td>
<td>ABC-TV</td>
<td>Warwick &amp; Legler, Inc.</td>
</tr>
<tr>
<td>Letter to Loretta</td>
<td>Procter &amp; Gamble (Tide)</td>
<td>NBC-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>Life is Worth Living</td>
<td>Admiral Corp. (Household appliances)</td>
<td>DuMont</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
</tr>
<tr>
<td>Life with Father and Mother</td>
<td>S. C. Johnson &amp; Son, Inc. (Cleaners)</td>
<td>CBS-TV</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
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<tr>
<td>Life With Riley</td>
<td>Gulf Oil Corp. (Gas, Oil)</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Linkletter's, Art House Party</td>
<td>Green Giant Co. (Vegetable products)</td>
<td>CBS-TV</td>
<td>Leo Burnett Co., Inc.</td>
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<td></td>
<td>Lever Bros. (Surf)</td>
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<td>B.B.D. &amp; O.</td>
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<td></td>
<td>Pillsbury Mills, Inc. (Bread and cake mixes)</td>
<td></td>
<td>Leo Burnett Co., Inc.</td>
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<td></td>
<td>Kellogg Co. (Cereals)</td>
<td></td>
<td>Television Advertising Associates</td>
</tr>
<tr>
<td>Live Like a Millionaire</td>
<td>Charles Antell, Inc. (Hair preparations)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>General Mills, Inc. (Cereals)</td>
<td>CBS-TV</td>
<td>Knox Reeves Advertising, Inc.</td>
</tr>
<tr>
<td>Longines Chronoscope</td>
<td>Longines-Wittnauer Watch Co. (Watches)</td>
<td>CBS-TV</td>
<td>Victor A. Bennett Co.</td>
</tr>
<tr>
<td>Longines-Wittnauer Christmas Day Festival</td>
<td>Longines-Wittnauer Watch Co. (Watches)</td>
<td>CBS-TV</td>
<td>Victor A. Bennett Co.</td>
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<tr>
<td>Longines-Wittnauer Thanksgiving Day Festival</td>
<td>Longines-Wittnauer Watch Co. (Watches)</td>
<td>CBS-TV</td>
<td>Victor A. Bennett Co.</td>
</tr>
<tr>
<td>Lov of Life</td>
<td>American Home Products Corp. (Anacin, Bi-sodol, Heet, Kriptin)</td>
<td>CBS-TV</td>
<td>The Biow Co., Inc.</td>
</tr>
<tr>
<td>Mack's, Ted Original Amateur Hour</td>
<td>Pet Milk Co. (Evaporated Milk)</td>
<td>NBC-TV</td>
<td>Gardner Advertising Co.</td>
</tr>
<tr>
<td>Make Room for Daddy</td>
<td>American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>ABC-TV</td>
<td>B.B.D. &amp; O.</td>
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<td></td>
<td>Speidel Corp. (Watchbands)</td>
<td></td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<tr>
<td>Mama</td>
<td>General Foods Corp. (Maxwell House Coffee, Minute Rice)</td>
<td>CBS-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>Man Against Crime</td>
<td>R. J. Reynolds Tobacco Co. (Camel &amp; Cavalier Cigarettes)</td>
<td>NBC-TV, DuMont</td>
<td>William Esty Co., Inc.</td>
</tr>
<tr>
<td>Man Behind the Badge</td>
<td>Bristol Myers Co. (Sal Hepatica, Ipana, Bufferin, Vitalis, Mum)</td>
<td>CBS-TV</td>
<td>Doherty, Clifford, Steers &amp; Shenfield, Inc.</td>
</tr>
<tr>
<td>March of Medicine</td>
<td>Smith, Kline &amp; French Laboratories</td>
<td>NBC-TV</td>
<td>Doremus-Eshleman Co.</td>
</tr>
<tr>
<td>Martin Kane</td>
<td>United States Tobacco Co. (Model &amp; other Tobaccos)</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Meet Mr. McNutley</td>
<td>General Electric Co. (TV and Radio sets, small appliances)</td>
<td>CBS-TV</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
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<tr>
<td>Meet the Press</td>
<td>Revere Copper &amp; Brass Inc. (Copper, Brass, Steel Products)</td>
<td>NBC-TV</td>
<td>St. Georges &amp; Keyes, Inc.</td>
</tr>
<tr>
<td>Meet Your Congress</td>
<td>Benrus Watch Co.</td>
<td>Dumont</td>
<td>Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td>Montgomery, Robert Presents</td>
<td>S. C. Johnson &amp; Sons, Inc. (Polishes)</td>
<td>NBC-TV</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
</tr>
<tr>
<td>Montgomery, Robert Presents</td>
<td>American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>NBC-TV</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Your Lucky Strike Theatre</td>
<td>Ballard Biscuits, Rit, Shinola, Gro-Pup, Hoover Vacuum Cleaners, Masland Rugs, Cat's Paw Heels, Uncle Ben's Converted Rice, Swift'ning, Norge Products, Purex Dry Bleach</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Moore, Garry Show</td>
<td>Motorola, Inc. (Radios and TV receivers)</td>
<td>ABC-TV</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>Mr. Peepers</td>
<td>Reynolds Metals Co. (Aluminum &amp; Aluminum Products)</td>
<td>NBC-TV</td>
<td>Russell M. Seeds Co.</td>
</tr>
<tr>
<td>Murray, Arthur Dance Party</td>
<td>Consolidated Royal Chemical Corp.</td>
<td>NBC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td></td>
<td>Arthur Murray School of Dancing</td>
<td>DuMont</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>My Favorite Husband</td>
<td>International Silver Co. (Silverware)</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td></td>
<td>Simmons Co. (Beauty-Rest, Hide-A-Bed)</td>
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<tr>
<td>My Hero</td>
<td>Philip Morris &amp; Co., Ltd. (Cigarettes)</td>
<td>NBC-TV</td>
<td>Biow Co., The</td>
</tr>
<tr>
<td>My Little Margie</td>
<td>Scott Paper Co.</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Agency</td>
</tr>
<tr>
<td>Name's the Same</td>
<td>American Chicle Co. (Chc'ers &amp; Waxes)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td></td>
<td>C. A. Swanson &amp; Sons (Canned and frozen meat products)</td>
<td></td>
<td>Tatham &amp; Laird</td>
</tr>
<tr>
<td>N.C.A.A. Football Game</td>
<td>General Motors Corp. (Oldsmobile Division)</td>
<td>N3C-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Oldsmobile Press Box Review</td>
<td>General Motors Corp. (Oldsmobile Division)</td>
<td>NBC-TV</td>
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<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
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<tr>
<td>Omnibus</td>
<td>American Machine &amp; Foundry Co. (Machinery)</td>
<td>CBS-TV</td>
<td>Fletcher D. Richards, Inc.</td>
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<td></td>
<td>Greyhound Corp. (Transportation)</td>
<td></td>
<td>Beaumont &amp; Hohman, Inc.</td>
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<td></td>
<td>Scott Paper Co. (Cut-Rite and Scotties)</td>
<td></td>
<td>J. Walter Thompson Co.</td>
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<tr>
<td>On The Line With Considine</td>
<td>Mutual Benefit Health &amp; Accident Assoc. of Omaha</td>
<td>NBC-TV</td>
<td>Ted Bates &amp; Co.</td>
</tr>
<tr>
<td>On Your Account</td>
<td>Procter &amp; Gamble</td>
<td>NBC-TV</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Orchid Award</td>
<td>Brown &amp; Williamson Tobacco Corp. (Viceroy Cigarettes)</td>
<td>ABC-TV</td>
<td>Ted Bates</td>
</tr>
<tr>
<td>Our Miss Brooks</td>
<td>General Foods Corp. (Swansdown Flour, Sanka, Instant Sanka Coffee)</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Palm Beach Golf Tournament</td>
<td>Palm Beach Co. (Men's Suits)</td>
<td>DuMont</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>Pantomime Quiz</td>
<td>Benson &amp; Hedges, Inc. (Parliament Cigarettes)</td>
<td>DuMont</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>Pepsi-Cola Playhouse</td>
<td>Pepsi-Cola Co.</td>
<td>ABC-TV</td>
<td>The Biow Co.</td>
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<td>Person to Person</td>
<td>American Oil Co. (Amoco Gasoline—east)</td>
<td>CBS-TV</td>
<td>The Joseph Katz Co.</td>
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<td></td>
<td>Hamm Brewing Co. (Beer—midwest)</td>
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<td>Campbell-Mithun, Inc.</td>
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<td>Philco Television Playhouse</td>
<td>Philco Corp. (Radios, TV Sets, Refrigerators)</td>
<td>NBC-TV</td>
<td>Hutchins Advertising Co., Inc.</td>
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<td>Philip Morris Playhouse</td>
<td>Philip Morris &amp; Co. (Cigarettes)</td>
<td>CBS-TV</td>
<td>The Biow Co., Inc.</td>
</tr>
<tr>
<td>Place the Face</td>
<td>The Toni Co. (Prom, White Rain shampoo)</td>
<td>CBS-TV</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>Plainclothes Man</td>
<td>Carter Products, Inc. (Arrid, Riser, Nair)</td>
<td>NBC-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<tr>
<td></td>
<td>Larus and Brother, Co., Inc. (Holiday Cigarettes, Edgeworth Tobacco)</td>
<td>DuMont</td>
<td>Warwick &amp; Legler, Inc.</td>
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<td></td>
<td>Carter Products (Arrid, Riser, Nair)</td>
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<td>Ted Bates &amp; Co., Inc.</td>
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<tr>
<td>Plymouth Playhouse</td>
<td>Plymouth Div. of Chrysler Corp. (Cars)</td>
<td>ABC-TV</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<tr>
<td>Peter Potter Show</td>
<td>Hazel Bishop (Cosmetics)</td>
<td>ABC-TV</td>
<td>Raymond Spector Co., Inc.</td>
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<td>Pride of the Family</td>
<td>Armour &amp; Co. (Dial soap and shampoo)</td>
<td>ABC-TV</td>
<td>Foote, Cone &amp; Belding</td>
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<td></td>
<td>Bristol-Myers Co. (Ipana, Vitalis)</td>
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<td>Young &amp; Rubicam</td>
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<td>Private Secretary</td>
<td>American Tobacco Co. (Lucky Strike Cigarettes)</td>
<td>CBS-TV</td>
<td>B.B.D. &amp; O.</td>
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<td>Professional Football Games</td>
<td>Standard Oil Co. of Indiana (Gas and oil)</td>
<td>ABC-TV</td>
<td>McCann-Erickson</td>
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<td>Professional Football Games</td>
<td>Westinghouse Electric Corp. (Household appliances)</td>
<td>DuMont</td>
<td>Ketchum, MacLeod &amp; Grove, Inc.</td>
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<td></td>
<td>Miller Brewing Co. (Beer)</td>
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<td>Mathisson &amp; Associates, Inc.</td>
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<td>Brewing Corp. of America (Red Cap Ale)</td>
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<td>Lang, Fisher &amp; Stashower, Inc.</td>
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<td>Professional Football Games</td>
<td>Wm. B. Scull Co. (Boscull Coffee)</td>
<td>DuMont</td>
<td>Lamb &amp; Keen, Inc.</td>
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<td></td>
<td>Pittsburgh Zone Chevrolet Dealers (Cars)</td>
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<td>Ketchum, MacLeod &amp; Grove, Inc.</td>
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<td></td>
<td>Chester Ford Dealers (Cars)</td>
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<td>J. Walter Thompson Co.</td>
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<td>Quick as a Flash</td>
<td>EKCO Products Co. (Kitchen Utensils)</td>
<td>ABC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td></td>
<td>Thor Corp. (Washing Machines)</td>
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<td>Henri, Hurst &amp; McDonald</td>
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<td>R. C. A. Victor Show</td>
<td>Radio Corp. of America (Radios, TV sets, record players)</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Agency</td>
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<td>Starring Dennis Day</td>
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<td>Maxon, Inc.</td>
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<td>Rebound</td>
<td>Packard Motor Cor Co. (Cars)</td>
<td>DuMont</td>
<td>W. H. Weintraub Co., Inc.</td>
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<td>Revlon Mirror Theatre</td>
<td>Revlon Products Corp.</td>
<td>CBS-TV, NBC-TV</td>
<td>Product Services, Inc.</td>
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<td>Riviers Show</td>
<td>Roto-Brail Corp. (Broiler)</td>
<td>DuMont</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Rocky King, Detective</td>
<td>American Chicle Co. (Clorets Gum)</td>
<td>DuMont</td>
<td>Foote, Cone &amp; Belden, Inc.</td>
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<td></td>
<td>Pharmaceuticals, Inc. (Drug Products)</td>
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<td>Compton Advertising Co.</td>
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<td>Rod Brown Rocket Ranger</td>
<td>General Foods Corp.</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Rootie Kazootie</td>
<td>Gordon Baking Co. (Silvercup bread)</td>
<td>ABC-TV</td>
<td>N. W. Ayer &amp; Sons</td>
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<td>Rose Bowl Game</td>
<td>Gillette Safety Razor Co.</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
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<td>Roy Rogers Show</td>
<td>General Foods Corp.</td>
<td>NBC-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td></td>
<td>(Grape Nuts, Post Toasties, Sugar crisp)</td>
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<td>Saturday Nite Fights</td>
<td>Bayuk Cigars, Inc.</td>
<td>ABC-TV</td>
<td>Ellington Adv. Agency</td>
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<td></td>
<td>(Phillies, Webster cigars)</td>
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<td>Needham, Louis &amp; Brorby</td>
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<td>S. C. Johnson &amp; Son, Inc.</td>
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<td>(Wax products)</td>
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<td>Cecil &amp; Presbrey, Inc.</td>
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<td>Benrus Watch Co.</td>
<td>NBC-TV</td>
<td>Birmingham, Castleman &amp; Pierce, Inc.</td>
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<td></td>
<td>Griffin Manufacturing Co.</td>
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<td></td>
<td>(Shoe polish)</td>
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<td>Earl Ludgin &amp; Co.</td>
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<td>Saturday Night Revue</td>
<td>Bendix Home Appliances</td>
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<td>Saturday Night Wrestling</td>
<td>Co-operative Sponsors</td>
<td>DuMont</td>
<td>The Biow Co., Inc.</td>
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<td>Search for Tomorrow</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS-TV</td>
<td>J. Walter Thompson Agency</td>
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<td></td>
<td>(Joy, Spic &amp; Span)</td>
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<td>Campbell-Ewald Co.</td>
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<td>See It Now</td>
<td>Aluminum Co. of America</td>
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<td>(Alcoa Aluminum products)</td>
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<td>Lennen &amp; Newell, Inc.</td>
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<td>Schlitz Playhouse of Stars</td>
<td>Schlitz Brewing Co.</td>
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<td></td>
<td>(Beer and Ale)</td>
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<td>Scott Music Hall</td>
<td>Scott Paper Co.</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Agency</td>
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<td>Shore, Dinah Show</td>
<td>Chevrolet Motor Div.</td>
<td>NBC-TV</td>
<td>Campbell-Ewald Co.</td>
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<td></td>
<td>General Motors</td>
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<td></td>
<td>(Cars, trucks, parts, service)</td>
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<td>Short, Short Drama</td>
<td>Pepsi-Cola Co.</td>
<td>NBC-TV</td>
<td>The Biow Co., Inc.</td>
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<td>(Geritol)</td>
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<td>Benton &amp; Bowles, Inc.</td>
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<td>Procter &amp; Gamble Co.</td>
<td>NBC-TV</td>
<td>Needham, Louis &amp; Brorby</td>
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<td>(Tide)</td>
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<td>Sky King</td>
<td>Derby Foods, Inc.</td>
<td>ABC-TV</td>
<td>Leo Burnett Co., Inc.</td>
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<td></td>
<td>(Peter Pan peanut butter)</td>
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<tr>
<td>Smilin' Ed McConnell</td>
<td>Brown Shoe Co., Inc.</td>
<td>ABC-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td></td>
<td>(Buster Brown shoes)</td>
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<td>Maxon, Inc.</td>
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<td>Smith, Kate Show</td>
<td>Co-operative Sponsors</td>
<td>NBC-TV</td>
<td>Gardner Adv. Agency</td>
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<td></td>
<td>(Drugs, Foods, Household Products)</td>
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<td>Space Patrol</td>
<td>Ralston-Purina Co.</td>
<td>ABC-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td></td>
<td>(Rice-Chex, Wheat-Chex, Ry-Krisp)</td>
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<td>Maxon, Inc.</td>
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<tr>
<td>Speidel Show</td>
<td>Speidel Corp.</td>
<td>NBC-TV</td>
<td>Geyer Advertising, Inc.</td>
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<td></td>
<td>(Watch bands)</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>Sports Reel</td>
<td>Gillette Safety Razor Co.</td>
<td>NBC-TV</td>
<td>Wm. Esty Co., Inc.</td>
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<td>Sports Showcase</td>
<td>Boyle-Midway, Inc.</td>
<td>DuMont</td>
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<td></td>
<td>(Waxes and Polishes)</td>
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<td>Sports Spot</td>
<td>General Cigar Co.</td>
<td>CBS-TV</td>
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<td></td>
<td>(White Owl Cigars)</td>
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<td>Strike It Rich</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>CBS-TV</td>
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<tr>
<td></td>
<td>(Soaps, cosmetics)</td>
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<tr>
<td>Studio One</td>
<td>Westinghouse Electric Corp.</td>
<td>CBS-TV</td>
<td>McCann-Erickson, Inc.</td>
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<td>(Kitchen appliances, radio, TV sets, Turbojet plane motors)</td>
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<td>Summer Theatre</td>
<td>Lambert Co.</td>
<td>ABC-TV</td>
<td>Lambert &amp; Feasley</td>
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<td>(Listerine products)</td>
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<td>Sunday News Special</td>
<td>Norwich Pharmacal Co.</td>
<td>CBS-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>(Pepto Bismol, Unguentine, Teddk)</td>
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<td>Super Circus</td>
<td>California Fruit Growers Exch.</td>
<td>ABC-TV</td>
<td>Foote, Cone &amp; Belding</td>
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<td></td>
<td>Kellogg Co.</td>
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<td>Leo Burnett Co., Inc.</td>
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<td>(Cereals)</td>
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<td>Mars, Inc.</td>
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<td>(Candy)</td>
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<td>Suspense</td>
<td>Electric Auto-Lite Co.</td>
<td>CBS-TV</td>
<td>Cecil &amp; Presbrey, Inc.</td>
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<td></td>
<td>(Spark plugs, auto accessories)</td>
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<td>Talent Patrol</td>
<td>U. S. Army (Institutional)</td>
<td>ABC-TV</td>
<td>Hirshon-Garfield, Inc.</td>
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<td>Tales of Tomorrow</td>
<td>Jacques Kreisler Mfg. Corp. (Watchbands)</td>
<td>ABC-TV</td>
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<td>Texaco Star Theatre</td>
<td>The Texas Co.</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
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<tr>
<td>The Big Payoff</td>
<td>Colgate-Palmolive- Peet Co. (Toilet articles, soap)</td>
<td>CBS-TV</td>
<td>Ted Bates Co., Inc.</td>
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<tr>
<td></td>
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<td>NBC-TV</td>
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<tr>
<td>The Big Story</td>
<td>American Cigarette &amp; Cigar Co. (Pall Mall Cigarettes)</td>
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<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td>The Big Top</td>
<td>National Dairy Products Co. (Sealtest dairy products)</td>
<td>CBS-TV</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>The Doctor</td>
<td>Procter &amp; Gamble Co. (Camay)</td>
<td>NBC-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>The Goldbergs</td>
<td>Radio Corp. of America (RCA Products)</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Co.</td>
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<td>The Web</td>
<td>P. Lorillard Co. (Kent Cigarettes)</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>This is My Melody</td>
<td>A. C. Weber &amp; Co. (Pfaff sewing machines)</td>
<td>ABC-TV</td>
<td>Bozell &amp; Jacobs, Inc.</td>
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<td>This Is Show Business</td>
<td>Carter Products Co. (Little Liver Pills, Arrid, Nair, Rise)</td>
<td>CBS-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td></td>
<td>Schick, Inc. (Electric shavers)</td>
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<td>Kudner Agency, Inc.</td>
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<td>This Is Your Life</td>
<td>Hazel Bishop, Inc. (Cosmetics)</td>
<td>NBC-TV</td>
<td>Raymond Spector Co., Inc.</td>
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<td>Those Two</td>
<td>Procter &amp; Gamble Co. (Tide, Drene, Camay)</td>
<td>NBC-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>Toast of the Town</td>
<td>Lincoln-Mercury Dealers (Cars)</td>
<td>CBS-TV</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Today</td>
<td>Co-operative Sponsors</td>
<td>NBC-TV</td>
<td>D'Arcy Advertising Co.</td>
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<td>Tom Corbett, Space Cadet</td>
<td>International Shoe Co. (Red Goose Shoes)</td>
<td>DuMont</td>
<td>Doherty, Clifford, Steers &amp; Shenfield, Inc.</td>
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<td>Tootsie Hippodrome</td>
<td>Sweets Co. of America, Inc. (Tootsie Rolls)</td>
<td>ABC-TV</td>
<td>Moselle &amp; Eisen</td>
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<td>Top Stake Horse Races</td>
<td>Gillette Safety Razor Co.</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
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<td>Topper</td>
<td>R. J. Reynolds Tobacco Co. (Camel Cigarettes)</td>
<td>CBS-TV</td>
<td>Wm. Esty Co., Inc.</td>
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<td>Touchdown Thrills of All Time</td>
<td>Parker Pen Co. (Pens)</td>
<td>DuMont</td>
<td>J. Walter Thompson Co.</td>
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<td>Treasury Men in Action</td>
<td>The Borden Company (Instant Coffee)</td>
<td>NBC-TV</td>
<td>Doherty, Clifford, Steers &amp; Shenfield, Inc.</td>
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<td>TV Teen Club</td>
<td>Sweets Co. of America, Inc. (Tootsie Rolls)</td>
<td>ABC-TV</td>
<td>Moselle &amp; Eisen</td>
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<td>Twenty Questions</td>
<td>Bauer &amp; Black (Curad Plastic Bandages)</td>
<td>DuMont</td>
<td>Leo Burnett Co., Inc.</td>
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<td>Two for the Money</td>
<td>P. Lorillard Co. (Old Gold Cigarettes)</td>
<td>CBS-TV</td>
<td>Lennen &amp; Newell, Inc.</td>
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<td>U. S. Steel Corp. (Institutional)</td>
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<td>B.B.D. &amp; O.</td>
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<td>General Mills, Inc. (Cake and biscuit mixes)</td>
<td>CBS-TV</td>
<td>Knox Reeves Advertising Co.</td>
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<td>The Toni Co.</td>
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<td>NBC-TV</td>
<td>Leo Burnett Co., Inc.</td>
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<td>Vacation Land America</td>
<td>Pram Corp.</td>
<td>NBC-TV</td>
<td>Van Sant Dugdale, Inc.</td>
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<tr>
<td>Voice of Firestone</td>
<td>Firestone Tire &amp; Rubber Co. (Tires, tubes, batteries)</td>
<td>NBC-TV</td>
<td>Sweeney &amp; James Co.</td>
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<tr>
<td>Waring, Fred Show</td>
<td>General Electric Co. (Institutional)</td>
<td>CBS-TV</td>
<td>B.B.D. &amp; O.</td>
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<tr>
<td>Welcome Travelers</td>
<td>Procter &amp; Gamble Co. (Prell, Ivory Snow)</td>
<td>NBC-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>EKCO Products Co.</td>
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<td>NBC-TV</td>
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<tr>
<td></td>
<td>Remington Rand, Inc. (Electric Shavers)</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
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<tr>
<td>Where's Raymond?</td>
<td>American Cigarette &amp; Cigar Co., Inc. (Pall Mall Cigarettes)</td>
<td>ABC-TV</td>
<td>Fuller, Smith &amp; Ross, Inc.</td>
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<tr>
<td>Winchell, Paul Show</td>
<td>Procter &amp; Gamble (Cheer)</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>Walter Winchell</td>
<td>Carter Products, Inc. (Arrid, Nair, Rise)</td>
<td>ABC-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<tr>
<td>Window on Washington</td>
<td>Sunbeam Corp. (Watches)</td>
<td>NBC-TV</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>World Series</td>
<td>Gillette Safety Razor Co.</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
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<tr>
<td>You Are There</td>
<td>Electric Companies Advertising Program Prudential Insurance Co.</td>
<td>CBS-TV</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>You Asked for It</td>
<td>Rosefield Packing Co., Ltd. (Skippy Peanut Butter)</td>
<td>ABC-TV</td>
<td>Calkins &amp; Holden, Carlock &amp; McClintone &amp; Smith</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>DeSoto Division, Chrysler Corp. (Automobiles)</td>
<td>NBC-TV</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>American Tobacco Co.</td>
<td>NBC-TV</td>
<td>B.B.D. &amp; O.</td>
</tr>
<tr>
<td>Your Pontiac Scoreboard</td>
<td>Pontiac Motor Div., General Motors Corp. (Automobiles)</td>
<td>NBC-TV</td>
<td>MacManus, John &amp; Adams, Inc.</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>Benrus Watches, Griffin Shoe Polish, Lysol, Hind's Cream, Prudential Insurance, Camel Cigarettes, S. O. S. Cleanser, Adolph's Meat Tenderizer, Bristol-Myers Products, Cats Paw Rubber Heels, Samsonite Luggage and Furniture, Tums, Johnson &amp; Johnson Surgical Dressings</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Youth on the March</td>
<td>Young People's Church of the Air</td>
<td>DuMont</td>
<td>J. M. Camp, Inc.</td>
</tr>
<tr>
<td>Zoo Parade</td>
<td>Quaker Oats Co.</td>
<td>NBC-TV</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
</tr>
</tbody>
</table>
The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

--- A ---

AITCHESON, MARION
Herald
Leantur, Ill.

ALLEN, BILL
Reporter
Berlin, N. H.

AMES, WALTER
Times
Los Angeles, Cal.

ANDERSON, PAUL
Daily Journal
International Falls, Minn.

ANDERSON, STANLEY
Press
Cleveland, O.

APPEN, DAVID
Inquirer

ARMSTRONG, JAMES
Illinois State Register
Springfield, Ill.

ARTHUR, BILL
Jacksonville News and Views
Jacksonville, N. C.

--- B ---

BARBOUR, GEORGE
Star
Portsmouth, Va.

BARRY, JOHN
WDNO, Durham, N. C.

BARTON, BILL
Daily News
Dayton, O.

BEAMISH, JAMES F.
Review
Carbondale, Pa.

BEAUMONT, JAMES N.
Herald and Review
Carbondale, Ill.

BECKER, FRED
Evening Independent
Massillon, O.

BENNY, J. EDWARD
Altoona Mirror
Altoona, Pa.

BERRIGAN, THOMAS J.
Niagara Falls Gazette
Whidbey Island, N. Y.

BETTA, LEO DELLA
Tucson Daily Star
Tucson, Arizona

BODIE, WINSTON
Press
Houston, Texas

BULL, JENNE
Daily Times
Davenport, Iowa

BOWEN, T. C.
Herald
Janesville, Ga.

BROYD, DON
Janesville Gazette
Janesville, Wis.

BOYD, PATRICIA
Post-Journal
Jamestown, N. Y.

BRADY, NANCY
Charleston Gazette
Charleston, W. Va.

BRANSDORFER, AL
Evening Sentinel
Holland, Mich.

BRASWELL, SAM
Times
Kerrville, Tex.

BRIGHAM, RED
Democrat Chronicle
Rochester, N. Y.

BROOKHAUSER, FRANK
Bulletin

BROOKS, ED
Times Picayune
New Orleans, La.

BROOKS, ELSTON
Pittsburgh Post-Telegraph
Pittsburgh, Pa.

BROWN, BOB
Ledger
Columbus, Ga.

BURDICK, RENE
Moline Dispatch
Moline, Ill.

BURDINE, BILL
Union City Messenger
Union City, Tenn.

BURGESS, BOB
Journal
Ottawa, Ont.

BYRNE, ED
Sun
Jamestown, N. Y.

--- C ---

CAHILL, CARL
Ledger Dispatch
Nashville, Va.

Caldwell, Lily May
News
WBRC, Birmingham, Ala.

Callin, Owen
Herald-Express
Los Angeles, Cal.

Cannon, Vivian
Mobile Press Register
Mobile, Ala.

Carey, William
Scranton Tribune
Scranton, Pa.

Carr, Edward F.
Free Press
Burlington, Vt.

Carroll, Tim
Morning News
Dallas, Tex.

Carter, Lucia
WMAQ, Chicago, Ill.

Cerra, Frank
Scranton Times
Scranton, Pa.

Chittenden, Ed
Kearney Daily Hub
Kearney, Neb.

Christiano, Al
Sun
WHEC, Rochester, N. Y.

Cohen, Harold
Post Gazette
Pittsburgh, Pa.

Cohen, Jerry
Louisville Times
Louisville, Ky.

Collins, Rip
Evening Sentinel
WHTC, Holland, Mich.

Coltin, Wendell
Gazette
Haverhill, Mass.

Condon, George
Plain Dealer
Cleveland, Ohio

Congrove, Irene
Advocate, Newark, Ohio

Cotton, Paul
Register & Tribune
Des Moines, Iowa

Cull, Eimer
The Evening Bulletin

Cullison, Art
Beacon Journal
Akron, O.

Curtis, Ann
Canton Repository
Canton, O.

Cvengros, Kathleen
Times
Indianapolis, Ind.

--- D ---

Dark, Bert
Call-Bulletin
San Francisco, Cal.

David, Hal
Bartow Herald
Bartow, Fla.

Davidson, E. O.
P. O. Box
Bartow, Fla.

Davis, Bob
Times
Scranton, Pa.

Davis, Charles
Times Union
Albany, N. Y.

Dery, Claude
Chef
Canby, Que.

Devane, James
The Cincinnati Enquirer
Cincinnati, O.

Diespecker, Dick
Province
Vancouver, B. C.

Dinan, Patsy
Amarillo Globe News
Amarillo, Texas
KNAPP, ARNOLD
The Daily Mail
Charleston, W. Va.

KONIUK, JEANNE
The Philadelphia Inquirer

KRUG, KARL
Sun Telegraph
Pittsburgh, Pa.

LADD, BILL
Courier Journal
Louisville, Ky.

LADouceur, GUY
Le Messager
Lewiston, Maine

LAJT, JACK, JR.
Examiner
Los Angeles, Cal.

LAURENT, LARRY
Washington Post
Washington, D. C.

LEDFORD, BILLY
Vidalia Advance
Vidalia, Ga.

LEE, BILL
Chico Enterprise Record
Chico, Cal.

LESTER, JOHN
Newark Star-Ledger
Newark, N. J.

LEYDON, LOUISE
Daily News
Miami, Fla.

LINDBLOOM, ROLAND
Evening News
Newark, N. J.

LIUZZA, TED
The Item
New Orleans, La.

LOCKE, BILL
Dinuba Sentinel
Dinuba, Cal.

LOCKMEIR, WRISTON
Observer
Charlotte, N. C.

LOWES, GLENN
Daily Times
Seattle, Wash.

MACK, BOB
Knickerbocker News
Albany, N. Y.

MAHaffey, J. Q.
Texaskana Gazette
Texaskana, Texas

MAIRHOFER, LOU
Altoona Tribune
Altoona, Pa.

MALEY, S. ROY
Tribune
Winnipeg, Man.

MAULIN, GENE
Democrat Herald
Albany, Ore.

MEYER, CAL.
News
Newburgh, N. Y.

MEYERS, DEAN
WCOL, Columbus, Ohio

MILES, WATT
Commercial Appeal
Daville, Va.

MOORE, BOB
The Light
San Antonio, Texas

MOISE, JIM
Star-Gazette
Elmira, N. Y.

MORRIS, FRANK
Free Press
Winnipeg, Man.

MOYES, WM.
Oregon Journal
Portland, Oregon

MURPHY, FRANCIS
Oregonian
Portland, Oregon

MURRAY, CHARLES
New Yorker
Poughkeepsie, N. Y.

NELSON, DON
KJUN, Redmond, Oregon

NEWTON, DWIGH
Examiner
San Francisco, Cal.

NOLAN, MARSHA
Daily Press
St. Marys, Pa.

NORDMARKEN, AD
Dickinson Press
Dickinson, N. D.

O'BRIEN, ROSE
Lewiston Sun Journal
Lewiston, Maine

O'DAY, RAY D.
Gazette
Pt. Wayne, Ind.

OLAFHETTY, TERRANCE
Chronicle
San Francisco, Cal.

OLIVER, DELBERT
Daily Advertiser
Lafayette, La.

OLIVER, KAYTE P.
The Review
Reidsville, N. Carolina

OWENS, PAT J.
The Crown's Nest
KLCB, Libby, Mont.

PACE, MARK
News
Dalton, Ga.

PALMER, HAYDEN
State Journal
Lansing, Mich.

PALMER, ZUMA
Citizen News
Hollywood, Cal.

PAPPAS, LEONA
Express & News
San Antonio, Texas

PARRISH, RICHARD
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Fairmont, W. Va.

PATRICK, CORBIN
Star
Indianapolis, Ind.

PAULSON, MORTON
News Journal
Daytona Beach, Fla.

PEPIN, BEA
Milwaukee Journal
Milwaukee, Wis.

PERP, DOMINIC
Daily Times
Watertown, N. Y.

PETERSON, DON
News-Tribune
Caldwell, Idaho

PETTICAN, JIM
Sun Telegram
Pittsburgh, Pa.

PLATT, BRAINARD
Journal-Herald
Dayton, O.

POULTON, RON
Evening Telegram
Toronto, Ont.

POUND, JOHN
Tribune, Cocoa, Fla.

POUNS, JOE
Enterprise
Pecos, Tex.

PRICE, PAUL
Daily News
Los Angeles, Cal.

RAHN, PETE
Globe Dispatch
St. Louis, Mo.

RAINEVILLE, PIERRE
Le Droit, Ottawa, Ont.

RICCI, ART
Record
Rainy River, Ont.

RICHARDS, BART
News
New Castle, Pa.

RILEY, WYMAN
Times Herald
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ROBERTS, LA VERNE
Sunbury Daily Item
Sunbury, Pa.

ROBERTSON, JAMES L.
CJCH, Halifax, Nova Scotia, Canada
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<td>St. Louis, Post Dispatch</td>
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<td>STANLEY, ED</td>
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<td>Daily News</td>
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<td>Transcript</td>
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<td>Post-Herald</td>
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<td>Charlotte News</td>
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<td>Macomb County Journal</td>
</tr>
<tr>
<td>YOCKEY, HARRY</td>
<td>Reporter</td>
</tr>
</tbody>
</table>

1275
BUILDING!

SPONSOR The magazine radio and TV advertisers use

SPONSOR builds on a solid basis. Our policy: turn out useful issues and the advertising will follow. This common-sense approach to TV and radio trade paper publishing has appealed to station advertisers increasingly since our first issue in November 1946. Our promise for 1954: new, improved use departments, more use articles for buyers of radio and television.

1276
Publications

- TRADE
- FAN
- TECHNICAL
- GENERAL
Radio and Television leaders who advertise in The ADVERTISER Magazine . . . and, MARKETS of AMERICA:

Varied Sample

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<th>Network/Site</th>
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<tr>
<td>NBC-TV Network</td>
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<td>Steinman Stations</td>
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<td>KMBC-KMBC-TV, Kansas City</td>
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<td>WWJ, Detroit</td>
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<td>WJR, Detroit</td>
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<td>KTUL, Tulsa</td>
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<td>Frederic W. Ziv</td>
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<td>RCA</td>
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<td>KDYL, KDYL-TV, Salt Lake</td>
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<td>KFAB, Omaha</td>
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<td>CMQ-TV, Havana</td>
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<td>XEW-TV, Mexico City</td>
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<td>Weed and Co., New York</td>
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<td>WFIL, WFIL-TV, Philadelphia</td>
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<td>Broadcast Music Inc., N. Y.</td>
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6 Major Reasons
Why Advertising in
The ADVERTISER Magazine . . . and, MARKETS of AMERICA
BRINGS TOP RADIO and TV TIME SALES

UNPARALLELED MARKET ATTENTION . . .
Profit by exclusive, practical experience articles . . . creating unequalled readership. Written by the nation's top advertising executives . . . they serve the people YOU want to SELL!

BASIC EDITORIAL FORMULA . . .
Our unique treatment of basic advertising techniques, on an industry-by-industry basis, guarantees buying power attention to your advertisement.

WE BLANKET ALL BUYERS OF TIME . . .
Both The ADVERTISER Magazine . . . and, MARKETS of AMERICA offer a select audience comprised in the main of Radio and TV Time Buyers, Account Executives, plus National and Regional Advertisers! Our more than 15,000 circulation offers you ALL of YOUR buying prospects.

CONTINUITY PAYS OFF . . .
Radio and Television stations with us for 3 to 24 years have found both our monthly, The ADVERTISER Magazine . . . and our annual, MARKETS of AMERICA outpulling all other publications . . . at lower cost.

LOW SPACE RATES . . .
Priced right to win and hold your schedule year in and year out . . . gaining incomparable results for your ad dollar at lowest “per prospect” cost. Page rate $390 . . . scaled down to $230 on a 13-time contract.

MORE READER IMPACT . . .
The ADVERTISER Magazine . . . and, MARKETS of AMERICA have the added reader impact you need for your time sales promotion story. Join the scores of Radio and Television Stations who continually profit by selling in The ADVERTISER Magazine and in MARKETS of AMERICA.

The ADVERTISER Magazine
Publishers of MARKETS of AMERICA
11 West 42nd Street
LOngacre 5-2125
New York 36, N. Y.

1278
THE ADVERTISER
11 W. 42 St., New York 36, N. Y.
Phone: L3ongac1e 5-2125
Publisher & Editor.........Manuel Rosenberg
Business Manager.........L. B. Rosenberg
Camera Editor.............Lydie Bloch
Advertising Manager......Robert M. Jason
Media Service Dir..........Ellis Porter
Production Mgr.............Arnold Hallock
Circulation Dir............Sam J. Davis
Associate Editors........Diana Ghia,
Tom Patterson, Arthur Coles

ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.
Phone: DE 7-1336
Publisher.....................G. D. Crain, Jr.
Editor.........................S. R. Bernstein
Exec. Editor (N. Y.)......John Crighton
Managing Editor..........Jarlath J. Graham

ADVERTISING AGENCY & ADVERTISING & SELLING
48 West 38th St., New York 18, N. Y.
Phone: L3ongac1e 5-3320
Editor....................Roger Barton
Publisher...............Moore Pub. Co.
President................J. H. Moore, Jr.
Advertising Dir........Lueic Neff
Circulation Dir........Harland J. Wright
Promotion Dir...............Coleman McCampbell

THE BILLBOARD
1564 Broadway, New York, N. Y.
Phone: Plaza 7-2800
Co-Publisher.............W. D. Littleford
Co-Publisher.............R. S. Littleford, Jr.
Branch Offices
188 W. Randolph St., Chicago, Ill.
Phone: CEntral 6-8761
Manager.....................Maynard L. Reuter
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-3831
Manager.....................Sam Abbott
2160 Patterson St., Cincinnati, O.
Phone: DUnbar 6450
Pres. & Treas..............E. W. Evans
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.
Phone: Chestnut 8413
Manager.....................Frank Joerling

BROADCASTING-TELECASTING
1735 De Sales at Connecticut Ave.
Washington 6, D. C.
Phone: MEtropolitan 1022
Editor & Publisher...........Sol Taishoff
Senior Editor...........Edwin H. James
Managing Editor.........Art King
Assoc. Editor.............J. Frank Beatty

ASSOC. EDITOR.........Earl B. Abrams
Asst. Managing Editor.....Fred Fitzgerald
Vice Pres. & Business Mgr........Maury Long
Cir. Mgr. & Readers Serv........John P. Cosgrove

Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8355
New York Editor...............Rufus Crater
Senior Assoc. Editor.........Bruce Robertson
Sales Mgr....................Winfield R. Levi
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5115
Midwest Adv. Rep........Warren Middleton
Taft Bldg., Hollywood & Vine, Hollywood 28,
Calif.
Phone: HEmpstead 8181
West Coast Mgr........David Glickman
417 Harbour Commerce Bldg., Toronto, Can.
Phone: Empire 4-0775
Executive-in-Charge........James Montagnes

DAILY VARIETY
6311 Yucca St., Hollywood 28, Calif.
Phone: HOLlywood 9-1141
Editor & Publisher.........Joe Schoenfeld
Managing Editor............Albert Scharper
Advertising Manager........Charles Gerlach, Jr.
Business Manager........Barbara Oneal
Main Office
(See listing under VARIETY)

DOWN BEAT
2091 Calumet Ave., Chicago 16, Ill.
Phone: VATory 2-0310
Publisher................Norman S. Weiser
Editor........................Jack Tracy

EDITOR AND PUBLISHER
1700 Times Tower, New York 36, N. Y.
Phone: BRyan 9-3052
Publisher........Charles T. Stuart
Chm. of Board........James Wright Brown
Pres. & Editor............Robert U. Brown
Exec. Editor........Jerome H. Walker
Advertising Mgr........Leach Laney
Classified Mgr........Evelyn Kolojaj
Dir. of Circulation..George McBride

ELECTRONICS
330 W. 42 St., New York 36, N. Y.
Phone: L3ongace 4-3000
Executive Editor...............W. W. MacDonald
Managing Editor.............Vin Zeluff

FILM DAILY
DAILY. 1501 Broadway, New
York, 18, N. Y. Phone, BRyan
9-7117. J. W. Alicoate, President;
Feature Pictures and Serials

A list of over —

26,000

Features and Serials, with Titles, Distributor and THE FILM DAILY Review Dates, is just one of the many features in the

1954 YEAR BOOK OF MOTION PICTURES

Published by

THE FILM DAILY
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## Play and Story

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<th>Phone</th>
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<tr>
<td>Bentel, George</td>
<td>6606 Sunset Blvd.</td>
<td>Granite 8608</td>
</tr>
<tr>
<td>Bergerman Agency</td>
<td>141 El Camino Dr., B. H.</td>
<td>CRestview 6-4124</td>
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<tr>
<td>Bloom, Phil, Agency</td>
<td>416 S. Bedford Dr.</td>
<td>CRestview 6-1339</td>
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<tr>
<td>Elwood, Maren, Agency</td>
<td>4949 Hollywood Blvd.</td>
<td>OLympic 4786</td>
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<tr>
<td>Famous Artists Corp.</td>
<td>9441 Wilshire Blvd.</td>
<td>CRestview 1-5222</td>
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<td>French, Samuel, Inc.</td>
<td>7833 Sunset Blvd.</td>
<td>HEmpstead 3146</td>
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<td>Goldstone, Nat C.</td>
<td>9121 Sunset Blvd.</td>
<td>CRestview 6-1071</td>
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<td>Jaffe, Sam, Inc.</td>
<td>8553 Sunset Blvd.</td>
<td>CRestview 6-6121</td>
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<td>Herzbrun, Walter, Agency</td>
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<td>CRestview 6-4157</td>
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<td>Irwin, Lou</td>
<td>9165 Sunset Blvd.</td>
<td>CRestview 1-7131</td>
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<tr>
<td>Kohner, Paul, Inc.</td>
<td>9169 Sunset Blvd. (46)</td>
<td>CRestview 1-5165</td>
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<tr>
<td>Mack &amp; Levene Agency</td>
<td>9128 Sunset Blvd.</td>
<td>CRestview 1-2141</td>
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<td>Morris, William, Agency</td>
<td>203 N. Canon Dr., B. H.</td>
<td>CRestview 6-6161</td>
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<td>Music Corp. of America</td>
<td>9270 Santa Monica Blvd., B. H.</td>
<td>CRestview 6-2001</td>
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<tr>
<td>Orsatti &amp; Co.</td>
<td>300 S. Beverly Dr.</td>
<td>CRestview 6-6241</td>
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<tr>
<td>Preminger, The Ingo, Agency</td>
<td>204 S. Beverly Dr., B. H.</td>
<td>CRestview 6-6213</td>
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<tr>
<td>Ring, S. E.</td>
<td>1634 Cherokee</td>
<td>Hollywood 7-6412</td>
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<tr>
<td>Shurr, Louis, Agency</td>
<td>327 N. Rodeo Rd., B. H.</td>
<td>CRestview 1-1116</td>
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<td>Small, Paul</td>
<td>448 S. Canon Dr., B. H.</td>
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<td>Swanston, H. N., Inc.</td>
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<td>Winckler, D. M.</td>
<td>9606 Santa Monica Blvd., B. H.</td>
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<tr>
<td>American Play Co.</td>
<td>522 Fifth Ave.</td>
<td>MUrray Hill 2-0156</td>
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<td>Bartsch, Hans</td>
<td>522 Fifth Ave.</td>
<td>MUrray Hill 2-0156</td>
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<tr>
<td>Brandt &amp; Brandt</td>
<td>101 Park Ave.</td>
<td>MUrray Hill 3-5890</td>
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<tr>
<td>Brown, Curtis, Ltd.</td>
<td>347 Madison Ave.</td>
<td>MUrray Hill 6-6170</td>
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<td>Century Play Co., Inc.</td>
<td>522 Fifth Ave.</td>
<td>MUrray Hill 2-0156</td>
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<tr>
<td>Cowl, Carl</td>
<td>516 Fifth Ave.</td>
<td>MUrray Hill 7-6782</td>
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<td>Fishbein, Frieda</td>
<td>11 W. 42nd St.</td>
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<td>25 W. 45th St.</td>
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<td>Hayward, Leland, Ltd.</td>
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<td>International Literary Bureau, Inc.</td>
<td>11 W. 42nd St.</td>
<td>LONzacres 4-9576</td>
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<tr>
<td>King, Eleanor</td>
<td>19 W. 44th St.</td>
<td>MUrray Hill 2-6390</td>
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<tr>
<td>Matson, Harold</td>
<td>30 Rockefeller Plaza</td>
<td>CIRCLE 6-2760</td>
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<tr>
<td>Morris, William, Agency, Inc.</td>
<td>1740 Broadway</td>
<td>JUDson 6-5100</td>
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<td>Pauker, Dr. Edmond</td>
<td>1639 Broadway</td>
<td>COLumbus 5-1726</td>
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<tr>
<td>Reynolds, Paul R. &amp; Son</td>
<td>599 Fifth Ave.</td>
<td>MUrray Hill 8-4767</td>
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<tr>
<td>Salisbury, Leah</td>
<td>234 W. 44th St.</td>
<td>LAckawanna 4-8628</td>
</tr>
<tr>
<td>Taylor, Ethel C.</td>
<td>55 W. 55th St.</td>
<td>CIRCLE 5-8620</td>
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<tr>
<td>Writers Workshop, Inc.</td>
<td>280 Madison Ave.</td>
<td>LEXington 2-9878</td>
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</tbody>
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Radio-Television Daily's Almanac

of

Holidays and Special Events

1954

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
   Paul Revere born (1735).
   Emancipation Proclamation (1863).
   Blue Network organized (1927).
2: Georgia admitted (1778).
3: Battle of Princeton (1777).
   William S. Paley is elected president of CBS (1929).
4: Utah admitted (1896).
5: Stephen Decatur born (1779).
   George Washington Carver Died (1943).
   Week of Prayer, first week in January.
6: Carl Sandburg born (1878).
   New Mexico admitted (1912).
7: Millard Fillmore, 13th President born (1800).
   Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut ratified the U. S. Constitution (1778).
   Connecticut admitted (1788).
10: Ethan Allen born (1737).
11: Alexander Hamilton born (1757).
12: John Singer Sargent born (1856).
13: Salmon Portland Chase born (1808).
14: First Written Constitution adopted at Hartford, Conn. (1639).
15: Mathew B. Brady died (1896).
17: Benjamin Franklin born (1706).
   Feast of St. Anthony.
18: Daniel Webster born (1782).
   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 (1942).
   FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart born (1756).
   Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley born (1843).
   Kansas admitted (1861).
30: Franklin D. Roosevelt born (1882).
31: Franz Schubert born (1797).
   Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

1: Victor Herbert born (1859).
   Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
   CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler born (1875).
   Ground Hog Day.
   Candlemas.
   Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley born (1811).
6: Massachusetts admitted (1788).
   Aaron Burr born (1756).
   American Forces recapture Manila from Japan (1945).
   George Herman ("Babe") Ruth born (1895).
7: Charles Herman 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).

14: Valentine's Day.

15: Destruction of the Maine (1898).

16: Katharine Cornell born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).

19: Ohio admitted (1803).

20: U. S. purchased the Danish West Indies (1917).


22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).

23: Johannes Gutenberg died (1468).

25: Enrico Caruso born (1873).

26: William F. Cody (Buffalo Bill) born (1846).


29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska admitted (1867).

2: Texas Independence Day.

3: Florida admitted (1845).

April

1: All Fools' Day.

2: Sergei Rachmaninoff born (1873).

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

May

1: May Day.
   Child Health Day
   Labor Day (Canal Zone).
   Dewey's Victory in Manila Bay (1898).
2: Stonewall Jackson fatally wounded (1863).
   National Music Week.
   FCC authorized full commercial television
   (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's death (1821).
    Cinco de Mayo celebrations (Mexico).
    Arbor Day.
6: Corregidor Surrender (1942).
    Admiral Robert E. Peary born (1856).
7: Germany surrendered to United States, Eng-
    land and Russia (1945).
    Lusitania torpedoed (1915).
    Johannes Brahms born (1833).
    Robert Browning born (1812).
    Plans to spend $1,000,000 for field television
    tests are announced by R.C.A. president
    David Sarnoff; tests to start from Empire
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 Rail-
    road (1869).
11: Minnesota admitted (1858).
12: Florence Nightingale Born (1820).
13: WDRC-FM goes on air under call letters of
    WIXPW, utilizing Armstrong FM system
    (1939).
14: Rockefeller Foundation Granted Charter
    (1913).
    Free State of Israel proclaimed (1948).
15: First regular Air Mail service in the world
    inaugurated by the U. S. Government.
17: "I am An American Day," often referred to
    as Citizenship Recognition Day.
    Norwegian Independence Day (1814).
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>19</td>
<td>First American Confederation of United Colonies of New England (1643).</td>
</tr>
<tr>
<td>21</td>
<td>Lindbergh's Flight to Paris (1927).</td>
</tr>
<tr>
<td>22</td>
<td>National Maritime Day.</td>
</tr>
<tr>
<td>23</td>
<td>South Carolina admitted (1788).</td>
</tr>
<tr>
<td>24</td>
<td>First Telegraph Message sent (1844).</td>
</tr>
<tr>
<td>25</td>
<td>Ralph Waldo Emerson born (1803).</td>
</tr>
<tr>
<td>27</td>
<td>Golden Gate Bridge, San Francisco opened (1937).</td>
</tr>
<tr>
<td>30</td>
<td>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).</td>
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**June**

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Kentucky admitted (1792). Tennessee admitted (1796).</td>
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<tr>
<td>3</td>
<td>Confederate Memorial Day (Louisiana, Tennessee). King's Birthday (Canada). Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).</td>
</tr>
<tr>
<td>7</td>
<td>Daniel Boone Day (Kentucky)</td>
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<tr>
<td>9</td>
<td>Feast of St. Columba. Confederate Memorial Day (Petersburg, Virginia).</td>
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<tr>
<td>16</td>
<td>Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.</td>
</tr>
<tr>
<td>17</td>
<td>Bunker Hill Day. (In Massachusetts, Suffolk County).</td>
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<td>18</td>
<td>Battle of Waterloo (1815).</td>
</tr>
<tr>
<td>19</td>
<td>Beginning of War of 1812. King John of England signed Magna Carta (1215).</td>
</tr>
<tr>
<td>20</td>
<td>West Virginia Day.</td>
</tr>
<tr>
<td>22</td>
<td>Bolivarian Day (Canal Zone).</td>
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<tr>
<td>24</td>
<td>San Juan Day (Puerto Rico). U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).</td>
</tr>
<tr>
<td>27</td>
<td>Helen Keller born (1880).</td>
</tr>
<tr>
<td>30</td>
<td>St. Paul's Day. Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851. Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).</td>
</tr>
</tbody>
</table>
July

1: Battle of San Juan Hill (1898).
   Dominion Day (Canada).
   Battle of Gettysburg (1863).
   Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
   Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).

2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
   Garfield assassinated (1881).

3: Idaho admitted (1890).
   John Singleton Copley born (1737).

4: Independence Day.
   U. S. Military Academy at West Point Opened (1802).
   Calvin Coolidge born (1872).
   Slavery abolished in New York (1825).
   Providence, R. I. founded by Roger Williams (1636).
   Work on Erie Canal commenced (1817).
   Thomas Jefferson died (1826).
   James Monroe died (1831).
   John Adams died (1826).
   Cornerstone of Washington Monument laid (1848).
   Surrender of Vicksburg (1863).
   Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
   American pilots first participated in air raids over Germany (1942).

5: Admiral David G. Farragut born (1801).

6: Republican Party founded (1854).
   John Paul Jones born (1747).
   Columbia University opened (1754).

7: U. S. annexed Hawaii (1898).

8: John D. Rockefeller born (1839).
   Liberty Bell Cracked Telling Death of John Marshall (1835).

9: Elias Howe born (1819).

10: Wyoming admitted (1890).
    James McNeill Whistler born (1834).

11: John Quincy Adams born (1767).
    Federal Communications Commission is organized to succeed Federal Radio Comm.
    and also to regulate wire telephony and telegraphy (1934).

12: Orangeman's Day.


14: Stars and Stripes adopted (1777).
    Bastille Day—First Celebrated in U. S. (1914).
    Admiral Perry Opened First Negotiations for Trade With Japan (1853).

15: St. Swithin's Day.

16: Mary Baker Eddy Born (1881).
    First Atomic Bomb exploded (experimental) New Mexico (1945).

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).
    Society of Jesus abolished by Pope Clement XIV (1773).
    First Battle of Bull Run (1861).
    CBS begins TV broadcasting from station W2XAB (1931).

24: Simon Bolivar born (1783).
    Pioneer Day (Utah).
    Mormon Pioneer Day (Idaho).

25: Occupation Day (Puerto Rico).
    Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).

26: George Bernard Shaw born (1856).
    Serge Koussevitzky born (1874).
    New York ratified the U. S. Constitution (1788).

27: First successful Atlantic Cable (1866).
    Barbosa's birthday, in the Canal Zone.

28: Austria declared war on Serbia (1914).
    Volunteers of America Founder's Day.
    National Vegetable Week begins.

29: Booth Tarkington born (1869).
    Benito Mussolini born (1883).

30: Henry Ford born (1863).
    First Representative Assembly in America convened (1607).
    First patent for wireless telegraphy granted in U. S. (1872).
    Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).

31: Feast of St. Ignatius Loyola.

August

1: Colorado Day.
    Beginning of World War I (1914).

2: Government of India transferred to British Crown (1858).
    U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.

3: Civic Holiday (Canada).
    Germany declared war on England and France (1914).
    Columbus sailed from Spain (1492).

4: Feast of St. Dominic.

5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
    Second Atomic Bomb dropped (1945) Hiroshima.

6: Feast of the Transfiguration.
    Westinghouse discloses Stratovision plan (1945).

7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
    Creation of War Department (1789).
Society of Jesuits restored by Pope Pius VII (1814).

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).
15: Panama Canal opened (1914).
18: Virginia Dare born (1587).
20: Benjamin Harrison born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy born (1862).
23: Oliver Hazard Perry born (1785).
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
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
3: Henry Hudson discovered Manhattan Island (1609).
5: First Continental Congress (1774).
6: Lafayette Day. First Battle of the Marne (1914):
9: Admission Day (California—1850).
11: Harvest Festival.
12: Henry Hudson entered the river (1609). Defender’s Day (Maryland).
14: Great Britain and its colonies in America adopted the Georgian calendar (1752). “The Star Spangled Banner” written by Francis Scott Key (1814).
16: Russians burned Moscow (1812).
17: Constitution Day.
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 commer-
   cial program (1934).

October

7: Francisco Franco proclaimed head of Spanish
   Nationalist Government (1935).
   Germany Crossed Border Into Czechoslo-
   vakia (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 fre-
   quencies for television aural or apex broad-
   casting 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 Colom-
   bia (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 in-
   stead of AM, is demonstrated on 2 1/2 meter
   wave by Maj. E. H. Armstrong at the insti-
   American Art Week.
7: Marie Skladouska Curie born (1867).
8: N. Y. Symphony Orchestra gave its first con-
   cert 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 Con-
    tinental Congress (1775).
11: Armistice Day, World War I.
    Washington admitted (1889).
    Edwin Booth born (1833).
14: Robert Fulton born (1765).
Book Week.
15: Pike's Peak discovered (1806).
16: Oklahoma admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield born (1831).
21: North Carolina admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce born (1804).
24: Zachary Taylor born (1784).
25: 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).
MB&;S, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
30: Rudyard Kipling born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S (1853).
31: New Year's Eve.
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