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TV PERSONALITIES

E. K. JETT, v.p. and dir. of WMAR-TV, Baltimore, Md., joined the Federal Radio Commission in 1929 as a senior engineer. He was advanced two years later to asst. chief engineer, then chief engineer in 1938, and Commissioner in 1944. He resigned from the Commission to assume his present duties on Jan. 1, 1948. Jett was a member of the Censorship Operating Board during World War II



and the chairman of the Coordinating Committee 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 Decatur Review and a year on the Argus, he became 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 Community 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. mgr. of the Greensboro Daily News and the Greensboro Record for 16 years. When the News Co. expanded into radio operation, he was chosen manager of WFMY (FM) in 1948, and served in that capacity until FM operation 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 Roanoke, Inc., operator of WROV-AM-TV, began his career as an NBC page boy. In 1950 he filed the first application in Roanoke for TV. In Sept., 1952 his CP was granted and the station went on the air Feb., 1953, becoming the 9th UHF station to begin operating. WROV-TV went off the air on July, 1953 when a VHF channel 7 application was filed for Roanoke, Va. Frank joined WROV in 1946, after an Army tour, which was just going on the air.

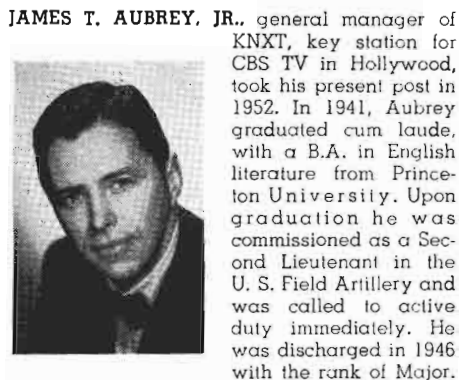


JAMES M. GAINES, v.p. and gen. mgr. of Southland Industries, Inc., owners and operators of WOAI-AM-TV, San Antonio, Texas, was formerly v.p. and a member of the board of directors of General Teleradio, Inc., heading WOR-WOR-TV, N. Y. Jim joined NBC in 1941 in the station relations dept. and held successive posts as asst. adv. and promotion 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.



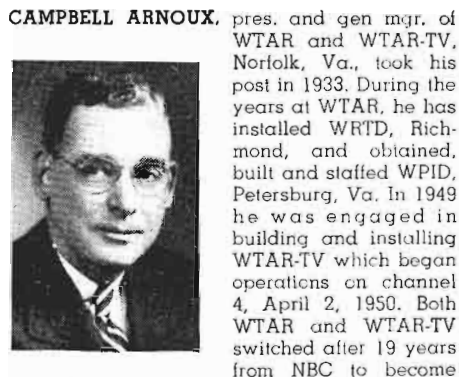
ROGER W. CLIPP, gen. mgr. of the Phila. Inquirer stations WFIL-AM-FM-TV, was elected a member of the board of directors of the Chamber of Commerce of the U. S. in April, 1953. He is a veteran of the radio-TV broadcasting fields, and a 1925 graduate of the Wharton School of the University of Penna. A past chairman of the ABC stations planning & Advisory committee, Clipp recently completed 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.

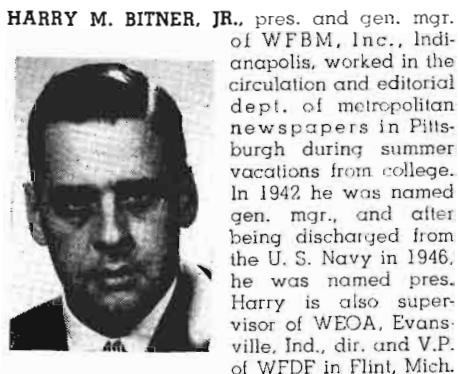
LESLIE G. ARRIES, JR., gen. mgr. of WTTG, Washington, D. C., took his present post on June 29, 1953. He enjoys the distinction of being the only member of the DuMont organization to have worked in its 3 owned and operated stations. After serving as a junior engineer, he became a WTTG cameraman, production assistant and director of special events. In Feb. 1949, Arries was sent to WDTV in Pittsburgh, where as program operations manager, he helped establish the station.



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 WRIT, 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.

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 KSD-TV 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.



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 supervisor of WEOA, Evansville, Ind., dir. and V.P. of WFDF in Flint, Mich.

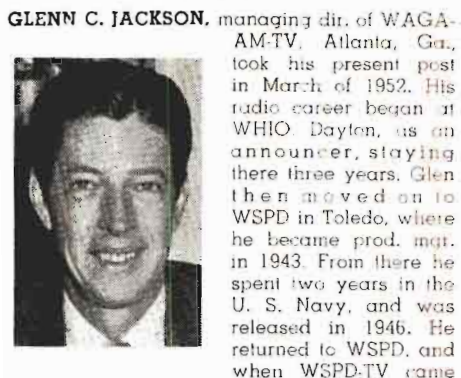
and V. P. of the Grandwood Broadcasting Co., (WOOD, WOOD-TV). He is a member of the city's Rotary Club.

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.





TV PERSONALITIES



GLENN C. JACKSON, managing dir. of WAGA-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 Baum Temple Shrine member.



CHARLES H. CRUTCHFIELD, exec. v.p. of the Jefferson Standard B'castg. 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.



TV PERSONALITIES

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.

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.



H. LESLIE ATLASS, v.p. in charge of the Western Division of CBS and gen. mgr. of WBEM, 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 Colum-



bia network in 1933, he was named to his present post. Atlass, his wife and three children live near Wheaton, Ill.

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. C., 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.



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,



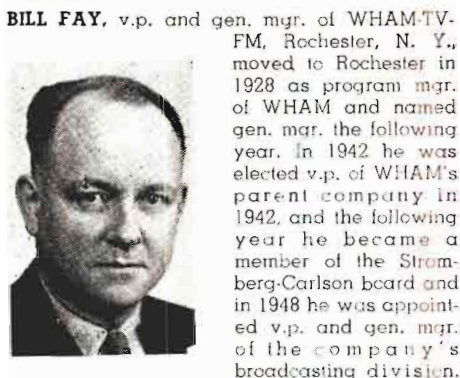
Borel was prominent in such extra-curricular activities as Strollers and the Scarlet Mask, while in school.

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.





TV PERSONALITIES



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.

HAROLD ESSEX, exec. v.p. of Triangle B'castg. 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.



WALTER J. DAMM, v.p. and gen. mgr. of the Milwaukee Journal stations, WTMJ 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.

ROBERT W. FERGUSON, exec. v.p. and gen. mgr. of Tri-City B'castg. 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'castg. 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.



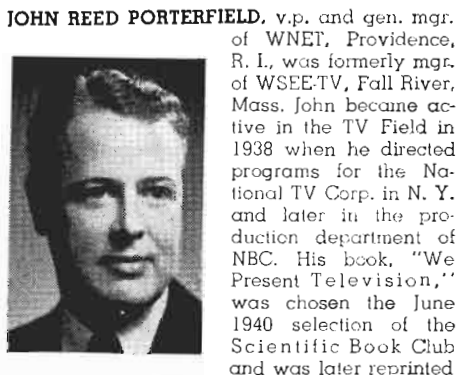
C. RICHARD EVANS, v.p. and gen. mgr. of KGMB-AM-TV, Honolulu, and KHBC, Hilo, T. H., started as a technician with KSL in Salt Lake City, and advanced to v.p. and gen. mgr. of KSL. In 1952 Evans was invited to Honolulu by the Bd. of Directors of the Hawaiian B'castg. System to survey the territory for 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.

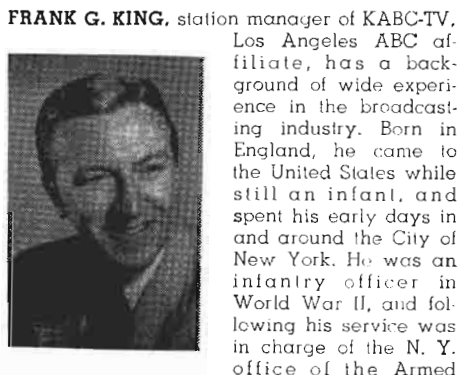
JOE EATON, pres. and gen. mgr. of the Mid-America B'castg. Corp., operators of WKLO and WKLO-TV, Louisville, Ky., is a past pres. of the Kentucky Broadcasters Assn. In 1948 he organized and constructed WKLO, and put Louisville's seventh station on the air Nov. 23, 1948. WKLO-TV started programming Oct. 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 WSEETV, 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 "He Aquí la Televisión." John has also been associated with the Radio Corp. of America.

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.



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.

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.



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.

NORAN E. KERSTA, exec. v.p. and gen. mgr. of WFTL-AM-TV, Ft. Lauderdale, Fla., came to the Tri-County Broadcasting 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.

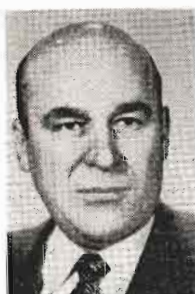


WILBUR M. HAVENS, pres. and gen. mgr. of Havens & Martin, Inc., owners and operators of WMBG-WCOD-WTVR, Richmond, Va., organized his own automotive-electrical business in 1922. Havens became the Philco battery distributor and later took on the Philco power socket receivers. From there he secured a license 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.



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.



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 WQXR, 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.



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 Karl 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, WCOO, Cincinnati. He is married and has two children.



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.



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.

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.



RICHARD J. GOGGIN, 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. director 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.



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 1936 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.

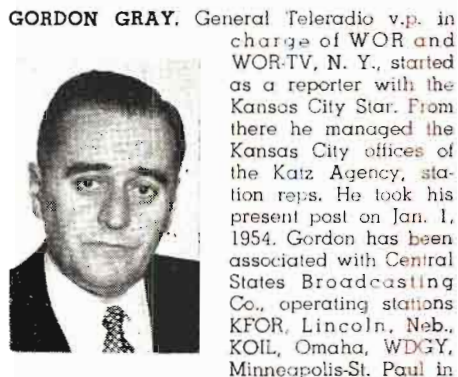


HAROLD FREDERICK GROSS, president and owner of WJIM and WJIM-TV, Lansing, Mich., is a graduate of the University of Michigan. He built WJIM 20 years ago, and has been continuously owned and operated by him ever since, and built WJIM-TV four years ago. Gross built WGFG (now WKMI) Kalamazoo, in 1947 owned 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.



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 Il 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 had 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, KOIN-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.

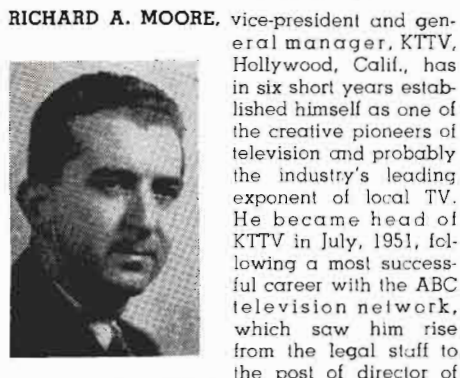


W. H. LINEBAUGH, vice-president and general manager of Mountcastle Broadcasting Co., Inc., is a native of Tennessee, born and reared in a small town, about 40 miles from Knoxville. Prior to coming to WROL in 1944 as business manager, he was with the Knoxville News-Sentinel in the advertising department 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.





TV PERSONALITIES

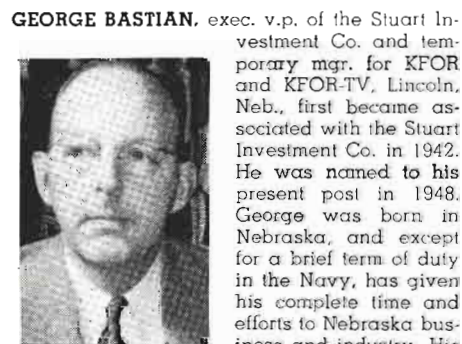


RICHARD A. MOORE, vice-president and general manager, KTTV, Hollywood, Calif., has in six short years established himself as one of the creative pioneers of television and probably the industry's leading exponent of local TV. He became head of KTTV in July, 1951, following a most successful career with 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, of 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 Carthage, 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 WWNV, 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.



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.



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 Rowley 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.

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.





TV PERSONALITIES



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 WSGN 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 KTBC-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 KAHLE, 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 KCOL 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. KIRCHHOFFER, 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 KRITSER, 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.

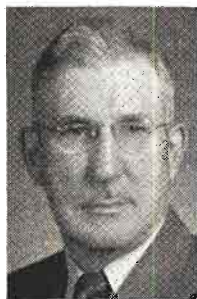




TV PERSONALITIES



FRANK S. HOY, gen. mgr. of WLAM-AM-TV, Lewiston, Me., is also gen. mgr. of WPMT, 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. WPMT (TV) went on the air Aug. 30, 1953.

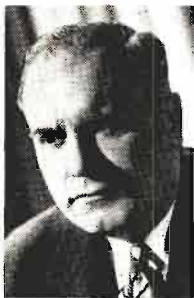


WLAM-TV hit the airwave in Nov., 1953. He is former chairman and present member of Maine State Board of Education.

PHIL HOFFMAN, v.p. and mgr. of KOAT-TV, Albuquerque, N. M., managed KFJB 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'castg. 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.



GEORGE J. HIGGINS, v.p. and managing dir. of KMBC-KFRM-KMBC-TV, Kansas City, entered radio in 1931 as sports director of WTCN, Minneapolis. In Feb., 1951, Higgins moved to KMBC-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 KSO, 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.



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.



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.



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 A. GITTLESON, gen. mgr. of WJAR-TV, Providence, R. I., started in TV in 1949 at WFMV-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 Broadcasters Association.



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.



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 asst. 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.



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.

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.





TV PERSONALITIES



GEORGE J. KAPEL, general manager of KOMU-



TV, commercial station of the University of Missouri, was previously commercial manager of WAAR, Worcester, Mass., manager, WDYK, Cumberland, Md., manager, WDNE, Elkins, W. Va., program director, WAJR, Morgantown, W. Va., and had been earlier, associated with KMJ, 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.



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.



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 management in 1950. When WJHL-TV had its lower

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.



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 as sales rep. Joe is a member of the American Legion, Director of Sales Executives, and Rotary International.



ED BREEN, pres. of KQTV, Fort Dodge, Ia., was



formerly a county attorney and in the State Senate. KQTV is a TV outgrowth of the radio venture. Breen and others organized KQFD, 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.

GERALD A. BARTELL, pres. of WOKY and

WOKY-TV, Milwaukee, Wis., pres. of WAPL, Appleton, Wis., and pres. of WMTV, 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.



TV PERSONALITIES

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 re-



porter for "The Commercial Appeal" which owns the station. He is married and has two daughters.

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.



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'castg. Co. KOPR-TV started operations in Aug. 1953. He is a past president of Montana Radio Sta-



tions, Inc., a member of the Butte Rotary Club and the Butte Country Club. He is married and has two daughters.

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 WHTT in 1941. Delaney was appointed general manager of WHEC and managing director of the Gannett Radio Group in the spring of 1953.



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 named 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.

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 WBBM-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.





TV PERSONALITIES



CHARLES H. GARLAND, gen. mgr. of KOOL and the Radio Network of Arizona, secretary-treas. of Old Pueblo B'castg. Co., which operates KOPO-AM-TV, Nogales, is also sec. 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 Aulry and Rex Schepp, with

whom he has been associated for many years. Charles left in 1948 to take his present post.



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 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.

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 KMID-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.



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.

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 1926 as a partner in the Kansas City advertising agcy. 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.



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.



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.



ROBERT D. ELLIS, v.p. and national sales dir. of KKTU, 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. KTTU started TV broadcasting Dec. 7, 1952.



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-Marietta, Ohio markets. He is married and has three sons.



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. Wolfe in founding WKNX in 1946. He is vice pres. of the Michigan Association of Broadcasters. Edwards is a 20-year radio veteran.





TV PERSONALITIES



W. D. ROGERS, president of Texas Telecasting, Inc., owners of KDUB-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.



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.



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 Palsy.



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 non-occupational hobbies which progressively command less and less time are boating and golfing.



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.

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 general 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 WJKS, Ralph Atlass, 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.





TV PERSONALITIES



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.

ROBERT R. TINCHER, vice-president of the Cowles Broadcasting Co. and general manager of KVTU, 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 KVTU in 1953.



HUGH B. TERRY, president of Aladdin Radio & Television, Inc., operators of KLZ, KLZ-TV, Denver, Colo., 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 and has served as district director of the NAB and director at large to the NARTB.

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.



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.

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.



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 WVET-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, WTTV, 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 Tartzian 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 WTTV's new channel 4 operations. With the WTTV 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 KOL, 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.



TV PERSONALITIES

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.



VICTOR A. SHOLIS, vice-president and director, WHAS-AM-TV, Louisville, Ky., was born in Glasgow, Scotland, and in 1929, 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.



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.

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.



CHARLES DE YOUNG THIÉRIOT, 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. Thiériot 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.

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 WJAC-TV, 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, WCAN-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 WCAN-TV a model UHF station for the entire country, and his efforts have already focused national interest.



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. J. degree. He was associated with a few newspapers in the capacity of editor, business manager, and advertising department. From 1941-1946, 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.



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 1948, 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. Kallenborn's 20 year radio club.



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 WMBD, 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.



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. Hebenstreit purchased KVSF in Santa Fe, N. M. in 1938. KGGM-TV began program operation October 4, 1953.



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.





TV PERSONALITIES



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.



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, Benton, O., and at the same time he became gen. mgr. of the Pelan 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, O., holding two degrees, one of which is in communications engineering. He is a native of McPherson, Kansas.



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



September, 1952, and WCOS-TV began operation on May 1, 1953, as South Carolina's first television station.

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.



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 Petersons have two children.



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 NABT, 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.





TV PERSONALITIES



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-AM, 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.





TV PERSONALITIES



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.



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.



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 WNBK, 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.

OWEN SADDLER, executive vice-president and general manager of the May Broadcasting Company, actively manages radio station KMA in Shenandoah, Ia., 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.



M. C. WATTERS, gen. mgr. of WCPO-AM-FM-TV, Cincinnati, O., is a graduate of Georgetown University. In 1938, Watters 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.

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. Broadcasting 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, gen. mgr., 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.



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.



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 WCSH, 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.



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.



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.

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.





TV PERSONALITIES



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.



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; WRBW, Reading; WORK, York; and WEST-AM-FM, Easton, Pa., to mention nothing of his busy activity as a member of the NAB'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.



M. F. WOODLING, mgr. of KHSL-TV, Chico, Calif., started with KJBS 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.



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-FM 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 member of the Elks.



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.



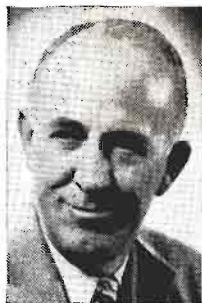
D. L. (TONY) PROVOST, vice-president and member of the board of directors of Hearst Radio, Inc., as well as in charge of all Hearst operations, supervise WBAL and WBAL-TV, Baltimore, is a graduate of William and Mary College. He has been associated with Doremus & Co. and Miller Tape Recording Co. In 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.



TV PERSONALITIES

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'castg.



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 pres. 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 WEAN, Providence. After a year he was transferred to WNAC, where he became production chief. Later, 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.





TV PERSONALITIES



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, Swezey'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.

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.



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.



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.



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.



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. Agcy. of L.A. and San Francisco. From 1948 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.



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.



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, executive 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, age 19, and 15, and his hobbies are, you guessed it—radio and television.



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 Fetzer 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.

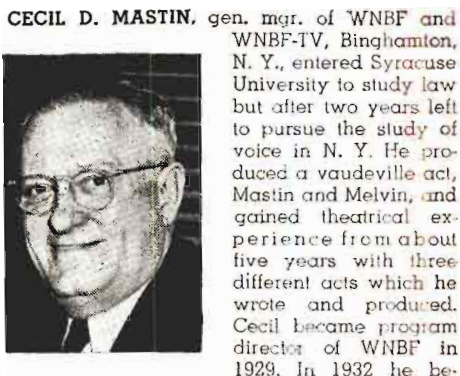


WALTER E. WAGSTAFF, gen. mgr. of KIDO-AM-TV, Boise, Idaho, went to Boise in 1944 when he went to assume the management of and minority ownership of KIDO. His career in TV began July 12, 1953 when KIDO-TV became the first TV station in Idaho to get on and stay on the air. He had served as vice president 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.



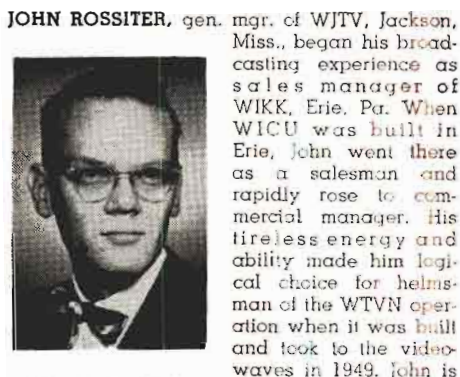


TV PERSONALITIES



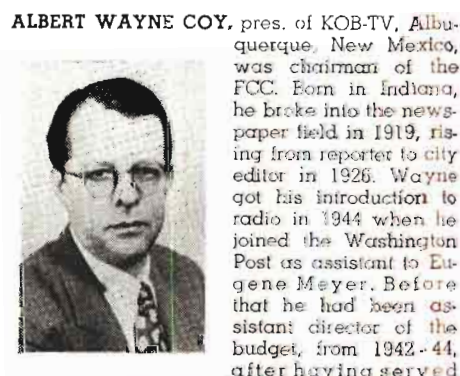
CECIL D. MASTIN, gen. mgr. of WNBK and WNBK-TV, Binghamton, N. Y., entered Syracuse University to study law but after two years left to pursue the study of voice in N. Y. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. Cecil became program director of WNBK in 1929. In 1932 he became gen. mgr. and in 1942 WNBK-FM was added to his chores. WNBK-TV was launched on Dec. 1, 1949.

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.



JOHN ROSSITER, gen. mgr. of WJTV, 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 video-waves 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.

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.



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.

STAN WILSON, gen. mgr. of KFDD-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 KRIO 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 in 'll 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.

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Filmstrips, Transparency Slides,
Microfilm

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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

A Message of interest to:

Motion Picture Producers,
Distributors, Advertising Agencies,
Sponsors, Film Libraries,
TV Film Producers and Distributors . . .

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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., 320 Lyell Avenue, Rochester, N. Y.
Raytons Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.
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., 3087 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.

Kliegl Bros., 321 W. 50th St., New York, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, 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., 2509 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. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
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., CHS., Hollywood 4-7471
Anderson, Howard A.,
1611 Cosmo St., Hollywood 2-1247
Cinecolor Corp.,
2800 S. Olive St., Burbank, Rockwell 9-1126
Cinema Research,
7000 Romaine, Hollywood CHS.
Hollywood 2-7464
Consolidated Films Industries, Inc.,
959 Seward St., Hollywood 9-1441
Dunningcolor Corp.,
932 N. La Brea Ave., Hollywood 7-3174
Mercer, Ray,
4241 Normal Ave., Olympia 8436
Pacific Title & Art Studio,
6350 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.

Ace Film Laboratories, Inc.
1161 N. Highland Ave. (381) HOLLYWOOD 4-7471
Anso Processing Lab.
1161 N. Highland Ave. HOLLYWOOD 4-7471
Associated Film Laboratory
5631 Hollywood Blvd. HOLLYWOOD 4-8195
Cinecolor Corp.
2800 W. Olive Ave. Burbank, ROCKWELL 9-1126
Cinema Research
7000 Romaine HOLLYWOOD 2-5464
Color Reproduction Co.
7936 Santa Monica Blvd. (46)
HOLLYWOOD 4-8225
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
HOLLYWOOD 5-5122
Consolidated Film Industries
959 Seward St. (381) HOLLYWOOD 9-1141
Crescent Film Laboratories
7510 N. Ashland, AMBASSADOR 2-5000
Dunningcolor Process Co., Inc.
932 La Brea Ave. (381) 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 (381) 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. Argyle Ave., HOLLYWOOD 9-6391
Hollywood Film Enterprises Inc.
6060 Sunset Blvd. (281) HOLLYWOOD 4-2181
Hungerford Film Lab.
6327 Santa Monica Blvd. HOLLYWOOD 2-3237
Mercer, Ray, & Co.
4241 Normal Ave. (291) OLYMPIA 8436

Modern Movies, Inc.
6018 Fountain Ave., HOLLYWOOD 4-7293
National Screen Service
7026 Santa Monica Blvd. HOLLYWOOD 5-3136
Pathe Laboratories, Inc.
6823 Santa Monica Blvd. HOLLYWOOD 9-3961
Peerless Process Labs.
959 Seward St., HOLLYWOOD 7-9223

Picture Recorders
4992 Santa Monica Blvd. NORMANDIE 2-6985
Precision Film Lab.
1107 S. Robertson Blvd. BRADSHAW 2-2340
Producers Photographic Lab. Inc.
6556 Santa Monica Blvd. HOLLYWOOD 2-1334
Richters Film Lab.
1715 N. Mariposa Ave., OLYMPIA 3215

Technicolor Motion Picture Corp.
6311 Romaine St., HOLLYWOOD 7-1101
Telefilm, Inc.
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 3-9162
Motion Picture Service Co.
125 Hyde St., ORDWAY 3-9162
Multichrome Laboratories
760 Gough St., HENLOCK 1-6567
Palmer, W. A., Films, Inc.
611 Howard St., YUKON 6-5961

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg. 4206

DENVER, COLO.

Western Cine Service
114 East Eighth Ave., TABOR 2812

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N.W., DUPONT 7-1800
Capital Film Laboratories, Inc.
1905 Fairview Ave., N.E., LAWRENCE 6-4634

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N.W., CYPRESS 1636
Strickland Film Co.
220 Pharr Rd., S.E., CHEROKEE 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Boulevard, Oak Park, AUSTIN 7-8620
Bell and Howell Co.
7100 McCormick Lincolnwood
AMBASSADOR 2-1600
Chicago Film Laboratories, Inc.
1322 W. Belmont Ave., BITTERSWEET 8-6780
Colburn, Geo. W., Laboratory
164 N. Wacker Drive, STATE 2-7316
Crescent Film Laboratories
7510 N. Ashland, AMBASSADOR 2-5000
Film Laboratories Inc.
858 N. LaSalle, WHITEHALL 4-5460
Filmack Laboratories
1327 S. Wabash Ave., HARRISON 7-3395
Wilding Picture Productions Inc.
1345 W. Argyle St., LONGBEACH 1-8410

DES MOINES, IA.

General Pictures Productions
Kempster Rd., 3-8275
Parrot Film Studio
1700 Keo Way, 2-4211

NEW ORLEANS, LA.

Motion Picture Advertising Service Co., Inc.
1032 Carondelet St., MAGNOHIA 4545

BALTIMORE, MD.

Alpha Film Laboratories
6009 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

DETROIT, MICH.

General Film Laboratory, Inc.
66 Sibley, WOODWARD 1-7818
Jam Handy Organization
2821 E. Grand Blvd., TRINITY 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg., TRINITY 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St., TUXEDO 2-4600

ST. PAUL, MINN.

Reid H Ray Film Industries
2269 Ford Parkway, EMERSON 1393

KANSAS CITY, MO.

The Calvin Co.
1105 Truman Rd., HARRISON 1230
Eso-S Pictures
1121 W. 47th St., VALENTINE 8780

FORT LEE, N. J.

Consolidated Film Industries
Main Street, FORT LEE 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., Brooklyn, ESPLANADE 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St., COLUMBUS 5-2180
Consolidated Film Industries

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- Ultra Violet & Flash Patch Track Printing
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- Quality Control
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619 West 54th Street, New York 19, N. Y. JUDson 6-0360

Div. of Republic Pictures Corp.
 1740 BroadwayJudson 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
FilmLab, Inc.
 126 W. 46th St.Judson 2-2863
Fordel Film Laboratories
 1187 University Ave.Ludlow 8-5100
Gulfanti Film Laboratories, Inc.
 630 Ninth Ave.Columbus 5-5530
Major Film Laboratories Inc.
 653 Eleventh Ave.Circle 6-6950
Malechm Laboratories Corp.
 244 W. 49th St.Circle 6-6150
Mecca Film Laboratories, Inc.
 630 Ninth Ave.Circle 6-5289
Mercury Film Laboratories Inc.
 732 Seventh Ave.Circle 5-4930
Movielab Film Laboratories
 619 W. 54th St.Judson 6-0360
National Screen Service Corp.
 1600 BroadwayCircle 6-5700
Paramount Laboratory
 Sixth & Pierce Sts., Astoria, RAvenswood 8-8000
Paramount News Laboratory
 Office: 544 W. 43rd St.LOngaere 3-4360
Pathe Laboratories, Inc.
 105 E. 106th St.TRfalgar 6-1120
Precision Film Laboratories
 21 W. 46th St.Judson 2-3970
Producers Laboratories, Inc.
 457 W. 46th St.Circle 6-5232
Rainbowlab, Inc.
 619 W. 54th St.Judson 6-0360
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.WAtkins 4-6156

CLEVELAND, O.

Escar Motion Picture Service, Inc.
 7315 Carnegie Ave.ENdicott 1-2707
Motion Picture Productions, Inc.
 Rockefeller Bldg.PRespect 1-4900

DAYTON, O.

Film Assoc., Inc.
 So. Dixey Hwy. & Winwood Ave.

PHILADELPHIA, PA.

Beswick, Harold W.
 1017 W. Allegheny Ave.BAldwin 9-9355
News Reel Laboratory
 1733 Sansom St.Rittenhouse 6-3892
Welsh Studios
 1209 E. Chelton Ave.LIVINGSTONE 8-4611

DALLAS, TEX.

Big D Film Lab
 4215 Gaston Ave.VICTOR 1341
Jamieson Film Co.
 3825 BryantTENison 8158
Southwest Film Laboratory, Inc.
 2015 YoungRiverside 6782
Variety Pictures, Inc.
 3825 BryanTENison 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.
 5271 Western Ave.DEXter 1180
Cinecraft Studios, Inc.
 1184 St. Catherine St. W.LAncaster 8092

TORONTO

Associated Screen News, Ltd.
 100 Adelaide St. W.Waverly 4671
Film Laboratories of Canada, Ltd.
 310 Lakeshore Rd.MURray 7226
Shelly Films, Ltd.
 156 King St. W., Toronto 14.Yndhurst 8431

OTTAWA

Crawley Films, Ltd.
 19 Fairmont Ave.8-0085
National Film Board of Canada
 John & Sussex Sts.DIdieu 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

Anso

Anso Division of General Aniline & Film Corp.,
 Binghamton, N. Y.: 405 Lexington Ave.,
 Murray Hill 6-0555, New York 19, N. Y.; 6424
 Santa Monica Blvd., Hollywood 4-6131, Holly-
 wood 38, California.

DuPont

I. E. du Pont de Nemours and Co. (Inc.),
 Photo Products Division, Wilmington, Del.:
 6656 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.

Eastman

See W. J. German, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

German, W. J., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-5100;
 6700 Santa Monica Blvd., HOLLYWOOD 7-6131,
 Hollywood 38, Calif.; 6040 N. Pulaski Rd.,
 Hyvng 8-4064, Chicago, Ill.

Gevaert Co. of America

423 W. 55th St.JUDson 6-2770

CIRCLE

Film Laboratories

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A complete motion picture service

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33 West 60th St. N.Y. 23, N.Y.

Storage Vaults

LOS ANGELES, CALIF.

Bekins Van & Storage Co.
1025 N. Highland Ave. Hollywood 9-8181
Hollywood Film Co.
946 Seward St. Hollywood 4-7191
Lyons Van & Storage Co.
6372 Santa Monica Blvd. Hollywood 9-1401

BOUNDBROOK, N. J.

United Storage Corp.
Band-Chestnut Sts. Boundbrook 9-3050

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave. Judson 6-1030
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway Judson 6-1700
Lloyds 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.

Anguish, Toby
8470 Melrose Webster 3-8301
Camera Craft Audio Visual Sales & Rentals Co.
6764 Lexington Ave. Hollywood 3-6856
Dennis, Wm. M.
2506 1/2 W. Seventh St. DUnkirk 4-3722
Film Classic
1611 N. LaBrea Hollywood 7-4255
Ideal Pictures Corp.
2950 W. 7th St. DUnkirk 3-3195
Independent Film Library
c/o Hal Roach Studios, Culver City
Texas 0-2761
Mercer, Ray & Co.
4241 Normal Ave., (27) OLympia 8436
Smith, Howard E., Films
2408 W. Seventh St. DUnkirk 7-8228
Wild Life Film Co.
5151 Strohm, N. Hollywood STanley 7-5845

NEW YORK, N. Y.

Lloyds 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

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
6618 1/2 Sunset Blvd. (38) Hollywood 4-0406
Landz, Walter
861 N. Seward St. HOLlywood 9-2907
Mercer, Ray
4141 Normal Ave. OLympia 8436
Metro-Goldwyn-Mayer
Culver City TEExas 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

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave. NEW Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas JUdson 6-3442
Eshbaugh, Ted, Studios, Inc.
109 W. 64th St. TRafalgar 3-0720
Famous Studios
25 W. 45th St. 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. ORegon 9-4000
Richard S. Robbins
163 Bleecker St., N. Y. C. SPring 7-2568
Spotlight Promotions
123 West 44th St., N. Y. C. PLaza 7-0800
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 19, N. Y.
Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.
United States Air Conditioning Corp., 2564 Como
Ave., Minneapolis 14, Minn.
Westinghouse Electric Corp., B. F. Starvoant Div.,
420 Lexington Ave., New York, N. Y.
York Corp., York, Pa.

Color Processes

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif.: HOLly-
wood 4-7471.
Anseo Color
Anseo Division of General Aniline & Film Corp.,
2229 Vaux Hall Rd., Union, N. J.; 405 Lexing-
ton Ave., N. Y.; MUrray Hill 6-0555; 1157 N.
Highland Ave., HOLlywood 28, Calif.: HOLlywood
4-7471.
Associated Film Lab.
5631 Hollywood Blvd., Hollywood: HOLlywood
4-8195.
Castagnaro, Mario
5746 Sunset Blvd., Hollywood: HOLlywood
7-6618.
Cinecolor, Inc.
2800 W. Olive St., Burbank, Calif.: ROckwell
9-1126.

Cinema Research

7000 Romaine, Hollywood 38, Calif.: Hollywood 2-7464.

Color Research Corp.

105 E. 106th St., New York, N. Y.: SAcramento 2-7830.

Color Reproduction Co.

7936 Santa Monica Blvd., Hollywood 46, Calif.: Hollywood 4-8225.

Consolidated Film Ind.

959 Seward St., Hollywood: Hollywood 9-1441.

Dunningcolor Corp.

Laboratory, 932 N. La Brea Ave., Hollywood 38, Calif.: Hollywood 7-3174.

Eastman Kodak Co.

Rochester, N. Y.

Eastman Kodak Co.

1017 N. Las Palmas Ave., Hollywood: Hollywood 5-7151.

Film Effect

1153 N. Highland Ave., Hollywood 38, Calif.: Hollywood 9-5808.

Flora Color

1103 El Centro Ave., Hollywood, Calif.: Hollywood 7-9559.

Kodachrome

Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Hollywood Blvd., Hollywood: HO 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.

Polarcolor Process

Polaroid Corp., Cambridge 39, Mass.

Rainbowlab, Inc. (Div. of Moviexlab)

619 W. 54th St., New York, N. Y.: JUdson 6-0360.

Technicolor Motion Picture Corp.

6311 Romaine St., Hollywood 38, Calif.: Hollywood 7-1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 307 Rockefeller Plaza, New York, N. Y.: Circle 7-7934.

Trucolor

Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.: JUdson 6-1700.

Screening Rooms

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.

959 Seward St., Hollywood 9-1441

Eastman Kodak Co.

1017 N. Las Palmas, Hollywood 5-7151

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood 4-2181

Pathe Industries, Inc.

6823 Santa Monica Blvd., Hollywood 9-3961

RCA

1010 N. Sycamore Ave., Hillsdale 5171

NEW YORK, N. Y.

Advance Projection Theaters

729 Seventh Ave., JUdson 6-4954

Bonded's Film Center Theater

630 Ninth Ave., JUdson 6-1030

Johnny Victor Theater

40 W. 49th St., Circle 6-4030

Lloyds

729 Seventh Ave., Columbus 5-5400

Miles Public Projection Theaters

729 Seventh Ave., Circle 5-6873

Moviexlab Theatre Service, Inc.

619 W. 54th St., JUdson 6-0360

Preview Theater

1600 Broadway, Circle 6-0865



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MU 7-4242

101 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
439 E. 76th 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

Lillian Costume Co.
1658 Broadway Circle 5-5199

Stage Costumes, Inc.
3 W. 61st St. Circle 7-7948

Radio-TV Station Brokers

Blackburn-Hamilton Co.
Washington, D. C.; Washington Bldg., S'Telung

3-4341, James W. Blackburn, partner,
Chicago, Ill.; Tribune Tower, Delaware 7-2755.
Ray V. Hamilton, partner.
San Francisco, Cal.; 235 Montgomery St.,
EXbrook 2-5672, Lester M. Smith.

R. C. Crisler Co.
Cincinnati, O.; 1109 Union Trust Bldg., Dunbar
7775.
Greenwich, Conn.; 20 Church St., 8-6692, Linton
Wells, associate.
New York; MURray Hill 8-3330.

Allen Kander
Washington, D. C.; 1701 K St. N.W., NATIONAL
8-3233.
New York 17, N. Y.; Lincoln Bldg., MURray
Hill 7-4242.
Associates: Edwin Tombera, George Cooper.

Howard E. Stark
New York 22, N. Y.; 50 East 58th St., EL-
dorado 5-0405.

Albert Zugsmith Corp.
W. Los Angeles 49, Cal.; 12015 San Vicente
Blvd., Arizona 9-8294.

Miscellaneous

Tele Q
1227 Sixth Ave., New York 19, N. Y.
JUDson 6-5766

Frank E. Yasah
7 West 44th St., New York, N. Y.
MURray Hill 7-4277

Backdrops, Incorporated
2 West 46th St., New York, N. Y.; Circle 6-6875

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 concentrated 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 entertainment 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
Colgate 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 & Olie
NBC-TV

AMSTERDAM, MOREY
B. Dec. 14, 1912, Chicago, Ill.
Breakfast with Music, WNBT,
New York; Decca Records.

**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

AVERY, PHYLLIS
Meet Mr. McNutley
CBS

AYRES, 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

BARON, 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

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"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-TV

BARTY, BILLY
B. Oct. 25, Pennsylvania. Red
Skelton Show, NBC-TV; Alvino
Rey, Spike Jones Varieties, KNBH,
Los Angeles, Cal.

BECK, JACKSON
U.S. Steel Hour
ABC

BECKER, SANDY
Young Dr. Malone
CBS

BELL, 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
B. Jan. 29, 1896, New York.
George Burns and Gracie Allen
Show, CBS-TV

BURT, HARDY
State of the Nation
Mutual

BUTTONS, RED
B. Feb. 15, 1919, New York.
Red Buttons Show, CBS-TV

— C —

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

CARHART, GEORGIANA
Life Begins at Eighty
DuMont

Mistress of
Ceremonies
"TV Card Party"
WTOP-TV

Mistress of
Ceremonies
"General Electric
Theatre"
WMAL-TV

"Hi Neighbor"
Shopping Show
WHAM-TV



Hostess
"New Homes Preview"
WMAL-TV

Mistress of
Ceremonies
WTTG-TV

"Dorese Bell Show"
WRNY

DORESE BELL

ABC Network
New York
"Dorese Bell Show"
Women's News Commentary

"RAIN OR SHINE"

with

Have a Happy

CAROL REED

WCBS-TV



**JACKSON
BECK**

ANNOUNCER
United States Steel Hour

ACTOR

NARRATOR

MU 8-6600

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

CARROLL, JEAN
Take It From Me
ABC-TV

CARROLL, JIMMY
Wonderful City
Mutual

CARROLL, LEO G.
Topper
CBS-TV

CARROLL, MADELEINE
Starlight Theatre
CBS

CARSON, JACK

B. Oct. 11, 1911, Carmen, Mani-
toba, 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

CERE, BENNETT
What's My Line
CBS-TV

CESANA, RENZO
(The 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

CLAIRE, 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
Valiant Lady
CBS-TV

COY, JIM
Jim Coy Show
NBC

CRABBE, BUSTER
Luncheon with Buster Crabbe
NBC

CRONYN, HUME
The Marriage
NBC

George and Gracie

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McBRIDE**

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TO COAST

— O —
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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,
Jack Benny Show, CBS-TV

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

— D —

DAHL, ARLENE
Playhouse
ABC-TV

DALEY, JAMES
Foreign Intrigue
NBC-TV

DALY, JOHN
What's My Line
CBS-TV

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

DEMING, 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
Jamio
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 L.
Search That Never Ends
Mutual

DURANTE, JIMMY
B. Feb. 18, 1893, New York City.
Colgate Comedy Hour, NBC-TV

— E —

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

ELLIOTT, WIN
Break the Bank, On Your
Account
NBC-TV

EMERSON, FAYE
Faye Emerson Show
NBC

ERICKSON, CORYDON
ARVID

B. Dec. 26, 1944, New York City.
Robt. Montgomery Presents,
Goodyear Theatre, Hit Parade,
NBC-TV; Take It From Me,
WABD, New York; Lux Video
Theatre, Freedom Rings, Danger,
CBS-TV

ERWIN, STU AND JEAN
Stu Erwin Show
ABC-TV

EVANS, DALE
Roy Rogers Show
NBC, NBC-TV



CHARLES IRVING

Producer - Director



HOLLIS IRVING

Radio - TV - Motion Pictures

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in

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TED ASHLEY ASSOCIATES

— 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

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?
NBC

FOSTER, PRESTON
B. August 24, Ocean City, N. J.
Waterfront, Syndicated

FRANCES, ARLENE
What's My Line?
CBS-TV

FRANDSEN, 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

— G —

GAMBLING, JOHN A.
John Gambling Show
Mutual

GARGAN, WILLIAM
Barrie Crane, Confidential
Investigator
NBC

GARROWAY, DAVE
Dial Dave Garroway, NBC
Today, Dave Garroway Show,
NBC-TV

GATESON, MARJORIE
One Man's Family
NBC

**GEARHART, 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

GORDEN, FREEMAN
Amos 'N' Andy
CBS-TV

GOTTSCHALK, NORMAN
Sky King, Chicago Theatre of
the Air
Mutual

GRAHAM, BILLY
Hour of Decision
ABC-TV

GRANIK, THEODORE
American Forum of the Air
NBC-TV

GRANT, HARVEY
Life With Father
CBS-TV

GRANT, KIRBY
Sky King
ABC-TV



“MIKE
and
BUFF”

CBS-TV

JOHNNY MERCER



BOB
CROSBY

RADIO AND TELEVISION ARTISTS

GRAY, 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

— H —

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 Gina,
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

HEHLER, 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

B. London, England. The 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

— I —

IRVING, CHARLES

Search for Tomorrow, CBS-TV



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NBC-TV

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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

JEFFREYS, 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

JOSLYN, 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

KAYE, 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

KEMMER, ED

Space Patrol
ABC-TV



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RADIO — TV
MOTION PICTURES

Slide Films

Columbia Recording Artist

— • —

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WCBS

"The Big Top"

CBS-TV

"Make Up Your Mind"

CBS



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RADIO AND TELEVISION ARTISTS

LEWIS, WANDA
Paul Dixon Show
DuMont

LIBERACE

B. May 16, 1920, Milwaukee, Wis. The Liberace Show, Syndicated TV

LIESTON, FREDDIE
Life With Father
CBS-TV

LINDLAHR, VICTOR T.
Diet Commentary
NBC

LINKLETTER, ART
House Party
CBS-TV

LISS, BAMBI
Your Show of Shows
NBC-TV

LITEL, JOHN
My Hero
NBC-TV

LOCKHART, JUNE
Who Said That
NBC-TV

LORRE, PETER
Nightmare
Mutual

LORRING, LYNN
Take It From Me
ABC-TV

LOWE, EDMUND
Front Page Detective
WABD, New York

LUDDY, BARBARA
First Nighter
NBC

LUND, JOHN
Yours Truly, Johnny Dollar
CBS

LYNCH, KEN
The Plainsclothes Man
DuMont

LYNCH, PEG
Ethel and Albert, NBC-TV

LYNN, BETTY
Where's Raymond
ABC-TV

LYNN, JEFFREY
My Son Joe
NBC-TV

LYTELL, BERT
One Man's Family
NBC

— M —

MACK, DOTTIE
The Dotty Mack Show
ABC-TV

MACLAUGHLIN, DONALD
Road of Life
CBS

MADISON, GUY
Wild Bill Hickok
WABD, New York

MAHONEY, CLAUDE
CBS

MANSON, CHARLOTTE
Nick Carter
Mutual

MARKLE, FLETCHER
Studio One
CBS-TV

MARSHALL, DR. ROY K.
The Nature of Things
NBC-TV

MARTIN, DON
Radio-TV School
Hollywood, Cal.

MARTIN, DEAN
B. June 7, 1917, Steubenville, O.
Calgate Comedy Hour, NBC-TV

MARTIN, JEAN
Chock Full O' Nuts Show, WNBT,
New York

MARN, GROUCHO
You Bet Your Life
NBC, NBC-TV

MASSEY, CURT
Curt Massey Time
CBS

McBRIDE, MARY MARGARET
Mary Margaret McBride Co-Op
Show, ABC

McBURNIEY, DR. JAMES H.
Northwestern University
Reviewing Stand
Mutual

McCARTHY, JOSEPHINE
Cooking Show
NBC-TV

McCAY, PEGGY
Love of Life
CBS-TV

McCRARY, TEX
Weekend, NBC
The President's Week, NBC-TV

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Frank Stempel

McCUNE, HANK
The Hank McCune Show

McDONNELL, CRAIG
Official Detective
Mutual

McELHONK, 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
Magic 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
Big Payoff
NBC-TV

MILLAND, RAY
Meet Mr. McNutley
CBS-TV

MILLER, DAVE
Welcome Ranch
Mutual

MILLER, SIDNEY
B. Oct. 22, 1916, Shenandoah, Pa. Saturday Night Revue, Colgate Comedy Hour, NBC-TV

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
Amas '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, BRET
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



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JOE SILVER

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RED BUTTONS SHOW — CBS-TV

SU 7-5400

MURROW, EDWARD R.
Person to Person, See It Now
CBS-TV

MYERSON, BESS
The Big Payoff
NBC-TV

MYNATT, HARRY
Queen for a Day
Mutual

— N —

NELSON, BARRY
My Favorite Husband
CBS-TV

NELSON, DOLF
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

NIGH, JANE
City Assignment
WABD, New York

NUSSBAUM, MORT
B. Aug. 10, 1914. Off the Record,
Take It Easy, You Can Be a
Star, WHAM, WHAM-TV,
Rochester, N. Y.

— O —

O'CONNOR, DONALD
B. August 28, 1925, Chicago,

III. Colgate Comedy Hour, NBC-TV

O'KEEFE, WALTER
Double or Nothing
NBC

OLIVIER, SIR LAURENCE
Theatre Royal
NBC

OLSEN, JOHNNY
Johnny Olsen Show
Mutual

OSBORN, LYN
Space Patrol
ABC-TV

OWEN, JAY
Dr. T. Q.
ABC-TV

OWENS, JACK
B. 1913. The Jack Owens Show,
ABC; The Jack Owens Show,
KECA-TV, Los Angeles, Cal.

— P —

PARKS, BERT
Double or Nothing
CBS-TV

PARSON, LOUELLA
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

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, JACK
Baron and the Bee
NBC

PERKINS, R. MARLIN
Zoo Parade
NBC-TV

PETERSON, DON
Farm Quiz
Mutual

PETERSON, VIRGILIA
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, CARMELITA
Down You Go
DuMont

POTTER, PETER
Peter Potter Show
ABC-TV

PRINCE, WILLIAM
The Mask
ABC-TV



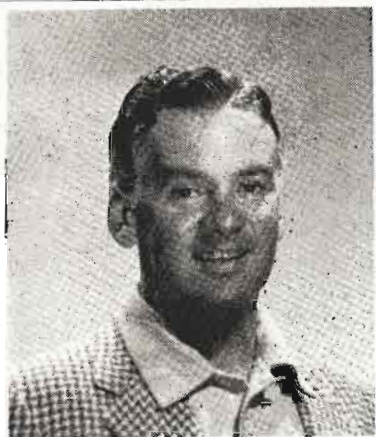
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Director-Writer-M.C.-Composer
of

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"Miss America Pageant" Atlantic City, N. J.

"Big Top" "Joe DiMaggio Club"
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DECCA RECORDS

— R —

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

Beatnik
CBS

RAYBURN, GENE

Bright Ideas
NBC-TV

RAYE, MARTHA

Martha Raye Show, CBS-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 Comedy 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, Hanaford, N. D. Mike Roy's Kitchen, KLAC-TV; Mike Roy's Key to the Kitchen, KNBH, Los Angeles, Cal.



JAN MINER

MU 8-6600

THE
RITZ
BROTHERS



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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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ARTS and SCIENCES

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93.9 mc

HOLLYWOOD, CALIFORNIA

◆ RADIO-TV ARTISTS ◆

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, MERRYLE
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,
Egbert & Unily
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

SHIPP, MARY
My Friend Irma
CBS-TV

SHRINER, HERB
For for the Money
NBC-TV

SILVER, JOE
B. Sept. 28, 1922, Chicago, Ill.
Red Buttons Show, Studio One,
Danger, CBS-TV; Colgate Come-
dy Hour, Kraft TV Theatre, NBC-
TV

SINATRA, FRANK
Rocky Fortune, Songs with
Sinatra
NBC

SINCLAIR, DIANE
Dave Garroway Show,
Paul Winchell Show
NBC-TV

SKELTON, 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

RADIO

LExington 2-1100



JERRY LAWRENCE

"Air Salesman"

TV-Radio — Coast-to-Coast

Whitney 8612

Hollywood, Calif.



**JACQUELINE
SUSANN**



3' 11"

BILLY BARTY

"A little bit of everything"

DIRECTION MCA

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

SOUBRIER, CLIFF

Sky King
Mutual

SOTHERN, ANN

Private Secretary
CBS-TV

SPIVAK, LAWRENCE E.

Meet the Press
NBC, NBC-TV

STANG, ARNOLD

House of Glass,
Buick Berle Show
NBC, NBC-TV

STEIN, FRED

Life Begins at Eighty
DuMont

STERLING, JACK

B. June 24, 1915, Baltimore, Md.
The Jack Sterling Show, WCB5,
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

STEWART, JAY

It Pays To Be Married—NBC
Your Claim To Fame—ABC-TV
Townhall Party

STEWART, JIMMY

Six Shooter
NBC

STONE, CLIFFIE

B. Mar. 1, 1917, Stockton, Cal.
Hometown Jamboree, KLAC-TV;
KXLA, Los Angeles, Cal.

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

SWENSON, KARL

Lorenzo Jones
NBC

— T —

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

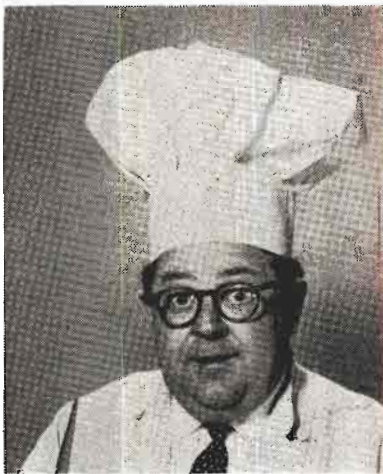
EVE ARDEN

"OUR MISS BROOKS"

CBS-TV

Your Blue-Eyed Boy, Rugged

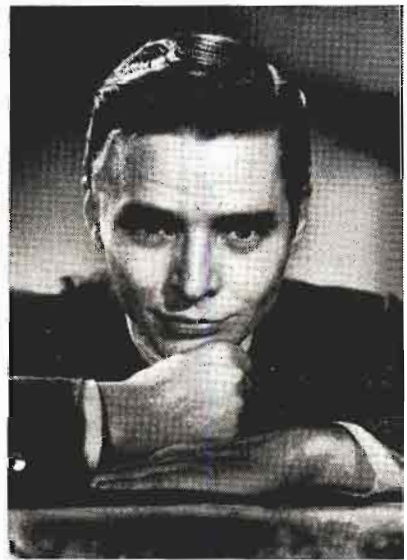
MICHAEL ROY*



KNBH — 4

Los Angeles, Calif.

* Good TV Cooking Done Expensive



CARL KING

Personal Management
Madelyn Killeen

TENNESSEE, ERNIE

B. Feb. 13, 1919, Bristol, Tenn.
Tennessee Ernie Show, ABC;
Hometown Jamboree, KLAC-TV;
Hollywood, Cal.

THOMAS, DANNY

B. Jan. 6, 1914, Deerfield, Mich.
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

Janie
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

— V —

VALENTINE, JACK

Action in the Afternoon
CBS-TV

VANCE, VIVIAN

I Love Lucy
CBS-TV

VAN DEVENTER, FRED

Twenty Questions
Mutual

VAN HORNE, HARRIET

What's the Story
DuMont

VAUGHN, BERYL

Sky King
Mutual

VERDUGO, ELENA

Meet Millie
CBS-TV

— W —

WAKELY, JIMMY

B. Feb. 16, 1914, Mineola, Ark.
The Jimmy Wakely Show, CBS



TOM FRANDSEN

Your Host

"Late Date at the Movies"

KNBH

WALLY SHERWIN

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"STAIRWAY TO STARDOM"

KTTV — Los Angeles

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And can do the same for you.

SHERWIN and ASSOCIATES

15040 Dickens

Sherman Oaks, Calif.

SIDNEY MILLER

actor - writer

COLGATE COMEDY HOUR

NBC-TV

staged & directed

SATURDAY NIGHT REVUE

John Harry A CHRIST-KOPLAN PRODUCTION



The
Harry Koplan
Rosemary
LaPlanche
Show

TV Audience
Participation
Variety Show

ALSO—

"You're Never Too Old"
Talent hunt starring people over 60
"Children Should Be Heard"
Children's show featuring adult appeal
"What's the Question"
Panel is given the answer—
tells you the question

ARGYLE ST., HOLLYWOOD 28

HO. 4-7332

◆ RADIO-TV ARTISTS ◆

WALKER, JOAN

Your Show of Shows, NBC-TV

WALLACE, MIKE

Mike and Buff
All Around the Town
CBS-TV

WARREN, CARL

Carl Warren Time
Mutual

WEAVER, NED

Under Arrest
Mutual

WEBB, JACK

Dragnet
NBC, NBC-TV

WEBER, HENRY

Chicago Theatre of the Air
Mutual

WEBSTER, CHUCK

Squad Room
Mutual

WELK, LAWRENCE

Coral Records
Aragon Ballroom
KTLA

WESTFALL, KAY

NBC

WESTMORE, ERN

Ern Westmore Show
ABC-TV

WHITE, BETTY

Life With Elizabeth
DuMont

WHITEMAN, PAUL

TV Teen Club
ABC-TV

WHITING, BARBARA

Junior Miss
CBS

WILLARD, DICK

Here's to My Lady
Mutual

WILLIAMS, SPENCER

Amos 'N' Andy
CBS-TV

WILLIS, RICHARD

Here's Looking at You, NBC

WILSON, LOIS

Aldrich Family
NBC-TV

WILSON, MARIE

My Friend Irma
CBS-TV

WINCHELL, PAUL

Paul Winchell Show
NBC-TV

WINCHELL, WALTER

ABC-TV

WINNER, HARRY

Wonderful City
Sports-Ten
Mutual

WOOD, PEGGY

Mama
CBS-TV

WOODS, DONALD

Oschid Award
ABC-TV

WOODS, NATALIE

Pride of the Family
ABC-TV

WRAY, FAY

Pride of the Family
ABC-TV

WRIGHTSON, EARL

Robert Q. Lewis Show
CBS

— Y —

YOUNG, AGNES

Aunt Jenny
CBS

YOUNG, LORETTA

Letter to Loretta
NBC-TV

YOUNG, ROBERT

Father Knows Best
NBC



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 commercials 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
KCLS, Flagstaff, Ariz.

ALLEN, RAY
WTOP, Washington, D. C.

ANDERSON, PADDI
Just For You
KWHP, Cushing, Okla.

ANDERSON, PAUL
Breakfast With Bigelows
WJTN, Jamestown, N. Y.

ANDRESS, ANN
Man On the Farm
Mutual

ANDREWS, JOHNNY
Morning Bandwagon
WTAM, Cleveland, O.

APPLEGATE, BEN
Hymn Time With Mr. and Mrs.
Ben Applegate
KLCB, Libby, Mont.

APPLEWHITE, CHARLIE
Milton Berle Show, Arthur Murray Show; NBC-TV

APRIL, ODETTE
CJFP, Riviere Du Loup, Que.

ARAKAKI, MICHIE
Together With Michiko
KPOA, Honolulu, Hawaii

ARCHER, GENE
A Visit With Archer
WNBW, 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, ALVAN
WGHP, Evansville, Ind.

ATCHER, BOB
Faultless Starch Time
NBC

ATTER, VIRGINIA
WMBR, Jacksonville, Fla.

AZALEA TRIO
Beantown Varieties
WEEL, Boston, Mass.

— B —

BAIN, BUDDY
Buddy Bain Show
WCMA, Corinth, Miss.

BAKER, MARIE
Starlite Serenade
KJEO, Fresno, Cal.

BALENTINO, BARRY
ABC

BARBER, LOUIS
Staffiters
WGAR, Cleveland, O.

BARRETT, RON
WEOL, Elyria, 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, JOHNNIE
KIUP, Durango, Colo.

BEERS, BOBBY
KFEL, Denver, Colo.

BIRCH, TOMMYE
KMO, St. Louis, Mo.

BOERSON, STAN
Open For Business
KING-TV, Seattle, Wash.

BOOTH, KEITH
ABC

BOUCK, LOUIS
Name the Song
WMTC, Vaneleva, Ky.

BRADY, PAT
Pat Brady Sings
WABY, Albany, N. Y.

BRANDY, BOB
WRBL, Columbus, Ga.

BRANNEN SISTERS
WKKO, Cocoa, Fla.

BREES, BUD
WPEN, Philadelphia, Pa.

BRINKLEY, J. B.
Cedar Ridge Boys
WBAP, Ft. Worth, Tex.

BRIDGES, 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
Doin' the Town
KSL-TV, Salt Lake City, Utah

BRUNET, HARRY AND DOTTY
Welcome Ranch
Mutual

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, O.

BYERLY, JAMES E.
ABC

— C —

CALDWELL, BOB
Music Shop
WDTV, Pittsburgh, Pa.

CARDWELL, JACK
WKAB, Mobile, La.

CARPENTER, BERT
Songs for You
KSUB, Cedar City, Utah

CARR, NANCY
Chicago Theatre of the Air
Mutual

CARROLL, JUDY
WJR, Detroit, Mich.

CARSON, KEN
Saddle Scouts
WABD

CAWOOD, JOHNNY
WMIK, Middlesboro, Ky.

CHAIR, BILL de
Camp Chaffee Mel Aires
KFSA, Ft. Smith, Ark.

CHARLES, RAY (Chorus)
Perry Como Show
Mutual

CHEROKEE, JACK
Lucky 13 Roundup
KMO-TV, Tacoma, Wash.

CHIOATE, BILL
Dude Ranch Bill
KOB, Stockton, Cal.

CLARK, AL
KOTA, Rapid City, S. D.

CLAY, PATSY
Radio Rodeo
WOAI, San Antonio, Texas

CLOONEY, ROSEMARY
Rosemary Clooney Show
NBC

COLLINS, DOROTHY
Your Hit Parade
NBC-TV

COLTON, CLARENCE
CKTB, St. Catharines, Ont.

COMO, PERRY
Perry Como Show, CBS-TV; Perry Como Show, Mutual

COMPTON, DEWEY
KTRH, Houston, Texas

CONNOR, ELLEN
KCBS, San Francisco, Cal.

COOK, JOE
Smile Away
KGGF, Coffeyville, Kan.

COOK, LOIS
Smile Awhile
KGGF, Coffeyville, Kan.

COREY, JILL
Dave Garroway Show
NBC-TV

COURY, ROSELLE
WCOU, Lewiston, Me.

COX, BETTY
Broadway to Hollywood
DuMont

COX, JIMMY
Time for Adventure
KCSJ, Pueblo, Colo.

CRANE, DICK
KNEA, Jonesboro, Ark.

CROMWELL, JEAN
WHBQ, Memphis, Tenn.

CULVER, RANDY
Mormur Melodies
WEWS, Cleveland, O.



JIMMY WAKELY

CORAL RECORDS exclusively
CBS RADIO for Bristol-Myers
REPRESENTATION Radio & TV
PUBLIC RELATIONS

West Coast 7:30 P.M. Saturdays
M C A
The Ettinger Company

VOCAL ARTISTS — RADIO-TELEVISION

CUNNINGHAM, DAVIS

Chicago Theater of the Air
Mutual

CURTIS, KEN

Lucky U
KHJ, Los Angeles, Cal.

— D —

DACUS, MEL AND KATY

Carousel
WBAP-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

WRBL, 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, Cal.

DEER, JIMMY

Ole Chiz
WDAK, Columbus, Ga.

DELAND, JIM

WWJ, Detroit, Mich.

DELLENGER, LOU

KWBW, Hutchinson, Kan.

DEVLIN, COLETTE

CKCH, Hull, Que.

DONNADIO, TONY

WWIX, Baltimore, Md.

DOREY, RAY

WHDE, Boston, Mass.

DOUGLAS, MIKE

The Music Show
DuMont

DOWLING, JEANNE

WTOP, Washington, D. C.

DOWNING, CLYDE

Parade of Stars
WBZY, Appleton, Wis.

DRAKE, MILDRED

Gospel in Song
WLTC, Vandeve, Ky.

DURBIN, MARK

KOOK, Billings, Mont.

— E —

EAGER, CLAY

Burkhardt's Bunkhouse
WLOK-TV, Lima, O.

EARLES, BARBARA

WLOE, Leaksville, 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, Albertville, Ala.

— F —

FIELD, ELLIOT

Field House
WKAT, Miami Beach, Fla.

FINCH, DICK

WPBC, Minneapolis, Minn.

FISHER, EDDIE

B. Aug. 10, 1928, Philadelphia, Pa.
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 LELA

Sunlight Singers
KUP, Durango, Colo.

FRYE, GWEN

Gwen & Elizabeth
KTAT, Frederick, Okla.

FURTADO, TOMMY

ABC

G

GAUDREAU, CARMELLE

CJEM, Edmundston, N. B.

GIPSON, JACK

Cedar Ridge Boys,
Benley Barn Dance
WBAP, WBAP-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

WDBJ, Roanoke, Va.

GRAY, DOLORES

Buck Circus Hour
NBC-TV

GROVE, BETTY ANN

The Big Payoff
NBC-TV

H

HAGGART, RUD

The Blues Chasers
WFDF, Flint, Mich.

HALELOKE

Arthur Godfrey Shows
CBS-TV

HALETOWN, 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
CKNX, Wingham, Ont., Can.

HANNA, PHIL

Bride & Groom
NBC-TV

HANSON, BURT

Hanson Sings
WCCO, Minneapolis, Minn.

HARMER, SHIRLEY

Dave Garraway 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

WTVN, Columbus, O.

HUTCHINSON, LUCIA

WRBL, Columbus, Ga.

I

IVANY, HAROLD

Echoes at Eventide
VOCM, St. John's, Nfld.

J

JACKSON, RUDOLPH

Valley Swing Session
KCSB, San Bernardino, Cal.

JESKE, FRED

The Jeske Programs
WNDR, Syracuse, N. Y.

**JANE
PICKENS**

DRAMATIC SINGING STAR

NBC NETWORK

RCA VICTOR RECORDS

Personal Management

M. GALE

48 W. 48th St., N. Y.



JOHNSON, JUDY

Your Show of Shows
NBC

JOHNSON, MARY JANE

Faultless Starch Time
NBC

JONES, PAUL

Song Souvenirs
WFLA, Tampa, Fla.

JORDAN, FRANK

WPKY, Frankfort, Ky.

JOY, JEANNE

Western Stampede
KOA, Denver, Colo.

— K —

KEAN, HAROLD

Operation Sunshine
WJR, Detroit, Mich.

KELLEY, JUDITH

Stars Over Fall River
WALE, Fall River, Mass.

KENDALL, FRED

Guest House
WJR, Detroit, Mich.

KEYS, CHARLIE

Ladies Matinee
KCBD-TV, Lubbock, Tex.

KING, BILL

King Sings
WTOG, Savannah, Ga.

KINNEY, WENDELL

Patterns in Black and White
KMO, Tacoma, Wash.

KIRSTEN, DOROTHY

Railroad Hour
NBC

KRUEGER, DICK

KXYZ, Houston, Texas

— L —

LA CHANCE, BOB

WHIM, Providence, R. I.

LACHESNAYE, CHOEUR

Folklore
CJFP, 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, Fargo, N. D.

LANSON, SNOOKY

Your Hit Parade
NBC-TV

LaROSA, JULIUS

Toast of the Town,
Arthur Godfrey Shows
CBS-TV

LATULIPE, 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

LEMKE, DAVE

Songs of the West
KTSM, El Paso, Texas

LESLIE, MARY ANN

Deline Gang
WSYR-TV, Syracuse, N. Y.

LEWIS, NANCY

WFIL, Philadelphia, Pa.

LINN, ROBERT

Cafe Continental
KTLA, Hollywood, Cal.

LONG, GENE

Auction Anectics
WLW-C, Columbus, O.

LOU, MARTY

KODY, North Platte, Neb.

LOVELL, MARILYNN

WWJ, Detroit, Mich.

LYNN, JACKIE

Morning Bandwagon,
Henry & Jackie
WTAM, WNBK, Cleveland, O.

— M —

MacKAY, RENEE

Guest House
WJR, Detroit, Mich.

MACKENZIE, GISELE

Your Hit Parade
NBC-TV

MacRAE, GORDON

Railroad Hour
NBC-TV

McCALL, BECKY

KNEA, Jonesboro, Ark.

McCOY, MARY

KMCO, 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
M. GALE
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
KLIX, Twn Falls, Idaho

MANN, JOE
Meet Your Neighbor
WDTV, Pittsburgh, Pa.

MARNERS, 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, ILEAN
Albers for You
WLK-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.

MATHEWS, ORVILLE
Slim Mathews Show
KMMO, Marshall, Mo.

MAURET, V.
French Folk Songs
WEVD, N. Y.

MAYO, MARY
ABC

MEIERS, MARY
KCOL, Ft. Collins, Colo.

MERCEDES
KING-TV, Seattle, Wash.

MERRIDEW, REG
WGAR, Cleveland, O.

MERRILL, ROBERT
Encore, NBC; RCA Victor Rec-
ords, Metropolitan Opera

MILLS, VICKI
Name That Tune
NBC-TV

MILNE, NANCY
WDBJ, Roanoke, Va.

MILTNER, JAY
WNBK, Cleveland, O.

MITCHELL, BOOTS
Boots and Bob
WGEM, Quincy, Ill.

MOLASKEY, EDDIE
Eddie Molaskey Show
KODL, Cody, Wyo.

MORATH, MAX
Shopping Notes
KKTV, Colorado Springs, Colo.

MORELAND, DON
Man on the Farm
Mutual

MORGAN, JAYE P.
Robert Q. Lewis Show
CBS

MORGAN, MARION
Bandstand Revue
KTLA, Hollywood, Cal.

— N —

NABEAU, YVON
CJEM, Edmonston, N. B.

NELSON, GENE
Between Times
KFAM, 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
WRDH, Boston, Mass.

O'HARA, PATTI
WLW, Cincinnati, O.

OLIVER, JEAN
WFAA, Dallas, Tex.

— P —

PAGE, KIKI
Take 10
WBNS, Columbus, Ohio

PAGE, PATTI
Scott Music Hall
NBC-TV



WENDY WAYE
Coral Recording Artist

PALMER, JANIE

WWJ, Detroit, Mich.

PARADISO, CARL

Starliners
WGAR, Cleveland, O.

PARKER, FRANK

Arthur Godfrey Shows
CBS-TV

PARKER, MARGE

Margo's Song Shop
KMA, Shenandoah, Iowa

PATTERSON, C. P.

WGTH, Hartford, Conn.

PERKINS, RAY

KFEL, Denver, Colo.

PIATT, JOHN

Quick Circus Hour
NBC-TV

PIAZZA, MARGUERITE

Encore, Your Show of Shows
NBC, NBC-TV

PICKENS, JANE

Jane Pickens Show
NBC

PINZA, EZIO

All Star Revue, Bonino
NBC-TV

POLERI, DAVID

Chicago Theater of the Air
Mutual

PORTER, TONY

WHIL, Medford, Mass.

POWERS, DON

WAT, Swainsboro, Ga.

PRICHARD, PATTI

KPIX, San Francisco, Cal.

PUDNEY, EARLE

WRGB, Schenectady, N. Y.

— R —

RAVE, RUTH

WTAR-TV, Norfolk, Va.

RAYMOND, NORMA

ABC

RAZOR, JERRY

WTVN, Columbus, O.

REED, CAROL

Rain or Shine
WGBS, New York, N. Y.

REYNOLDS, BRAD

KGW, Portland, Ore.

RICHARDS, ERNIE

Songs at Twilight
WMMT, McMinnville, Tenn.

RICHMOND, BOB

Marling Show

WIREN, TOPEKA, KAN.

RIDDLE, GEORGIE

Georgie Riddle Show
WBAT, Marion, Ind.

RIHL, MARY K.

Once Upon a Time
WTV, Ft. Lauderdale, Fla.

ROBINS, GEORGE

WEBR, Buffalo, N. Y.

RODDA, WALT

Ranch House
WKAT, Miami Beach, Fla.

ROECKER, EDDIE

WFIL, Philadelphia, Pa.

ROESSNER, GEORGE

Farm Front
KTRH, Houston, Texas

ROGERS, DOLORES

WPFA, Pensacola, Fla.

RUSSELL, JACK

Your Show of Shows
NBC-TV

RUTH, VIOLA

Viola Ruth Sings
KAYS, Hays, Kans.

RHYTHM PAIS

CKWX, Vancouver, B. C.

— S —

SCHMITZ SISTERS

WPBC, Minneapolis, Minn.

SELF, JIMMY DEAN

KICA, Clovis, N. M.

SHELTON, LORRAINE

Every Little Moment
WITV, Ft. Lauderdale, Fla.

SHORE, DINAH

The Dinah Shore Show
NBC, NBC-TV

SUMMS, LU ANN

Arthur Godfrey Shows
CBS-TV

SKOK, ELEANOR

Serenade in the Night
KGA, Spokane, Wash.

SNOW, SPENCER

KERG, Eugene, Ore.

SONGSTERS QUARTET

KRHD, Duncan, Okla.

SOUTHERN GOSPEL QUARTET

WLET, Toccoa, Ga.

SPELMAN, MARIAN

WLW, Cincinnati, O.

STALKER, RAY

Breakfast Frolic
KFH, Wichita, Kan.

STARR, ROCKY

Western Stampede
KOA, Denver, Colo.

STEWART, CLAIRE

Money Man Program
WFAA, Dallas, Texas

STEWART, JAN

KNUT-TV, Houston, Texas

STEWART, SANDY

Kovacs Unlimited
WCBS, New York, N. Y.

STEVENS, GARRY

TV Showcase
WRGB, Schenectady, N. Y.

STOVER, JAMES A.

ABC

STRACKE, WIN

Animal Playtime
WNBQ, Chicago, Ill.

SUTTS, GORDON

Suits Song Shop
KGNC, Amarillo, Texas

SWANN, JIMMY

Jimmy's Jamboree
WHSY, Hattiesburg, Miss.

SWANSON, BYRON

Serenade in the Night
KGJ, Spokane, Wash.

SWERER, BOB

KCOL, Ft. Collins, Colo.

— T —

TALLEY, JOHN

Melody Trio
WYVE, Wytheville, Va.

TALLY, RUTH

Lonesome Sweetheart
WRHC, Jacksonville, Fla.

TAYLOR, BETTY

KHJ, Los Angeles, Cal.

TAYLOR, DARRELL

Music for Inspiration
KFDX-TV, Wichita Falls, Tex.

TAYLOR, MORRIS

Western Roundup
KMOR, Oroville, Cal.

TAYLOR, WAYNE

KTVQ, Oklahoma City, Okla.

TEAGUE, NANCY

KCBD-TV, Lubbock, Tex.

TENNY SISTERS

Welcome Ranch
Mutual

TEXAS BUCKAROOS

WICH, Norwich, Conn.

THERIOT, AL

Roundup
KVOL, Lafayette, La.

THOMASON, JIMMY

KAFY, Bakersfield, Cal.

TRAIL HERDERS

The Trail Herders
WKNB, New Britain, Conn.

TANNER, PAT

The Record Shop
KMPT, Oklahoma City, Okla.

TUREK, BEVERLY

Beverly Sings
WFAU, Augusta, Me.

— V —

VALLI, JUNE

Your Hit Parade
NBC-TV

VAN, JACKIE

The Music Show
DuMont

VAN ARSDALE, EILEEN

Beantown Varieties
WEET, Boston, Mass.

VANDERBILT, EILEEN

Song By Eileen
WPLA, Plant City, Fla.

VAUGHAN, DENNY

CFRB, Toronto, Ont.

VERDI, LOU

Like Magic
WGAY, Silver Spring, Md.

— W —

WAGNER, ANN

WFBM, Indianapolis, Ind.

WAGONER, PORTER

KWTO, Springfield, O.

WAKELY, JIMMY

West Coast—CBS Radio
Coral Records

WALLS, VIVIAN

Songs From the Heart
KFDA, Amarillo, Texas

WARD, RUTH

WSIC, Charlotte, S. C.

WARENSKJOLD, DOROTHY

Railroad Hour
NBC

WARNER, ELEANORE

The Music Show
DuMont

WARREN, DOC

KWFT-TV, Wichita Falls, Tex.

WATSON, DOLORES

WSM, Nashville, Tenn.

WAYE, WENDY

Coral Records

WAYNE, RICK

Matinee
WTVB, Elmira, N. Y.

WEBB, CARL

WLOE, Leaksville, N. C.

WEBER, HARRY

KMOX, St. Louis, Mo.

WEISS, DICK

The Minute Man
WEDF, Flint, Mich.

WESSELS, MAX H.

Continental Favorites
WWRL, New York, N. Y.

WILLIAMS, BILLY

B. Dec. 28, 1915, Waco, Texas
Your Show of Shows, NBC-TV

WILLIAMS, BILLY QUARTET

Your Show of Shows
NBC-TV

WILLIAMS, EDDIE

KDAL, Duluth, Minn.

WOODS, DOROTHY

WHGB, Harrisburg, Pa.

WORKMAN, DICK

Jedine Gang
WSYR-TV, Syracuse, N. Y.

WRIGHT, NYLA

Club 1300
WFBZ, Baltimore, Md.

— Y —

YATES, GLORIA

KTVQ, Oklahoma City, Okla.



TELEVISION LIFE MAGAZINE

JANUARY 1954

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—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. . . .

THANKS TELEVISION LIFE MAGAZINE and RADIO-TELEVISION EDITORS



*Bill
Stern*

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1953



— A —

— B —

ABLEMAN, BERWYN
WPDR, Portage, Wisc.

ACHOR, DAVE
Sportsman
WBEX, Chillsicthe, O.

ACKERMAN, AL
Sports Notebook
WHTC, Holland, Mich.

ADAMS, TONY
Sports Tonite
WCAX, Burlington, Vt.

ADELSON, JIM
Today in Sports
KCJB, Minot, N. D.

AGRESTA, PHIL
WBT, Charlotte, N. C.

ALAN, MARC
WMFS, Chattanooga, Tenn.

ALBERTS, MAL
KPUG, Bellingham, Wash.

ALDRIDGE, MAHLON R.
Sports Page
KFRU, Columbia, Miss.

ALLAN, STAN
WPAC, Patchogue, N. Y.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala. N. Y. Yankees Baseball, WPIX, WINS; 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 Parado
KICD, Spencer, Iowa

AMBROSE, JOHNNY
Speaking of Sports
WTAG, Worcester, Mass.

ANDERSON, ALLEN
WASA, Havre de Grace, Md.

ANDERSON, ANDY
Sports Highlights
WHSY, Hattieburg, Miss.

ANDERSON, DICK
WEOA, Evansville, Ind.

ANDERSON, KIRK
WFGM, Fitchburg, Mass.

ANDERSON, TOM
Sports Roundup
WGEZ, Beloit, Wisc.

ANTHONY, GEORGE
Sports Parado
WOND, Pleasantville, N. J.

ARKISON, JIM
Sports Beat
WJLE, Fall River, Mass.

ARO, 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, Cal.

ARTHUR, HARRY
Sports Whirl
KNOE, Monroe, La.

ASHLEY, ERNIE
WOWO, Ft. Wayne, Ind.

ATWOOD, TED
The Sportspace
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
WNMK, Middlesboro, Ky.

BAKER, DICK
Sports Time
WSAI, Cincinnati, O.

BAKER, NELSON
Melody Scoreboard
WFBT, Baltimore, Md.

BAKER, PAUL
Good Morning Sports
WLAD, Danbury, Conn.

BALDING, CHUCK
WOAY, Oak Hill, W. Va.

BALDWIN, BILL
KRNK, Roseburg, Ore.

BALDWIN, KEN
WCOS, Columbia, S. C.

BALLARD, CHARLES
WHAW, Winston, W. Va.

BALTER, SAM
KLAC, Los Angeles, Cal.

BARBER, RED
Football Roundup,
Senior Bowl Game
CBS

BARRON, RUSS
Down the Line
WKLV, Blackstone, Me.

BARRUS, GABBY
Sports Report
KODI, Cody, Wyo.

BARRY, DONALD J.
WJKE, Newport, Vt.

BARRY, KEITH
Fanfare
CHNS, Halifax, N. S.

BARRY, NORMAN
Let's Look at Sports
WNBQ, Chicago, Ill.

BARTON, DALE
Sports Parade
KCIM, Carroll, Iowa

BATES, JACK
KFOR, Lincoln, Nebr.

BATES, MARVIN
WGBF, Evansville, Ind.

BATES, ROY
WWST, Wooster, O.

BEARD, CHARLIE
KDNT, Denton, Texas

BEATTY, ROSS
WLGL, Minneapolis, Minn.

BEAUMONT, JOE
WBHB, Fitzgerald, Ga.

BECKER, HARRY
KCLS, Flagstaff, Ariz.

BECKNER, ART
WKBV, Richmond, Ind.

BEHAN, DENNIS
World of Sports
KLMR, Lamar, Colo.

BELCHER, ROD
KOL, Seattle, Wash.

BELL, GABBY
WILD, Birmingham, Ala.

BELL, MONTE
KADA, Ada, Okla.

BELOTE, WILLARD
WGAJ, Valdosta, Ga.

BENDER, BOB
Bob Bender's Sport Show
WGY, Schenectady, N. Y.

ENDER, TOM
WTMA, Charleston, S. C.

BENINGTON, L. H.
KMPT, Oklahoma City, Okla.

BENNETT, DON G.
KREW, Sunnyvale, Texas

BENNETT, ELDEAN
KSL, Salt Lake City, Utah

BERONIO, DAVE
What Do You Know About Sports
KVON, Napa, Cal.

BERRILL, LARRY
KBIG, Avalon, Cal.

BERRYMAN, EDWARD
Sports Roundup
WBBC, Flint, Mich.

BIRD, BUD
Bird's Eye on Sports
KISD, Sioux Falls, S. D.

BIRLEFFI, LARRY
KFBC-TV, Cheyenne, Wyo.

BISHOP, HAROLD
WCCM, Lawrence, Mass.

BITTERMAN, JACK
WABB, Mobile, Ala.

BIVENS, CHARLES
WMOZ, Mobile, Ala.

BLACK, JIM
Quarterback Club
KCBF-TV, Lubbock, Tex.

BLACK, MARTIN
KRAM, Las Vegas, Nev.

BLACKBURN, BOB
KEX, Portland, O.

BLAINE, GENE
Today's Games
WGST, Atlanta, Ga.

BLATTNER, BUDDY
Baseball
ABC-TV

BLESSEY, EARL R.
WVMI, 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
KDSH, Boise, Idaho

BOGGESE, JOHN
Sports Revue
WLAG, Langrange, Ga.

BOLAND, JOE
WSBT, South Bend, Ind.

BOND, LYLE
KHJ, Los Angeles, Cal.

BONNELL, GEORGE
WHLL, Hammond, La.

BOUTON, ED
WKTU, Utica, N. Y.

BOWMAN, DON
WIOD, Miami, Fla.

BOYD, DON
WCLO, Janesville, Wisc.

BOYER, JOHNNY
KDKA, Pittsburgh, Pa.



BUD PALMER

*"Palmer has developed into
one of our very finest sports announcers . . ."*

CUE

*"Pre-game coverage was
excellently handled by Bud Palmer"* VARIETY

Press Box Preview (Oldsmobile)—NBC-TV—Sat. Afternoons
"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**
11 East 48th Street, New York 17 PLaza 3-5083

BRADLEY, JACK
Sports Almanac
WSAZ-TV, Huntington,
W. Va.

BRADWAY, HARRY
WASK, Lafayette, Ind.

BRADY, BILL
WPRC, Lincoln, Ill.

BRANSON, TODD
Sports show
WWCA, Gary, Ind.

BRAY, DICK
WCKY, Cincinnati, O.

BREEN, GORDON
Big Time in Sports
CKTS, Sherbrooke, Que.

BRENGEL, BILL
WWL, New Orleans, La.

BRENT, LARRY
Sports Parade
WAJF, Decatur, Ala.

BRETAG, JERRY
WLPO, La Salle, Ill.

BRICKHOUSE, JACK
All-Star Game, NBC-TV

BRISCOE, WALLY
KCLA, Pine Bluff, Ark.

BRITT, JIM
B. April 11, 1910, San Francisco,
Cal. Sports Final, NBC-TV; Du-
mont Pro Football, Dumont; Jim
Britt's Sports Reports, ABC

BRITTON, JACK
KTRN, Wichita Falls, Texas

BROCK, ART
WVEC-TV, Hampton, Va.

BROCKHAM, CHARLES
Kingman's Klubhouse
WIRE, Indianapolis, Ind.

BRODY, STEVE
KJNO, Juneau, Alaska

BROOKS, BOB
KCRJ, Cedar Rapids, Iowa

BROWN, BILL
WBTA, Batavia, N. Y.

BROWN, BOB
WAYS, Charlotte, N. C.

BROWN, CHARLES N.
WKOZ, Kosciusko, Miss.

BROWN, DON
KWFT-TV, Wichita Falls, Tex.

BROWN, GLENN
KVET, Austin, Texas

BROWN, HANK
KGNC, Amarillo, Texas

BROWN, MORGAN M.
WIKE, Newport, Vermont

BROWN, R. FRED
WLOS, Asheville, N. C.

BROWN, ROBERT
WSBT, South Bend, Ind.

BROWNE, LANCE
CHVC, Niagara Falls and
Welland, Ontario

BRYSON, GEORGE
KYNO, Fresno, Cal.

BUCKLE, BOB
Sports Fare
WRDW, Augusta, Ga.

BUDGE, DON
National Tennis Champion-
ships
NBC-TV

BULLETT, BUCKY
WMNB, North Adams, Mass.

BURGESS, SMOKEY
Sports Report
WGSA, Columbus, Georgia

BURICK, SI
Sports With Burick
WHIO, Dayton, O.

BURNS, BOB
KMOX, St. Louis, Mo.

BYER, HAL
Sports Slants
KWIL, Albany, Ore.

BYERS, WAANE
Panorama Of Sports
WATG, Ashland, Ohio

— C —

CAIN, DOYLE
Sports Roundup
KFND, Nampa, Idaho

CALLIGAN, BOB
WSDR, Sterling, Ill.

CAMMAROTA, ED
WEEU, Reading, Pa.

CAMPBELL, BUD
WIND, Chicago, Ill.

CAMPBELL, JACK
KFBI, Wichita, Kansas

CAMPBELL, JOHN T.
Conehes Corner
KXLL, Missoula, Mont.

CAMPBELL, NEENIE
WMCK, McKeesport, Pa.

CAMPFREDA, NICK
WAAM, Baltimore, Md.

CANE, LENNY
WENT, Gloversville, N. Y.

CAPOSSELA, FRED
Gillette Racing Series
NBC-TV

CARIKER, KEN
KDUR, Lubbock, Texas

CARNEAL, HERB
KYW, Phila., Pa.

CARNEGIE, TOM
WFBM, Indianapolis, Ind.

CARPENTER, JOHN
KOIN, Portland, Ore.

CARR, GEORGE
WFEB, Sylacauga, Ala.

CARR, LARRY
WNCU, Greenville, N. C.

CARTER, CAL
KAMD, Camden, Ark.

CASH, AL
WCPM, Cumberland, Ky.

CASPER, TEE
KCLZ, Ft. Worth, Tex.

CASTENEDA, LES
KNGS, Hanford, Cal.

CASTLE, CLAYDE
WFIE, Evansville, Ind.

CAULEY, AL
Sports Final
CJAD, Montreal, Canada

CHALMERS, JIM
Speaking For 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
WWOR, Worcester, Mass.

CHRISTIAN, CHARLIE
KTOP, Topeka, Kan.

CHRISTIAN, GUY
KSHW, Salinas, Cal.

CIRALDO, AL
Sports Column
WGLS, Decatur, Ga.

CLAHAN, JOHN
Marin Sports
KTMJ, San Rafael, Cal.

CLAPPER, KEN
WRTA, Altoona, Pa.

CLARK, BILL
Sports Page
KBTA, Batesville, Ark.

CLARK, CHRIS
In the Spotlight
WBSM, New Bedford, Mass.

CLAYTON, TOM
WLLH, Lowell-Lawrence,
Mass.

CLEMENTS, JOE
KLIX, Twin Falls, Idaho

CLIFRO, CHARLIE
KRKD, Los Angeles, Cal.

CLOSE, BILL
KOY, Phoenix, Arizona

COBURN, HUGH
WRBL, Columbus, Ga.

COLBY, LEN
WKZO-TV, Kalamazoo, Mich.

COLE, DON
KCCX, Sidney, Montana

COLEMAN, KEN
"Cleveland Browns"
WTAM, Cleveland, Ohio

COLES, ED
Sports Roundup
WTIK, Durham, N. C.

COLEY, HAL
Sports Roundup
KMCO, Conroe, Tex.

COLKITT, JERRY
KALE, Richland, Wash.

COLLARD, RENE
CKCV, Quebec

COLLINS, JOE
KGNC, Amarillo, Texas

COLLINS, 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
WFBR, Baltimore, Md.

CORLEY, BILL
WBNS, Columbus, O.

CORNISH, W. C.
WGAN, Portland, Maine

COSSITER, DON
WFBG, Altoona, Pa.

COUPPEE, AL
KRNT, Des Moines, Iowa

COWELL, ED
WCYB, Bristol, Va.

CREAGER, MACK
KRMG, Tulsa, Okla.

CREWS, BILL
WTAD, Quincy, Ill.

CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.

CRUM, JIM
WLW-C, Columbus, O.

CUMMINS, JACK
WTVJ, Miami, Fla.

CUMMINS, TAIT
WMT-TV, Cedar Rapids, Ia.

CURLEE, DICK
WSIC, Charlotte, S. C.

CURRY, ERNEST "BUTCH"
Big Town Sports
WMRY, New Orleans, La.

CURTIS, BOB
KCLX, Callax, Wash.

CUSICK, FRED
WEEL, Boston, Mass.



Guy Le Bow

SPORTS ANNOUNCER — MC — NARRATOR

TV — RADIO — PICTURES

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— D —

D'ACCARDO, GENE
KMED, Modesto, Cal.

DODAY, JOHNNY
WGPA, Bethlehem, Pa.

DAHL, DON
On the Sidelines
KDAL, Duluth, Minn.

DAIL, ROLLIE
Spotlight On Sports
KAUS, Austin, Minn.

DALE, JACK
KFYO, Lubbock, Tex.

DANES, SPENCER
WKBV, Richmond, Ind.

DARLAND, BILL
Sports Review
KELD, El Dorado, Ark.

DAVENPORT, EDDIE
Sports Review
WWPB, Miami, Fla.

DAVIDSON, AL
CFPA, Port Arthur, Ont.

DAVIES, BOB
KNYR, Denver, Colo.

DAVIS, DICK
WKNN, Saginaw City, Mich.

DAVIS, HANK
Sports Parade
KFDX-TV, Wichita Falls, Tex.

DAVIS, JEFF
WDAK, Columbus, Ga.

DAVIS, JERRY
KGBX, Springfield, Mo.

DAVIS, LEN
Sports Eye
WGL, Ft. Wayne, Ind.

DAVIS, LES
KVTU, Sioux City, Iowa

DAWSON, BUD
WQUA, Moline, Ill.

DEAN, DIZZY
Baseball
ABC-TV

DECKER, TOM
Sports Journal
WNEB, Worcester, Mass.

deFOREST, ED
KOY-TV, Phoenix, Ariz.

DELANEV, BOB
Inside Story on Sports
WHDN, Boston, Mass.

DELESAGE, JOHNNY
WJAT, Swainsboro, Ga.

DENSON, JIM
WBMD, Baltimore, Md.

DENTON, BILL
KPQ, Wenatchee, Wash.

DEER, JOHN
John Deer's Scoreboard
CBS

De VICTOR, MARTY
WBNS, Columbus, O.

DEWITT, DEWEY
Geary Sportscast
WABM, Houlton, Maine

DIAR, GEORGE
Ohio Valley Sports Reel
WTRF, Bellaire, Ohio

DIAZ, JOSE R.
Deportivas
WIAO, San Juan, P. R.

DIEHL, BILL
WTOV, Norfolk, Va.

DIGESU, FRED
Sports Mike
WBBS, Huntsville, Ala.

DIHLMANN, HANK
KROS, Clinton, Iowa

DILLON, EUGENE
WCMW, Canton, O.

DILLON, FRED
Sports Review

WCMA, Corinth, Miss.

DILLON, GENE
WCMW, Canton, Ohio

DILLON, LENNY
WFAS, White Plains, N. Y.

DINATALE, JOE
KODY, North Platte, Neb.

DITTERT, ED
KRIC, Beaumont, Texas

DOHL, PAUL
Speaking Of Sports
WCHN, Norwich, N. Y.

DOLAN, FRANK
All Outdoors
WKOP, Binghamton, N. Y.

DOMMER, WM.
Time In For Sports
SONW, Defiance, O.

DONLEY, "RED"
Let's Talk Sports
WSTV, Stenheville, O.

DOOLEY, TED
RVCV, Redding, Cal.

DOUGLAS, GEORGE
WDSR, Lake City, Fla.

DOUGLAS, WAYNE
KOCA, Kilgore, Texas

DRAPER, LARRY
Sports Quarter
WSIP, Paintsville, Ky.

DREES, JACK
Drees On Sports
WJJD, Chicago, Ill.

DRILLING, JOE
KJEO, Fresno, Cal.

DROELLE, GEORGE P.
WCLL, Corning, N. Y.

DRURY, DICK
Sports Spotlight
WMAN, Mansfield, O.

DUFFY, GEORGE P.
WICE, Prov., R. I.

DUGAS, PAUL
WABI, Bangor, Maine

DUITSMAN, DOUG
Sports Scoreboard
KGMB-TV, Honolulu, T. H.

DUNBAR, WALT
WBET, Brockton, Mass.

DUNPHY, DON
Football

DYER, BRAVEN
Rose Bowl
NBC

DYER, JOHN
Sports Final
KSTV, Stephenville, Tex.

— E —

EATON, TOM
WREB, Holyoke, Mass.

EDGAR, GEORGE A.
KLAN, Renton, Wash.

EDWARDS, NORMAN
KSTL, St. Louis, Mo.

EGAN, LEO
All About Sports
WBZ, Boston, Mass.

EISENHAEUER, GEORGE
Sports Final
WDTV, Pittsburgh, Pa.

ELLIOT, WIN
Gillette Racing Series
NBC-TV

ELLIOTT, BILL
KROY, Sacramento, Cal.

ELLIS, STEVE
WFTL, Ft. Lauderdale, Fla.

ELSTON, BOB
Bob Elston Sports
KIOA, Des Moines, Iowa

ENGELBRETSSEN, HAL
Sports Roundup
KGYW, Vallejo, Cal.

ENNIS, JIM
KRKO, Everett, Wash.

ENROTH, DICK
WLOL, Minneapolis, Minn.

ERDMANN, JAKE
Sports Special
WRAC, Racine, Wis.

ERDOSSY, WILLIAM
WHP-TV, Harrisburg, Pa.

ERLICH, GEORGE
WHAY, New Britain, Conn.

ERVIN, BILL
Sports Special
KARE, Atchison, Kan.

ERVIN, PUSS
KCNL, Fort Worth, Tex.

ETCHISON, IUB
WKBV, Richmond, Ind.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, STAN
KYOS, Merced, Cal.

EVRE, ALFRED
WTOR, Torrington, Conn.

— F —

FALKENSTEIN, MAX
Speaking Of Sports
WREN, Topeka, Kan.

FAILLERT, RALPH
WCAE, Pitts., Pa.

FALLON, FRANK
WMEX, Boston, Mass.

FALLON, FRANK
KWTX, Waco, Texas

FANTASIA, JACK
WJPB, Fairmont, W. Va.

FARKAS, CHARLES W.
KBBK, Alice, Texas

FARRINGTON, FRANK
Farrington Sports
KFAM, St. Cloud, Minn.

FARRIOR, BILL
WIAM, Williamston, N. C.

FARRIS, JOE
WGKV, Charleston, W. Va.

FAUCHER, RALPH
WTAQ, Lagrange, Ill.

FAULCONER, J. B.
WLAP, Lexington, Ky.

FAY, BILL
Football
ABC

FAY, HAINES
Sports of Day
KVOS, Bellingham, Wash.

FEILD, BILL
Sport Spotlight
KERV, Kerrville, Tex.

FELDMAN, IRWIN
WBIP, Booneville, Miss.

FENNER, LOWELL, JR.
Sports Review
WBLJ, Dalton, Ga.

FERRIS, JACK
WSDR, Sterling, Ill.

FINCH, HOWARD K.
Sports Column
WJIM, Lansing, Mich.

FINEGAN, JAMES R.
WHAS, Louisville, Ky.

FINLAYSON, JACK
KRDO, Colorado Sprs., Colo.

FINNEGAN, BOB
Fights, Football
ABC

FISER, JACK
Sports Final
KWKH, Shreveport, La.

FISHER, CARL
CKSF, Cornwall, Ontario

FISHER, HANK
WEEK, Peoria, Ill.

FISHER, JACK
WPRS, Paris, Ill.

FITZGERALD, LARRY
KRBC, Abilene, Texas

FLAHERTY, RAY
KNEW, Spokane, Wash.

FLEMING, BILL
WWJ, Detroit, Mich.

FLETCHER, ELBIE
WBZ, Boston, Mass.

FLETCHER, RAY
WEHT, Henderson, Ky.

FLORA, EARL
WBNS, Columbus, Ohio

FLOWER, EM.
Sports Review
WBAT, Marion, Ind.

FLYNN, JERRY
WBFB, Rochester, N. Y.

FOLEY, TOM
Sports At Six
CFRA, Ottawa, Ont.

FORSYTHE, GRANT
CFOR, O'Neill, Ont.

FOSTER, LLOYD
Hi Lites in Sports
WFNC, Fayetteville, N. C.

FOOTS, BOB
KGO, S. F., Cal.

FOX, BILL
Fox's Den
WHBC, Indianapolis, Ind.

FRANKLIN, WARREN
WTVB, Goldwater, Michigan

FREEMAN, HARRY
KFSA, Ft. Smith, Ark.

FRENCH, BOB
WVSC, Somerset, Pa.

FRENCH, JACK
KNOX, Grand Forks, N. D.

FREZZA, AL
Sports Digest
WHIL, Medford, Mass.

FRICKE, ROGER
Sports Parade
WHW, Bedford, Ind.

FRINK, BILL
WMA, Lima, O.

FROIL, DAVE
Sports Reporter
WLS, Lansing, Mich.

FULTON, BOB
WNOK, Columbia, S. C.

— G —

GAINES, JERRY
WHAT, Phil., Pa.

GANN, HAROLD
KRDF, Dunbar, Cal.

GANNON, BILL
WHK, Cleveland, Ohio

GARDNER, BILL
WVOA, Williamsport, Pa.

GARDNER, DON
WRBN-TV, Youngstown, O.

GARDNER, JACK
KSL-TV, Salt Lake City, Utah

GARNES, CLARENCE
Spotlight On Sports
WSAV, Savannah, Ga.

GARRICK, TOMMY
Sports Roundup
CKTB, St. Catharines, Ont.

GARRITY, VINCE
Sports Review
WAAP, Chicago, Ill.

GAUCHET, GORDON
Sports
WNLK, Norwalk, Conn.

GEAGAN, BILL
The Great Outdoors
WLHZ, Bangor, Maine

GEORGE, STEVE
KGMS, Sacramento, Cal.

GEORGE, TONY
ROME, Tulsa, Okla.

GIBBONS, JIM
WMAL-TV, Washington, D. C.

GIBBS, FRANK
KEXO, Grand Junction, Colo.

GIGUERE, REAL
CHLP, Montreal, Que.

GILBERT, GLEN
KSID, Sidney, Neb.

GILCHRIST, BASIL
WGAD, Gadsden, Ala.

GILLESPIE, EARL
WEMP, Milwaukee, Wis.

GILMORE, ROBERT
WCPO, Cincinnati, O.

GLEASON, JIM
WNBH, New Bedford, Mass.

GLEESON, ART
Game Of The Week
Mutual

GLICKMAN, MARTY
Quarterback Huddle
WABD, New York

WMGM, N. Y.

GOODING, RALPH
WRFW, Eau Claire, Wis.

GOODRICH, BILL
WORD, Spartanburg, S. C.

GORDON, JAMES
Twin View Of Sports
WDDR, Syracuse, N. Y.

GOUDIE, GLENN
WMSA, Massena, N. Y.

GOVE, DICK
WLAM, Lewiston, Maine

GOWDY, CURT
Football, Football Roundup
NBC

GOVETTE, GILLES
CHEP, Granby, Que.

GRAHAM, BILL
Sports Hilites
WAZL, Hazleton, Pa.

GRANER, JIM
WJW, Cleveland, O.

GRANGE, RED
Football
ABC-TV

GRAS, HAROLD W., JR.
KVOA, Tucson, Arizona

GREEN, JOHNNY
KPHO, Phoenix, Arizona

GREENWOOD, KEN
KFOR, Lincoln, Nebraska

GREGSON, JACK
DANA

B. July 14, 1915, Spokane, Wash.
Jack's Place, ABC; Saturday
Night Fights, ABC-TV

GREHAN, JIM
WLNA, Peekskill, N. Y.

GRIFFIN, WAYNE
Wrestling
ABC

GRIFFITHS, BILL
WELM, Elmira, N. Y.

GRIFFITHS, DAVE
Sportsnet Of The Air
WARM, Scranton, Pa.

GRIMBERG, WARREN
KAST, Astoria, Oregon

GRIMES, WM.
Today In Sports
WKJP-TV, Pittsburgh, Pa.

GRISWOLD, ROGER
Headlines in Sports
WCAO, Baltimore, Md.

GROSS, DON
KFSB, Joplin, Mo.

GROVE, BOB
WMBG, Richmond, Va.

GUERRA, EUGENIO
WKVM, San Juan, P. R.

GUINAN, JACK
Athlete of Week
WQAN, Scranton, Pa.

GUNDAKER, EDWARD
Let's Talk Sports
WHP-TV, Harrisburg, Pa.

GUOKAS, MATT
WPEN, Phil., Pa.

GUYMAN, BILL
KPIX, S. F., Cal.

— H —

HALE, S. B.
KWEL, Weiser, Idaho

HALE, DONALD W.
WSSV, Petersburg, Va.

HALL, ED
Speaking of Sports
KHUB, Watsonville, Cal.

HALL, HAILEY
Time Out for Sports
WCCO, Minneapolis, Minn.

HAMILTON, ED
KRUS, Ruston, La.

HAMILTON, MILO
WTVI, Belleville, Ill.

HAMLIN, TOM
Sport's Eye
WLOK-TV, Lima, O.

HANCOCK, ROSS
WNDR, Daytona Beach, Fla.

HANEY, BOB
WSPC, Somerset, Ky.

HANLEY, DON
Sports Finals
KFEQ, St. Joseph, Mo.

HANNA, BUD
KHSL, Chico, Cal.

HANSEN, BILL
KCOL, Fort Collins, Colo.

HANSEN, CARROLL
KCBS, San Francisco, Cal.

HANSON, HARLEY
KOTA, Rapid City, S. D.

HANSSEN, THOMAS R.
Sports Today
WMGR, Bainbridge, Ga.

HANSSON, PETER
Sports Final
WJOC, Jamestown, N. Y.

HARRISON, SHELBY T.
WTAX, Springfield, Ill.

HARDAWAY, JOHN
KSEL, Pocatello, Idaho

HARDING, JIM
Hi School Hilites
WDAK, Columbia, Ga.

HARGITT, REX
WSTR, Sturgis, Mich.

HARLING, HUGH
Sports Review
San Luis Obispo, Cal.

HARMON, PAT
WCPO-TV, Cincinnati, O.

HARMON, TOM
Rose Bowl
NBC-TV

HARPER, BILL
CKNB, Campbellton, N. B.

HARPER, BOB
KGNO, Dodge City, Kan.

HARRIS, HAL
WLAU, Laurel, Miss.

HARRISON, CHARLES H.
Sports Review
KBOA, Kennett, Mo.

HARRISON, JACK
Sportlites
WLAV, Grand Rapids, Mich.

HART, HAL
Hart of Sports
WOC, Davenport, Iowa

HARTMAN, ROME
Sportscope
WIRK, W. Palm Beach, Fla.

HASEL, JOE
Football, Football Round-Up,
All-American Sports Show
NBC

HASSE, WARREN
KPDN, Pampa, Texas

HATHAWAY, GENE
Sports Spotlite
WKBB, Muskegon, Mich.

HAUGHEE, JOHN
Sports Review
WPIC, Lake Wales, Fla.

HAWKINS, VERN
Sports Spotlight
KWTO, Springfield, Mo.

HAYDEN, JIM
Sports Spotlight
KSRV, Ontario, Ore.

HAYES, GAYLE
KTSN, San Antonio, Texas

HAYNES, JERRY
WFAX, Dallas, Texas

HEALY, CHUCK
WBEN, Buffalo, N. Y.

HEALY, DAN
WMGT, Adams, Mass.

HEALY, DAN
WBRK, Pittsfield, Mass.

HEARN, F. D.
WEEK, Peoria, Ill.

HEILNER, VAN CAMPEN
Rod and Gun Club
Mutual

HEISS, BOB
WTMJ, Milwaukee, Wisc.

HELPER, AL
Al Helfer Sports Show
Mutual

HENDRYX, GENE
KVLE, Alpine, Texas

HENRICH, TOMMY
WCBS, N. Y., N. Y.

HENRIKSON, LES
World of Sports
WAGA, Atlanta, Ga.

HENRY, RON
CKRD, Red Deer, Alta.

HERMANN, CLEVE
Trophy Room
KNBH

HEWEY, IRA I.
Spotlighting the Sportlight
WHAT, Greenfield, Mass.

HICKERSON, EARL
KRES, St. Joseph, Mo.

HICKS, FRANK
WHBF, 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
WHIO, Dayton, O.

HODGES, RUSS
Scoreboard, Sports Daily
NBC-TV, NBC

HOFF, PAUL
KTIL, Tillamook, Ore.

HOGAN, BILL
WEWO, Lauringburg, N. C.

HOPKINS, GEORGE
Rod & Gun Club
KVAN, Vancouver, Wash.

HORSTMAN, BOB
You and Conservation
KFEQ, St. Joseph, Mo.

HOUGH, BOB
Sports-Eye-View
KVNI, Coeur d'Alene, Idaho

HOUSTON, BOB
Spotlite On Sports
KNEA, Jonesboro, Ark.

HOWARD, BOB
Sports by Howard
WVVO, Columbus, O.

HOWER, BOB
KFMB, 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, CHUCK
KLAS, Las Vegas, Nev.

HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.

HULL, FRED VANT
KEYD, Minneapolis, Minn.

HUME, ART
WORLD Sport Page
WORLD, Boston, Mass.

HUNDLEY, ED
Sportstime
KLWN, Lawrence, Kan.

HUNTER, DAN
Sports Extra
WFDF, Flint, Mich.

HUNTER, HERBERT
Baseball Bench
KMOM, Great Falls, Mon.

HUNTLEY, MACK
WJRI, Lenoir, N. C.

— I —

INGHAM, BOB
Sportsviews
KSD, St. Louis, Mo.

IZZARD, BOB
KGNC, Amarillo, Texas

INGALLS, WALLIE
KGRH, Fayetteville, Ark.

JIM BRITT

Radio-TV

NBC-TV
SPORTS FINAL
Mon.-Fridays
11.15 pm
DUMONT
Pro Football
Sundays

ABC
Jim Britt's Sports Report
Fridays
9:55 pm



— J —

JACKSON, BILL
KVIC, Victoria, Texas

JACKSON, JIM
WIS, Columbia, S. C.

JACKSON, RICHARD E.
WSAL, Logansport, Ind.

JAFFE, SYD
Sportscope

WHNC, New Haven, Conn.

JAMES, ANDY
KWKW, Pasadena, Cal.

JAMES, CHARLES
WHMP, Northampton, Mass.

JAMES, KEN
WOW-TV, Omaha, Neb.

JANSEN, WIFF
KIDO, Boise, Idaho

JARVIS, BILL
KVGB, Great Bend, Kan.

JAY, BILL
WNOX, Knoxville, Tenn.

JENKINS, BOB
Sports Corner

KAYS, Hays, Kan.

JENSEN, ERV
KCOW, Alliance, Neb.

JOHNSON, ARTHUR
WATR, Waterbury, Conn.

JOHNSON, ARTHUR
WCRB, Waltham, Mass.

JOHNSON, BOB
WKBB, Muskegon, Mich.

JOHNSON, HOLLIE
WCCO, Minn., Minn.

JOHNSON, TED
KMAC, San Antonio, Texas

JOHNSON, WARREN
WPEB, Middletown, Ohio

JOHNSTON, KEN
KAGH, Crossett, Ark.

JONES, DEL
KHQ, Spokane, Wash.

JONES, DICK
KULP, El Camp, Texas

JONES, EARL D.
WFTM, Maysville, Ky.

JONES, GORDON
WCMB, Harrisburg, Pa.

JORDAN, NICK
KCSB Sportsdesk

KCSB, San Bernardino, Cal.

JOYNER, JACK
WBIR, Knoxville, Tenn.

JUDKINS, HARLAN
KFPW, Ft. Smith, Ark.

— K —

KAHN, AL
WPKE, Pikesville, Ky.

KALLEY, ED
WAVE, Louisville, Ky.

KANN, MEL
WMIE, Miami, Fla.

KAUFMAN, SAM
WOL, Washington, D. C.

KAY, MARVIN
KVLP, Alpine, Texas

KAYE, DENNY
WSBA, York, Pa.

KAZMAIER, DICK
Scoreboard

KEATING, BILL
WHYN, Springfield, Mass.

KEENE, BILL
Sports Scene By Keene

KFEL, Denver, Colo.

KEHL, BILL
Let's Talk Sports

WING, Dayton, O.

KEITER, LES
KYA, San Francisco, Cal.

KELLEY, BOB
KMPC, L. A., Cal.

KELLEY, STEVE
WLPJ, Kenosha, Wis.

KENESSET, TED
KAFP, Pataluma, Cal.

KENNEDY, ED
WKRC, Cincinnati, O.

KENNEDY, JAMES
WGCD, Chester, S. C.

KENWORTHY, KEN
WGET, Gettysburg, Pa.

KERCE, JOHN CECIL
WRGA, Rome, Ga.

KEYES, MICHAEL
WJNO, W. Palm Beach, Fla.

KIBBY, GORDON
WFUR, Grand Rapids, Mich.

KIELTY, TERRY
Sportsreel

CPRA, Ottawa, Ont.

KIMBALL, BILL
KCOM, Sioux City, Iowa

KIMBLE, WESLEY
WENY, Elmira, N. Y.

KING, DICK
KITO, San Bernardino, Cal.

KING, DUKE
WINN, Louisville, Ky.

KINSER, JOE
KAPY, Bakersfield, Cal.

KINSLEY, C. H.
KYOS, Merced, Cal.

KIRBY, BOB
WOOD, Grand Rapids, Mich.

KIRTON, DONN
Night Final

CJRL, Kenora, Ont.

KLAUSS, CARL N.
WJMC, Rice Lake, Wisconsin

KLEIN, DON
KPIX, S. F., Cal.

KLINE, BOB
KGA, Spokane, Wash.

KNAPP, DEL
Rod & Gun

WNLC, Norwalk, Conn.

KNOX, KEN
KRBE, Abilene, Texas

KOESTER, TONY
Sports Final

KFBK, Sacramento, Cal.

KOSCHMAN, MARTY
KNLY, Spokane, Wash.

KRAUS, BILL
KPRR, North End, Oregon

KREMER, DON
WKNN, Saginaw City, Mich.

KRIEGER, GIL
WPTH, Baltimore, Md.

— L —

LAFLIN, JACK
WESB, Bradford, Pa.

LAING, ART
CKLW, Detroit, Mich.

LAMAS, TURIN
WKAQ, Santurce, P. R.

LAMB, DON
Sports Roundup

WHIS, Bluefield, W. Va.

LAMKIN, NORM
WVLN, Olney, Ill.

LAND, JOHNNY
KDON, Salinas, Cal.

LANDMAN, LOU
WMTV, Madison, Wisc.

LANE, DICK
KTLA, Hollywood, Cal.

LANE, HAROLD
WGNV, Newburgh, N. Y.

LASSEM, LEO
KOL, Seattle, Wash.

LASSONDE, JEAN PAUL
CHLT, Sherbrooke, Que.

LAX, FRANCE
Sports Gallery

KNOK, St. Louis, Mo.

LAWRENCE, JAMES
KOVO, Provo, Utah

LAWS, BILL
KLX, Oakland, Cal.

LAWSON, JERRY
Sports Reporter

WJOL, Jamestown, N. Y.

LAYER, BRUCE
KPRC, Houston, Tex.

LEAMING, JIM
Sports Parade

Mutual

LEAMING, JIM
WIP, Phila., Pa.

LEAVITT, BUD
WABR, Bangor, Maine

LEAVITT, MEL
WDSU, New Orleans, La.

LEBOW, GUY
WPIX, N. Y. C., N. Y.

LECHUS, ED
WOTW, Nashua, N. H.

LEE, BARNEY
WJLB, Detroit, Mich.

LEE, BERT
B. Mar. 28, 1907, New York City.

Warm-Up Time & Sports Extra,
Today's Baseball, Take a Tip
From Me, Hockey, WMGM, New
York; World Series, Sports Extra,
Mutual; Wilson, Glickman & Lee,
Dumont

LEE, BOB
KFOK, Fresno, Cal.

LEE, FRANK
WMMN, Fairmont, W. Va.

LEE, GEORGE
WEVA, Emporia, Va.

LEE, JACK
KBZ, LaJunta, Colorado

LEE, JACK
KNUZ-TV, Houston, Texas

LEE, ROBERT
Sports Special

KICK, Springfield, Mo.

LEE, TOM
KORK, Las Vegas, Nev.

LEE, ZEB
WSKY, Asheville, N. C.

LEEDS, LYLE
KOJM, Haver, Mont.

LEGER, ROGER
CKCH, Hull, Que.

LELAND, CY, JR.
KEPO, El Paso, Tex.

LENIHAN, ROBERT
Sports Desk

WMGA, Moultrie, Ga.

LENON, JOHN
KGRB, Tyler, Texas

LEONARD, ED
Spotlight On Sports

WICH, Norwich, Conn.

LEWIS, BARNEY
WLDS, Jacksonville, Ill.

LIEBMAN, NED
KMYC, Maysville, Cal.

LIESNER, GIL
Sports Slants

KJUN, Redmond, Oregon

LINN, CASEY
KGUL, Galveston, Texas

LINNEEN, HERB
Sports Review

WCBL, Carbondale, Pa.

LITCHFIELD, EDDIE
WPEP, Taunton, Mass.

OVINGTON, RAY

Rod And Gun Club
Mutual

OWENS, MOREY

Sports Review
WROK, Rockford, Ill.

OYE, PAUL

Inside Of Sports
KXGI, Fort Madison, Iowa

— P —

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,
Cal. 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, Cal.

PARKER, JOHNNY

WCOG, Greensboro, N. C.

PARKER, TONY

WTVP, Decatur, Ill.

PARKER, VIRGIL

KORE, Eugene, Ore.

PARKS, DARYL

WKRC, Cincinnati, O.

PARNET, GUS

WHIM, Providence, R. I.

PARRY, TINY

WLBR, Lebanon, Cal.

PARSONS, MARSHALL

WQAM, Miami, Fla.

PATTON, BILL

Sports Unlimited
KLFY, Lafayette, La.

PAUL, SYD

WHOL, Allentown, Pa.

PAULIN, ED

WMRN, Marion, O.

PAYNE, JACK

WOW-TV, Omaha, Neb.

PAYNE, MAURY

Speaking of Sports
KSUB, Cedar City, Utah

PEISS, EDMUND

Mustang Baseball
KOOK, Billings, Mont.

PELLOW, DAVE

WGBF, Evansville, Ind.

PENFIELD, ADD

WBIG, Greensboro, N. C.

PENNEWELL, RALPH

WWIN, Baltimore, Md.

PEREZ, RUDY

WCOL, Columbus, Ohio

PERLIN, BERNIE

KOPO, Tucson, Ariz.

FERRIE, DON

Jax World of Sports
WJBO, Baton Rouge, La.

PERRO, LOU

WHUC, Hudson, N. Y.

PETERS, BOB

WAFB, Baton Rouge, La.

PETERSON, EDWIN L.

Great Moments in Sports
KSTB, Cedar City, Utah

PETERSON, GENE

WRAY, Princeton, Ind.

PHELAN, JOHN

KTSM, El Paso, Texas

PHILLIPS, BYRON

WGBI-TV, Scranton, Pa.

PHILLIPS, DALE

Sports Wire
KXOB, Stockton, Cal.

PIPIER, WILLIAM P.

WIOU, Kokomo, Ind.

PLATT, BILL

Sports Extra
WBZZ, Ponca City, Okla.

PLEUNIK, ROBERT

WLOA, Braddock, Pa.

PLOC, RUDY

WKOW, Madison, Wis.

POLITZ, J. C.

WIBR, Baton Rouge, La.

POLLACK, TED

WLAN, Lancaster, Pa.

POPE, BILL

Sportscope
WABY, Albany, N. Y.

POPHAM, GUY H., JR.

Time in for Sports
KTLW, 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"

POWERS, RALPH

Sports Page
KCNO, Acturas, Cal.
PRIBBLE, BILL
KULP, El Campo, Texas
PRIEST, DON
Sarasota Sports Reporter
WSPB, Sarasota, Fla.
PRINCE, BOB
WENS, Pittsburgh, Pa.
PROCTOR, BOB
WLBJ, Bowling Green, Ky.
PROVENCE, BOB
WLWT, Cincinnati, O.
PRUETT, HENRY
KLMX, Clayton, N. Mex.
PRYOR, BILL
Spotlite On Sports
WNBF-TV, Binghamton, N. Y.

— Q —

QUIGLEY, DON D.
KWEI, Weiser, Idaho

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RAMPON, CLARE
KWWL, Waterloo, Iowa
RANDALL, DAVE
Scores
WTOG, Savannah, Ga.
RANDALL, SCOTT
CKGB, Timmins, Ont.
RASK, PAUL
KGW, Portland, Ore.
RATNER, SOL
Sports Review
WDAR, Savannah, Ga.
RAYMOND, JOE
WASL, Annapolis, Md.
RAYMOND, STAN
WQXI, Atlanta, Ga.
REDDY, JOHN
WOKY, Milwaukee, Wis.
REED, BILL
KFEL, Denver, Col.
REEVE, RAY
WRAL, Raleigh, N. C.
REID, DICK
WSFA, Montgomery, Ala.
REINHART, TED
WFBG, Altoona, Pa.
REITH, HARRY
Sports Roundup
WKST, Newcastle, Pa.
RENAUD, CHAS.
In the World of Sports
CKFI, Ft. Frances, Ont.
RENICK, SAM
Racing Series
NBC-TV
REPKO, JOE
WBKZ, Battle Creek, Mich.
REYNOLDS, BOB
Sports Scripts
WJR, Detroit, Mich.
RHODY, RONNIE
WPKY, Frankfort, Ky.
RICHARDSON, EARL
WASK, Lafayette, Ind.
RICHARDSON, MEL
KBUH, Brigham City, Utah
RICHMOND, DICK
Home Edition Sports
KRIO, McAllen, Texas
RICKERT, LOU
WFTV, Duluth, Minn.
RIDDLE, BILL
WBBQ, Augusta, Ga.
RIDEMOUR, DAVE
Sports Showcase
WTVF, Elmira, N. Y.
RIDER, WILLIAM K., JR.
KVOA, Tucson, Ariz.
RIDLER, DON
CKLW, Detroit, Mich.

RILEY, CHAD

Sports Spotlight
WDYK, Cumberland, Md.
RIND, JULES
WPN, Philadelphia, Pa.
RINGQUIST, LEN
WJDA, Quincy, Mass.
RITZERT, BOB
WNAB, Bridgeport, Conn.
RIVAS, CARLOS
Sportsreel
KPOA, Honolulu, Hawaii
RIVAS, LOUIS
Put It to Pat
Mutual
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, JACK
Off the Sports Wire
WHIS, Bristol, Conn.
ROBERTSON, BOB
Sports Revue
KMO-TV, Tacoma, Wash.
ROBINSON, MAX
Reports on Sports
WJTN, Jamestown, N. Y.
ROBINSON, SOL
Sports Roundup
WLAD, Danbury, Conn.
RODRICK, BOB
KVED, Ft. Dodge, Iowa
ROSTROM, LLOYD
KIKO, Everett, Wash.
ROEWE, PHIL
WMOK, Metropolis, Ill.
ROMAN, JUAN B.
WPAB, Ponce, Puerto Rico
ROPER, DON
Time Out for Sports
KBOL, Boulder, Colo.
ROPER, JAMES
KRTN, Raton, N. M.
ROPER, KEITH
Sports Slants
SABJ, Adrian, Mich.
ROSE, EARL
CKCW, Moncton, N. B., Can.
ROSE, JOE
KGL, Honolulu, Hawaii
ROSEHILL, DAVID
WGSM, Huntington, L. I.
ROSELLE, JIM
Sports Roundup
WJTN, Jamestown, N. Y.
ROSS, ALLEN
WHOC, Philadelphia, Pa.
ROSS, JIM
KTRH, Houston, Texas
ROSS, KAL
WVAN, Milwaukee, Wis.
ROWLANDSON, HUGH
WTVL, Waterville, Me.
RUSITON, RAY
WINA, Charlottesville, Va.
RUSSELL, EARLE
KSJO, San Jose, Cal.
RUST, BILL
KGVL, Greenville, Tex.
RUTLEDGE, BUDDY
Sports Roundup
WSPC, Anniston, Ala.
RYAN, ALBERT C.
KJRV, Edinburg, Texas
RYAN, JOE
WALL, Middletown, N. Y.

— S —

SADD, JOE
WKNA, Charleston, W. Va.
SALTER, ELMER G.
WAUD, Auburn, Ala.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SAUNDERS, LLOYD
CKCK, Regina, Sask.
SAVAGE, BOB
WMAZ, Macon, Ga.
SAVARD, RAOUL
CJFP, Riviere Du Loup, Quo.
SAVARD, UBALD
CJFP, Riviere Du Loup, Que.
SAVITT, DUKE
Great Moments in Sports
WCAP, Lowell, Mass.
SAYLES, FRED
WATV, Newark, N. J.
SCHAPIER, HERB
Sports News
KNJT, New Ulm, Minn.
SCHENKEL, CHRIS
Monday Night Boxing
DuMont
SCHOENDIENST, TOM
Points On Sports
WSOY, Decatur, Ill.
SCOTT, BILL
KSCB, Liberal, Kan.
SCOTT, DAVE
Sports Revue
WKNB, New Britain, Conn.
SCOTT, JEFF
WPWA, Chester, Pa.
SCOTT, MARK
All-Pro Football, Boston Blackie,
NBC-TV; Hollywood Legion Box-
ing, ABC-TV; Hollywood Stars
Baseball, Speaking of Sports,
KFWB; Jr. College Football,
KHJ-TV, Los Angeles
SCOTT, RAY
Sports Editor
WDTV, Pittsburgh, Pa.
SCULLY, VIN
World Series
NBC-TV
SEARLES, NEIL
Sports Page
WFOZ, Milwaukee, Wis.
SELLEY, WM. A., JR.
WMBM, Miami Beach, Fla.
SEMPRINI, EDGAR, JR.
Cape & Islands Sportscast
WOCB, W. Yarmouth, Mass.
SETZER, ARNOLD
WHKY, Hickory, N. C.
SHACKLETON, BOB
WKAR, East Lansing, Mich.
SHAND, JOHN V.
Spotlight
WTVR, Richmond, Va.
SHANER, BUD
KOLN, Lincoln, Nebr.
SHANLEY, GIB
WHIZ, Zanesville, O.
SHANNON, VIN
WJEL, Springfield, O.
SHAVER, DANNY
The Sportsman
WBBH, Warren, O.
SHELLEY, BOB
Sports Report
WFRB, Greenville, S. C.
SHELTON, JIM
KEYL-TV, San Antonio, Tex.
SHEPARD, STEVE
KOLH, Omaha, Neb.
SHEPARD, LARRY
Sports Talk
KIDZ, Attumwa, Iowa
SHERMAN, BARRY
On the Sports Scene
WBRE-TV, Wilkes-Barre, Pa.
SHERMAN, BUD
Sports With Sherman
WBAP-TV, Fort Worth, Tex.
SHERMAN, DICK
WITZ, Jasper, Ind.
SHERMAN, GENE
KCOM, Sioux City, Iowa
SHERMAN, JACK
KTVQ, Oklahoma City, Okla.
SHIVELT, DICK
WSM, Nashville, Tenn.