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444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422

ANPA—ABP—APA—PPA—ABC—AAAA
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Secretary, Copy Chief....Howard W. Roper
Art Director.....Samuel Josephs
Production Manager.....James J. Preston
Space Buyer.....Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1809 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 7-4737
ANPA

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Vice-Pres. & Treas.....David R. Albright
Vice-Pres. Radio-TV....James A. McFadden
Time Buyer.....Evelyn Walmsley
Mdse. Dir.....A. P. Livingston
Secretary.....T. E. Libby
Radio Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore; Keeler-Weyl Baking Co. (biscuits), Phila.
TV Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keeler-Weyl Baking Co. (biscuits and crackers), Philadelphia; Phila. & Reading Coal & Iron Co. (coal), Phila.

McKIM ADVERTISING LIMITED

1510 Drummond St., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC—APA—CDNA—CWNA
CNN—PA

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Nat. Trust Bldg., Winnipeg, Man., Canada
Vice Pres.....A. A. Brown
591 Burrard St., Vancouver, B. C., Canada
Manager.....R. E. Jefferson

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410 N. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-7860

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Dir. of Radio & TV.....S. L. Novy
Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....K. Knight
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Manager.....George Grabin
Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010

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V.P., Treas.....G. V. Carhart
Secretary.....P. P. Hoffman
Space Buyer.....Miss R. Driscoll

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1640

Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Lini, Niagara Starch), Bachman Choc. Mfg. Co. (Old Sol Bar); Circle Line Sightseeing Yachts, Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301

AAAA

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Secretary-Treasurer.....M. R. Swceny
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Directors....Garth Hintz, Arthur Trask

Time Buyer.....Kay Ostrander
Radio Accounts: Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Forest Lawn Memorial Park (cemetery & Mortuary), Glendale; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Lakewood Park (housing), Los Angeles, Calif.; Kerr Glass Mfg. Corp. (canning jars), Los Angeles, Calif.; Sues, Young & Brown (appliances), Los Angeles, Calif.

TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances), Los Angeles, Calif.; Kerr Glass Mfg. Co. (canning jars), Los Angeles, Calif.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200

ABP—ANPA—PPA

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V.P. & Gen. Mgr.....Nat Wildman
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Production Manager.....Al Mauro
Media & Research Dir.....Joel Martin
Dir. Marketing & Mchc.....Jules Lennard
Dir. Radio-TV Dept.....Lewis Wechsler
Dir. TV Prod.....Nat Eisenberg
Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriole Import Co. (Berio & Francesconi Oil), New York. N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Sonnyl Pharmacal Corp. of America (Nu-Pax), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Commercial Nat'l Bank, N. Y. C.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; I. Smallman & Son (Billfolds), Paterson, N. J.; Speed Products Co., Inc. (Staplers), Long Island City, N. Y.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.; Gold Medal Candy Corp., Brooklyn.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: PArkway 1178

PPA-ABP-ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.

Phone: LO 4-2240

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Vice-Pres. & Merch. Dir.....Walter J. Andree
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V.P.....Janet Chatfield-Taylor
TV Director.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
V.P. Chg. Midtown Office.....Muriel Johnstone
Vice-President.....Janet Chatfield-Taylor
Mds. Counsellor.....Rosamond Gilmarin
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New

York, N. Y.; Richfield Oil Corp., New York, N. Y.

RAYMOND R. MORGAN CO.

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Phone: HOLLYWOOD 3-4194

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Radio-TV Dir.....James C. Morgan
Time Buyer.....Terry Brady

Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOUGLAS 2-6073

Manager.....Porter Anderson
Palmolive Bldg., Chicago 11, Ill.
Vice-President.....H. P. Roberts
Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap, Scotch Foam Action Cleanser; Sierra Pine Toilet Soap); Nehi Beverage Co., Victory Packing Co. (Thoro Fed. Kal Kan dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.

Phone: OREGON 9-4600

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Export Media Mgr.....Aurora Blando
Director of Prod.....L. Waddington
Group Prod. Mgrs.....W. W. Williams,
D. R. Quist, D. Wheatley
Sr. Art Director.....E. P. Ellis
Group Art Directors.....P. Zangas,
S. Nagle

Art Studio Mgr.....C. Scimecca
Account Executives.....Constance Boland,
Reg Goghlan, John Olney, E. R. Korth, F. Peterson

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc., Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 3-7544

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Vice-Presidents.....James N. Brown,
L. B. Reigler

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Asst. Sp. Buyer.....Miss Christine H. Van Dyke
Asst. Research Dir.....Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director.....R. Del Dunning

Account Executives.....Arthur S. Cotlins,
James N. Brown, L. B. Reigler, Geo. P.
Hodges, Robert F. MacFarland, Harry T.
Duffy, Kenneth S. Duffes, Wm. McCarthy
Radio Accounts: Animal Foundation, Inc.
(Hunt Club Dog Meal), Sherburne, N. Y.;
Empire Crafts Corporation (silverware),
Newark, N. Y.; Mohawk Valley Investing
Co., Utica, N. Y.; Saratoga Springs Authority
(resort & mineral waters), Saratoga Springs,
N. Y.; Fitzgerald Bros. Brewing Co. (Beer
& Ale), Troy, N. Y.; Rutland Co. Agricultural
Society (County Fair), Rutland, Vt.;
Unadilla Silo Co. (Silos), Unadilla, N. Y.
TV Accounts: Animal Foundation, Inc.
(Hunt Club Dog Meal), Sherburne, N. Y.;
General Ice Cream Corporation (Sealtest Ice
Cream), Utica, N. Y.; Duofold, Inc. (Under-
wear), Mohawk, N. Y.; Fitzgerald Bros.
Brewing Co. (Beer & Ale), Troy, N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
ABC-ABP-ANPA

President.....Joseph H. Moss
Vice President.....Miles Shefferman
Production Mgr.....Martin Lebwitz
Copy Chief.....Gerald H. Bruce
Media Director.....Marian Rand
Radio & TV Dir.....B. Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP-ANPA

President.....C. W. Muench
General Manager.....W. O. Yocum
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Proctor Fiske
Radio Accounts: Maurer-Neuer Co. (Meat
Products), Kansas City, Mo.; L. C. Forman
& Sons Co. (Condiments), Pittsford, N. Y.;
Fox De Luxe Foods, Inc. (Poultry), Chi-
cago, Ill.; Pavelka Brothers (Meat Products),
Cleveland, O.; Bosch Brewing Company
(Beer), Houghton, Mich.; G. A. Goodrich
Co. (Good-n-Rich Cake Mixes), Chicago,
Ill.; Klarer Provision Co. (Meats), Louis-
ville, Ky.; Neuhooff Brothers Packers
(Meats), Dallas, Texas; Oshkosh Brewing
Co. (Beer), Oshkosh, Wisc.; Standard Pkg.
Corp. (Flexible Vacuum Pkg.), New York,
N. Y.; Miracloth Sales, The Visking Corp.
(Miracloth), Chicago, Ill.

TV Accounts: The Griffith Laboratories,
Inc. (Spices); Monarch Brewing Co.
(Beer), Chicago, Ill.; Bosch Brewing Com-
pany (Beer), Houghton, Mich.; Fannie May
Candy Company, Chicago; Fox De Luxe
Foods, Inc., Chicago; L. C. Forman & Sons
(Pickles & Relishes), Pittsford, N. Y.;
Klarer Provision Co. (Meats), Dallas, Texas;
Maurer-Neuer Corp. (Meats), Kansas City,
Mo.; Neuhooff Brothers (Meats), Dallas,
Texas; Pavelka Brothers (Meats), Cleveland;
Standard Pkg. Corp. (Flexible Vacuum
Pkg.), New York, N. Y.; Oshkosh Brewing

Co. (Beer), Oshkosh, Wisconsin; G. A.
Goodrich Co. (Good-n-Rich Cake Mixes),
Chicago; Miracloth Sales, The Visking Corp.
(Miracloth), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
Exec. Vice-Pres.....Thomas W. Hughes
Vice-President.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....J. La Rosa
Radio & TV Director.....James G. Zea
Time Buyer.....Jacqueline Ruta
Radio and TV Accounts: American Safety
Razor, Borden Co., Electric Auto-Lite, Ester-
brook Pen, H. J. Heinz, Lambert Pharmacal
Co., Lever Brothers (U. S.), Quaker Oats
Co., W. R. Warner, R. Hudnut, Westing-
house.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: State 2-5151
AAA-ANPA-PPA-NOAB-APA
ABC-ABP-SNPA

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Melvin Brorby, W. Raymond Fowler,
Wm. D. Horne, Jr., Wm. P. Bager, Wm.
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Vice-Pres. & Media Dir...Otto R. Stadelman
Vice-Pres. & Radio-TV Dir...J. G. Cominos
Sec.-Treas.....Max D. Anwyll
Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman
730 Fifth Ave., New York, N. Y.
V.P. & Mgr.....Richard Eastland
Radio Accounts: Kraft Food Co., S. C.
Johnson & Son, Swift & Co., Wieboldt Stores,
Inc., Derby Foods, Inc.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555
APA

President.....Ralph A. Nelms
Secretary.....Annabelle Gray
Art Director.....J. H. Richards
Radio Accounts: Wilson Bros. Mfg. Co.
(Hooked Rug Materials), Springfield; Wilke
Laboratories (Poultry & Livestock Reme-
dies), West Plains; Old Nick Seed Co. (Seed
Corn & Treatment), St. Joseph; Pioneer
Products, Inc. (Cough Medicine), Hoffman-
Taff, Inc. (Chemicals), Springfield; Inde-
pendent Stave Co. (Wood Products), Le-
banon; Reynolds Mfg. Co. (Reyco Tandem),
Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach



Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....D. Nicoletti
TV Time, Space Buyer.....Robert Groff
Assoc. TV Prod.....Jack Landt

Radio Transcription Production Accounts:
General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Television Film Production Accounts:
Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.

TED NELSON ASSOCIATES

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

Phone: Circle 6-8470

OwnerTed Nelson
Production Dir.....Sol Lipset
Publicity Dir.....Nat Fields
Account Exec.....Jack Fields
TV Directors.....Perry Bruskin
Charles Durand

Radio Accounts: Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; R. B. Hathaway (Foot Lotion), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.

TV Accounts: Authentic Publications, New York; TV and Radio Products Co., N. Y.; Ideal Film & Supply Co.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 7, Fla.

Phone: 98-9721

ABP-ANPA-APA-NOAB

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Pres., Radio Dir.....Hunter Lynde
V.P.-TV Dir.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe
Art Director.....Ed Duckett
Prod. Mgr.....Ned Hubbard

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); Sarasota Meat Packing, Tampa.

TV Accounts: Sarasota Meat Packing Co., Tampa, Fla.; Bond-Howell Lumber Company (Bldg. Supplies), Jacksonville, Fla.; Blue Cross-Blue Shield of Fla., Jacksonville, Fla.; American Coolair Corp. (Ventilating Equip.), Jacksonville, Fla.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.

Phone: PLaza 3-5412

AAAA ABP-PPA-APA

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Exec. Vice Pres.....Ethel Merklen
Vice President.....George Miller
Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.

Phone: Central 8380

ABP-ANPA-PPA-APA-NOAB

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Radio-TV Prod.....Peggy Leonhardt
V.P., Copy Chief.....Jim Spencer
V.P., Treas.....Irving R. Ohlsen
Media Dir.....Alice McDonough
Comptroller.....Florence Treadway

Radio Accounts: Sayman Products Co. (Sayman Soap); John Bardenheier Wine Co.; Dixie Mills Co.; Allen Kirkpatrick & Co. (Frozen Oysters); Meletio Sea Food Co.; Reddi-Wip Co.; Pappy's Products Co. (Pappy's Sassafras Tea); St. Louis Federal Savings & Loan; Weber Implement & Automobile Co.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, General Grocer Co. (Topusot Foods, Manhattan Coffee); John Bardenheier Wine Co.; Bluehill Products Co.; General Electric Appliances; General Grocer Co. (Manhattan Coffee); Allen Kirkpatrick Co. (Frozen Oysters); Pappy's Products Co. (Pappy's Sassafras Tea); Weber Implement & Automobile Co.; St. Louis Federal Savings & Loan Assn.; Sayman Products Co. (Sayman Soap & Salve).

OLMSTED & FOLEY

1203 2nd Ave. So., Minneapolis 3, Minn.

Phone: ATlantic 8166

AAAA-ABC-ABP-ANPA-AFA

Exec. Partner.....Ward H. Olmsted
Exec. Partner.....John T. Foley
Partner.....John K. Mortland
Partner.....Robert B. Pile

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.; Fisher Baking Co., Salt Lake City, Utah; Amrhein's Bakery, Springfield, Ill.; Nickles Bakery, Navarre, Ohio; Haller's Eagle Bakery, Altoona, Pa.; Nissen's Bakery, Portland, Me.; Cotton Bros. Baking Co., Baton Rouge, La.; Holsum Bakers, Tampa, Fla.; Shipley Bakery, Fort Smith, Ark.; Holsum Bakery, Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
AAAA-ABP-ANPA-APA-ABC
NOAB-PPA

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Vice-Presidents..Montgomery N. McKinney,
John H. Wilmarth, Edward Chapman
Time Buyer.....Jane Daly
Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7182-3

Partners.....S. C. B. Lynn,
L. S. Fieldhouse
Radio-TV & Media Dir.....W. B. Pritchard
Art Director.....C. L. Steyer

Branch Office

51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-1048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451
AAAA

President.....W. D. Lyon
Vice President.....R. B. Creswell
Radio-TV Director.....R. H. Schubert
TV Film Producer.....J. C. Ware
TV Film Director.....Dave Russell

Branch Office

373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 5-4428

ManagerDon Carlos
Radio Accounts: Builders Material, Inc., Cedar Rapids; Century Engineering Corp. (heating equipment), Cedar Rapids; Collins Radio Company (commercial radio equip.), Cedar Rapids; Crescent Electric Supply (appliance distributor), Dubuque; Iowa Dairy Industry Comm., Des Moines, Ia.; Tender-sweet Sales Corp. (canned vegetables), Vinton, Ia.; Kent Feeds (livestock & poultry feeds), Muscatine, Ia.; Potosi Brewing Company, Potosi, Wisc.; Slagle Lumber Yard, Sioux City, Ia.

TV Accounts: Johnson Biscuit Co. (Cookies), Sioux City, Ia.; Peterson Furniture Co. (Home Furnishings), Cedar Rapids, Ia.; Killian Co. (Clothing), Cedar Rapids, Ia.; Tolerton-Warfield Co. (Food Line), Sioux City, Ia.; Cownie-Williges (Furs), Sioux City, Ia.; Hometown Dairies (Dairy Products), Iowa City, Ia.

MACE ADVERTISING AGENCY, INC.

408 Fulton St., Peoria 2, Ill.
Phone: 6-0771

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Vice-President.....R. W. Steele
Treas. & Gen. Mgr.....Jay J. Keith
Copy Dept.....J. R. Shullaw

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360

ANPA-ABP-ABC

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Exec. V.P.....Allen B. Dicus
V.P., Copy Chief.....R. E. Blackburn
Vice Presidents.....John C. Wheatley,
David W. Stotter

Time Buyer.....Willis E. Adams
Research Director.....Robert Allrich
Media Director.....A. S. Trude, Jr.

Radio-TV Dir.....Wm. A. Mowry
Radio Accounts: Hallcrafters Co., Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Grocery Store Products Co. (Foulds Macaroni & Spaghetti), Libertyville, Ill.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Grocery Store Products Co. (Foulds Macaroni & Spaghetti), Libertyville, Ill.

MacLAREN ADVERTISING CO., LTD.

372 Bay St., Toronto, Ont.
Phone: Empire 4-0321
ABC-ANPA

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Vice-Presidents.....E. V. Rechnitzer,
J. Ferres
Comptroller.....W. D. MacMahon
Director.....W. G. Abel

Radio & TV Dir......H. Horler
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Manager.....F. P. Gill
Radio.....Laurent Trudel
 911 Electric Rlwy. Chambers, Winnipeg,
 Manitoba

Manager.....E. P. Thomson
 1240 W. Pender St., Vancouver, B. C.
Manager.....W. D. M. Patterson
Radio-TV Accounts: Imperial Varnish &
 Color Co., Ltd., Imperial Oil Ltd. (Hockey
 and Baseball), O'Cedar Company of Canada,
 Peoples Credit Jewelers, Tuckett Tobacco
 Limited, Henry K. Wampole & Co., Ltd.,
 Canadian General Electric, Christie Brown,
 Ltd. (Food), Standard Brands, Ltd., Lake of
 Woods Milling Co., Stephen's Paints, Home
 Oil Distributors, W. H. Malkin & Co., Ltd.,
 Nalley's Limited, Ainsworth Motors; General
 Motors of Canada; Canadian Shredded
 Wheat Co.; Canada Dry Ltd.; Aluminum
 Goods, Ltd.; Aspro Limited; Bank of Cana-
 ada; British & American Motors Canada,
 Ltd.; British Lace Furnishings, Broadhurst
 Lee Co., Ltd.; Bulova Watch Company,
 Canada Paint Co., Ltd.; Canadian Bank of
 Commerce, Canadian Red Cross, Depart-
 ment of National Defence (Air Force, Navy);
 Dominion Tar & Chemical Co., Ltd. (Javex);
 Dolcis (Canada) Ltd.; Dominion Rubber
 Co., Ltd.; Hertz Driv-Ur-Self System, Inc.;
 Home Oil Distributors, Lever Brothers Ltd.
 (Breeze); Moirs Chocolates, Ltd.; Sicks'
 Capilano Brewery, Ltd.; Sherwin Williams
 Co. of Canada Ltd.; Palmers' Limited, Zero
 Manufacturing Co., Ltd.

MacMANUS, JOHN & ADAMS

Bloomfield Hills, Mich.

Phone: Midwest 6-1000

ANPA—AAAA—ABC—NOAB—PPA—APA
Chairman.....W. A. P. John
Pres. & Treas......James R. Adams
Exec. Vice-Pres......Harvey G. Luce
Vice-Pres., Media Dir....Elmer W. Froehlich
Radio Time Buyer.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.

Manager.....R. A. Brewer
Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Ferry-Morse Seed Co., De-
 troit, Mich.; Stegmaier Brewing Co., Wilkes-
 Barre, Pa.; Dow Chemical Co., Midland,
 Mich.

TV Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Stegmaier Brewing Co.,
 Wilkes-Barre, Pa.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.

Phone: Andover 3-0022

ABP—ANPA—PPA

Owner.....Arthur M. Holland
Art Director.....Arthur Anderle
Copy Chief.....William Bent
Radio-TV Buyer.....Evelyn Burke

Publicity Director.....Jan Marinella
Radio-TV Dept......G. Janda, R. Spencer
Radio Accounts: Hollands (jewelry), Chi-
 cago; Roller Derby, N. Y. C.; Fohrman
 Motors, Chicago; Joy Candies, Chicago.

TV Accounts: Ambrosia Brewing, Chi-
 cago; Harry Alter Co. (Crosley appl.), Chi-
 cago; Courtesy Motors, Chicago; Hudson
 Dealers Assn. (autos), Chicago; Mages
 Sports Stores, Chicago; Leo Rose Co. (cloth-
 ing), Chicago; Rubin's (apparel), Chicago;
 Holland, Inc. (jewelry), Chicago; Associated
 Hospital Ins. Co., Chicago; Roller Derby,
 Chicago; Sun-Times (newspaper), Chicago;
 Stiffel Lamp Co., Chicago.

DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.

Phone: Copley 7-5980

ABP—ANPA—APA—AAAN

Production Manager.....Julian Malkiel
Secretary.....Martha Brest
Radio Accounts: Ace Vacuum Stores
 (Vacuum Cleaners), Boston, Mass.

J. GORDON MANCHESTER, ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,

Washington, D. C.

Phone: ME 8-0060

President.....J. G. Manchester
Vice President.....Richard P. Elst
Asst. Vice Pres......G. D. McGuinness
Art Director.....Wm. D. Flieschell
Dir. Radio-TV.....Kathleen Kane
Radio-TV Accounts: Safeway Stores, Inc.,
 Ottenberg's Bakers, Inc., James G. Gill Co.,
 Inc., W. H. Pope and Sons, American Sta-Dri
 Co., Acacia Mutual Life Insurance Company.

MANHATTAN ADVERTISING

225 West 57th St., New York 19, N. Y.

Phone: PLaza 7-3340

ABP—APA

Owner.....Eugene L. Friedman
Art Director.....Norman Graber
Art Director.....Gene Fogelman
Account Executive.....R. J. Friedman

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 3, Minn.

Phone: GENEva 9619

APA—ABP

Pres. & Treas......Robert P. Miller
Vice-Pres. & Sec......Eleanor L. Miller
Art Director.....Edward Harris
Radio Account: Snyder Drug Stores.

MARFREE ADVERTISING CORPORATION

105 West 40th St., New York 18, N. Y.

Phone: LOngacre 4-7190

President.....Harry A. Friedenber
Secretary.....Robert Tomasello
V.P., Treas......Barnett Friedenber
Director Radio.....Harry A. Friedenber
V.P. in Charge.....Sheppard Chartoe
Radio Accounts: D-Con Company (D-

Con), Chicago, Ill.; Carlson Industries (Drugs), New York; Crest Records (Records), Long Island; Old Masters (Reproductions), New York; Taylor Razors (Dry-Shavers), Newark; Cadillac Imports (Toys), New York.

MARKS-AIKEN COMPANY

33 West 46th St., New York 36, N. Y.

Phone: COLUMBUS 5-4990

ABP—ANPA

PartnerLawrence Marks
Partner.....Sigmund C. Aiken
Media Director.....Florence Saperstein
Production Mgr.....Stanley Marx
Art Director.....Marvin Macnow

MARSCHALK & PRATT CO.

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

Phone: VANDERBILT 6-2022

President.....H. C. Marschalk
Vice Presidents.....S. H. Giellerup,
S. L. Meulendyke, C. A. Peterson, R. H. Jones
TV-Radio Director.....Curt A. Peterson
Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; WTL Nickel Co.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.).

J. M. MATHES, INC.

260 Madison Ave., New York 17, N. Y.

Phone: LEXINGTON 2-7450

ABP—ANPA—APA—PPA—ABC

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Treasurer.....A. E. Cox
Secretary.....Carle E. Rollins
Vice-Pres. & Dirs.....Wilfred S. King,
W. T. Okie, Lester J. Loh
Vice-Presidents.....David C. Gibson,
Dr. O. L. Tinklepaugh, Jan H. Meyer,
A. F. Monroe, Read H. Wight, Douglas R. Hathaway

Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Cathcart
Radio Accounts: Pure Food Co., Inc. (Herb-Ox Boullion Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Telephone & Telegraph Capehart-Farnsworth Corp., N. Y. C.; Judson Dunaway Corp.

TV Accounts: Wagner Baking Corp. (Mrs. Wagner's Pies), Newark, N. J.; Houbigant Sales Corp. (Liquid Skin Sachet, A/S Deodorant), N. Y. C.; Northam Warren Corporation (Cutex, Peggy Sage, Odorono), Stamford, N. Y.; Judson Dunaway Corp. (Vanish-Expello), Dover, N. H.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; Imperial Paper & Color Corp., Glens Falls, N. Y.; The Pure Food Co., Mamaroneck, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: DALY 8-4090

ABP—NOAB—PPA—APA—ANPA

Pres., Art. Dir., Space Buyer,
Research Dir.....C. A. Mathisson
Vice-Pres. & Treas.....I. M. Henkel
Copy Chief, Sec., Media Dir.,
Space Buyer.....Edward G. Ball
Radio-TV Dir.,
Time Buyer.....Charles H. Helliwell

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.

Phone: GASPEE 1-4456

ABP—ANPA

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Buyer.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Harold Goodstein
Production Mgr.....Dorothy M. Barry

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LORAIN 7-5710

ANPA—APA—PPA—ABC—NOAB

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Vice-PresidentSearle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Business Mgr.....T. P. Maguire
Radio & TV Director.....S. James Andrews
Asst. Dir. Radio-TV.....John Mosman

Branch Offices

12 E. 53rd St., New York 22, N. Y.

Phone: PLAZA 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahoney
664 N. Rush, Chicago 11, Ill.

Phone: WHITEHALL 4-1676

Manager.....L. J. Sholty
Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Snow Crop Marketers (frozen foods), New York; Peter Paul, Inc. (Mounds & Almond Joy candy), Naugatuck, Conn.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Packard Motor Car Co., Detroit, Mich.; Hotpoint, Inc. (appliances), Chicago, Ill.; Griesedeck-Western Brewing Co., St. Louis, Mo.; Pfeiffer Brewing Co., Detroit, Mich.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.

Phone: DUNKIRK 8-2111

ABP—APA—NOAB—PPA—ANPA

PresidentHenry Mayers
Vice-PresidentForrest Dolan
Secretary.....Sophie Mayers
ProductionEdith Hemphfling
Media Director.....Bob Hoehn
Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUDson 6-3400

AAAA-ABC-ABP-ANPA-APA
NOAB-PPA-BMB

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Vice Chm. & Chm. of

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V.P. in Chge. Radio-TV.....A. J. Scalpone
V.P. Chge. New Prog.....Hendrik Booraem
V.P., Radio-TV Crea. Dir.....Ralph B. Koser
V.P., Exec. Prod.....Dorothy B. McCann
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Mgr. Radio-TV Service.....Clifford C. Lubkert
Mgr. Radio-TV Time
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Office.....J. Neil Reagan

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629 Euclid Ave., Cleveland 14, O.
Vice Pres.-Mgr.....Robert Dailey
647 Griswold St., Detroit 26, Mich.
Vice Pres.-Mgr.....Paul Holder
707 Terrace Plaza Bldg., Cincinnati 2, O.
Vice-Pres.-Mgr.....R. M. Alderman
318 S. Michigan Ave., Chicago 4, Ill.
Vice Pres.-Mgr.....Sidney A. Wells
Vice Presidents.....Walter C. Krause,
G. Bowman Kreer, A. W. Sherer
6331 Hollywood Blvd., Hollywood 28, Calif.
Mgr.....J. Neil Reagan
612 S. Flower St., Los Angeles 17, Calif.
Vice Pres.-Mgr.....Burt Cochran
114 Sansome St., San Francisco 4, Calif.
Vice Pres.-Mgr.....H. Q. Hawes
Vice Presidents.....Roswell H. Cochran,
Clarence Hestorff, Frederick H. McCrea
310 Public Service Bldg., Portland 4, Ore.
Mgr.....Willard E. Wilson

Radio Accounts: American Trust Company, American Safety Razor Corp.; California Packing Corp., California Spray Chemical, California Wine Association, Chesebrough Mfg. Co., Chrysler Sales Division, Chrysler Corporation, Columbia Records, Inc., Gruen Watch Company, W. P. Fuller &

Co., Lucky Lager Brewing Co., Manufacturers Trust Co., National Biscuit Co., Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Co., S. O. S. Company, Southern California Gas Co., South Counties Gas Co., Standard Oil Co. (Ind.), Standard Oil Co. (Ohio), Swift & Company, Leisy Brewing Co., Westinghouse Electric Supply Co. of St. Louis, Allied Van Lines, Inc., Harshaw Chemical Company (Laurel Products Division), Gray Drug Stores, Inc., Milk Foundation, Inc., Pharma-Craft Corp., Seck & Kade, Inc., Stegmaier Brewing Company.

TV Accounts: American Trust Co., California Packing Corp., California Wine Association, Chrysler Sales Division, Chrysler Corporation, Gray Drug Stores, Inc., Gruen Watch Company, "Junket" Brand Foods, Pepsodent Division-Lever Bros. Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., Ohio Bell Telephone Co., Pacific Coast Borax Co., Soil-Off Mfg. Co., S.O.S. Company, Southern Calif. Gas Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), Standard Oil Co. (Ohio), Leisy Brewing Co., National City Bank of Cleveland, Westinghouse Electric Corp., Westinghouse Electric Supply Co. of St. Louis, Allied Van Lines, Inc., American Safety Razor Corp., Bell Brand Foods, Ltd., California Spray Chemical Corp., Chesebrough Mfg. Company, Chrysler New York Region Dealer Group, Congoleum-Nairn, Inc., Harshaw Chemical Co. (Laurel Products Division), Maytag Sales Company, Portland Gas & Coke Company, Seck & Kade Inc., Stegmaier Brewing Company.

McCORMICK COMPANY

217 E. 5th Ave., Amarillo, Tex.

Phone: 4-5333

NOAB-ANPA-APA-SNPA

Owner-Manager.....James L. McCormick
Art Director.....Stefan Kramer
Radio Accounts: Shamrock Oil & Gas Corp.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 5-5533

AAAA-ANPA-APA-PPA

Chm. Bd. & Pres.....Walter K. McCreery
Acct. Execs.....Walter McCreery,
Richard Berggren, R. H. Svenson, John R. Gillingham

Time Buyer.....Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, San Francisco; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Bearist; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

Partners.....G. C. Hellickson,
Ward Olmstead
Radio Accounts: Marshall-Wells Company
(Appliances, Paints, etc.), Duluth, Minn.; Re-
gan Brothers (Holsum Bread), Minneapolis,
Minn.; Rochester Dairy (Dairy Products),
Rochester, Minn.; Russell-Miller Milling
Company (Occident Flour & Mixes, Farm
Feeds, American Beauty Flour & Mixes—
Dallas, Texas), Minneapolis, Minn.; Clover
Leaf Creamery Co. (Dairy Products), Min-
neapolis, Minn.; Owatonna Canning Co.
(Canned Goods), Owatonna, Minn.; North-
land Milk & Ice Cream Co. (Dairy Prod-
ucts), Minneapolis, Minn.; Northwest K-F-
Willys (Automotive), Minneapolis, Minn.;
Page & Hill Homes (Prefabricated Homes),
Shakopee, Minn.; Salisbury Co. (Bedding),
Minneapolis, Minn.; Hotel Leamington
(Hotel), Minneapolis, Minn.; Boutell Bros.
(Furniture), Minneapolis, Minn.; Avochem
Co. (Clothes Softener), Minneapolis, Minn.
TV Accounts: 1st National Bank, Minne-
apolis, Minn.; Regan Brothers (Holsum
Bread), Minneapolis, Minn.; Russell-Miller
Milling Company (Occident Flour & Mixes,
Farm Feeds, American Beauty Flour & Mixes
—Dallas, Texas), Minneapolis, Minn.; Coun-
try Kitchen (Salad Dressings), Minneapolis,
Minn.; Northland Milk & Ice Cream Co.
(Dairy Products), Minneapolis, Minn.;
Nevens Co. (Laundry & Dry Cleaning), Min-
neapolis, Minn.; Northwest K-F-Willys (Au-
tomobiles), Minneapolis, Minn.; Hotel Dyck-
man (Hotel), Minneapolis, Minn.; Hotel
Leamington (Hotel), Minneapolis, Minn.;
Boutell Bros. (Furniture), Minneapolis,
Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.

Phone: And. 3-4470

ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon
Partner.....Edw. H. Larson
Exec. V.P.....Walter Zivi
Controller.....J. O. Webb
Sr. Acct. Exec.....W. P. McWilliams
Acct. Exec.....Ray Smasal.
Frank Stein, Peg Robinson, Norman Lar-
son, Joseph F. Littleton
Media Dir. & Radio-TV Buyer....Wm. Cline
AssistantLois Schultz
Prog. Director.....Stan Kaatz

Branch Offices

290 Madison, New York City

Phone: MU 3-8930

ManagerJack Roberts
67 Yonge St., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.

Phone: PLaza 9-8050

ANPA—NOAB—PPA

President.....Robert W. Orr
Vice-Pres.Eldon Sullivan
Vice-PresidentFreemont Knittle

Asst. to Pres.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergman

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.

Radio Accounts: Andrew Jergens Co.
(Woodbury & Jergens), Cincinnati, O.

TV Accounts: Andrew Jergens Co.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 11, Kans.

Phone: Dr 7250

ABP—ANPA—APA—FAAG

PresidentMerritt Owens
Vice-President.....R. Grant Neds
Production Mgr.....Glenn A. Scott
TV Director.....Earl Allvine
Art Director.....Bernard L. Wardlow

Radio Accounts: Joe M. O'Hill Motor Co.
(Nash Dealer), Kansas City, Kan.; Kelley-
Williams Motor Co. (Ford), Kansas City,
Kansas; Chevrolet Dealers Assoc. (Chevro-
let), Greater Kansas City; Home Federal
Savings & Loan, Kansas City, Mo.

TV Accounts: Davidson Furniture Co.
(Furniture), Kansas & Missouri; Chevrolet
Dealers Assoc., Greater Kansas City; De-
Coursey Creamery Co. (Dairy Products),
Kansas City, Kansas; Inter-State Bldg. &
Loan, Kansas City, Kan.; Nash Dealers of
Greater K. C. (Nash), Greater Kansas City.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: ELiot 1401

AAAA

President.....W. H. Horsley
Secretary.....H. O. Stone
V.P. & Radio-TV Dir.....Trevor Evans

Branch Offices

715 Cascade Bldg., Portland, Ore.

Phone: Capitl 1021

V.P. & Manager.....Milton Foland
606 Chronicle Bldg., Spokane, Wash.

Phone: MAin 4371

ManagerVernon Cary
Radio Accounts: Fisher Flouring Mills Co.
(Pancake Mix, Biskit Mix, Fisher's Blend
Flour, Zoom, etc.), Washington Co-Op Farm-
ers Assn.—Lynden Products (Canned &
Boned Turkey, Chicken, Chicken & Noodles,
etc.), Seattle, Wash.; Ivar's Acres of Clams
(Seafood Restaurant), Imperial Candy Co.
(Candy), Wm. O. McKay (Ford Cars), Seat-
tle, Wash.; Wash. State Fruit Company
(Cherries, Apricots, Peaches, Pears, Prunes),
Yakima, Wash.; Federal Old Line Insurance
Co. (Insurance); Washington State Apple
Commission (Soft Fruits).

TV Accounts: Washington Co-Op Farmers
Assn. (Lynden Products), Seattle, Wash.;
Fisher Flouring Mills Company; Washing-
ton Cooperative Farmers Association; Ivar
Haglund—Acres of Clams; Imperial Candy
Company; Washington State Apple Commis-
sion; Washington State Fruit Commission;



William O. McKay Company, Howe & Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.

Phone: MUrray Hill 9-2424

ABP—ANPA—APA—PPA—ABC—NOAB
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Comptroller.....F. Dubeck
Media, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Acct. Execs.....W. F. James, G. M. Cleland,
S. C. Bernsley, W. Byrne, D. C. Porteous,
E. N. McInerney, A. Bindrim, G. Kraus, Jr.

PEARSON ADV. AGENCY, INC.

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

Phone: MUrray Hill 8-3055

PPA

President-Treasurer.....C. H. Pearson
Radio Accounts: Cooper Razor Blade Co.
(Razor Blades), Brooklyn; National Home
Owners Assoc., New York, N. Y.; Dime
Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.

Phone: PLaza 3-0900

ABP—ANPA—APA—NOAB—PPA

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President.....Harry Krawit
Vice-Presidents.....Norman Mack,
Sidney Alexander, John Schuman
Radio-TV Director.....S. S. Schweitzer
Radio Accounts: Howard Clothes (Men's
& Boys' Furnishings), Old Dutch Coffee &
Caffe Espresso (Coffee), Charles of the Ritz
(Cosmetics), Street & Smith Magazines
(Charm, Mademoiselle, Living), Hearst Pub-
lications (Cosmopolitan, Good Housekeep-
ing), Excelsior Frozer Meat Products
(Frozen Meat Products).

TV Accounts: Howard Clothes (Men's &
Boys' Furnishings), Old Dutch Coffee &
Caffe Espresso (Coffee), Charles of the Ritz
(Cosmetics).

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.

Phone: BElmont 4-5121

Partners.....William L. Phillips,
Charles C. Ramsey
Media Director.....Robert L. Phillips
Radio-TV Prod. Dir.....Orva W. Chuff
Radio Accounts: Arden Farms Co. (Dairy
Products), Silver Gate Bldg. & Loan (Savings
& Loan Assn.), Dennstedt Electro Mart
(Electrical Appliances), First Nat'l Bank,
San Diego, Calif.; Walt Tufford De Soto-
Plymouth (Auto Dealer), San Diego, Calif.;
Alsynite Co. of America (Fiber Glass
Panels); Community Chest; Mrs. Conkling's
Bakery; Food Basket (Super Market Chain);
Severin Building Company; Stanley An-
drews Sporting Goods; Walker-Scott Corpo-
ration (Department Store); San Diego, Calif.

TV Accounts: Arden Farms Co., First Nat'l
Bank, San Diego, Calif.; Alsynite Co. of
America; Community Chest; First National
Trust & Savings Bank; Food Basket; Silver
Gate Building & Loan Association; Stanley
Andrews Sporting Goods; Walt Tufford;
Walker-Scott Corp.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas

Phone: Cathedral 3-6131

APA—PPA—NOAB—SNPA—TAAN

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Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....Sam Kiklin,
C. Carolus, G. A. Knapp, Jr., Evans Wyatt
Public Relations Dir.....Jim Battersby
Radio Director.....Margaret Morrison
TV Director.....Dave Hubbard

Radio-TV Accounts: Joske's of Texas
(Department Store), San Antonio, Tex.;
Handy Andy Community Stores (Chain
Grocery Stores), San Antonio, Tex.; Fehr
Baking Company, (Fair Maid Bread &
Cakes), San Antonio, Tex.; Roegelien Pro-
vision Company (Bacon, Sausages), San An-
tonio, Tex.

PORTER & ASSOCIATES

1001 No. Western Ave., Los Angeles 29, Calif.

Phone: HOLlywood 5-0580

Owner & Sales Mgr.....Irwin T. Porter
Partner & Time Buyer.....Gertrude Porter
Account Executive.....Jean Norab
Radio Accounts: Imperial Card Co., Bec-
mak Plastics, Beverly Termite Control Ser-
vice, Western Art Studios, Acme Hardware &
Builders' Supply, Beverly Motors, Carl's
Paints, Roy Bruemmer Enterprises, Phelps
Mfg. Co.

R. J. POTTS—CALKINS & HOLDEN INC.

2233 Grand Ave., Kansas City 8, Mo.

Phone: GR 5775

ANPA—APA—NOAB—PPA—ABP

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Exec. Vice Pres.....J. B. Woodbury
Vice Presidents..C. C. Tucker, E. A. Warner,
C. L. Robinson, W. M. Giesecke, Al Cole-
man
Radio & TV Director....William J. Brewer

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.

Phone: VICTor 9400

ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.

Phone: GARfield 6490

PPA—SNPA—ABP—ANPA—AFA

President.....George L. Prater

Vice-President.....M. T. Prater
 Secretary.....Mary E. Johnson
 Copy Chief.....Barbara Brock
Radio Account: Falls City Brewing Co.,
 Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc.
 (Falls City Beer), Louisville, Ky.

PRODUCT SERVICES, INC.

17 East 45th Street, New York City
 Phone: MUrray Hill 7-0204

President.....Les L. Persky
 Vice-President.....Charles K. Hepner
 Promotion Director.....N. R. Lorman
 Time Buyer.....G. Ligornier
TV Accounts: Cameo Curtains Royal Crest
 Sales (Thrift House); John Irving Shoe
 Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF AMERICA

128 Mallory Ave., Jersey City 5, N. J.
 Phone HEnderson 4-2332

Pres., TV Dir.....Michael A. Fiore
 Vice-President.....Albert A. Fiore
 Secy.-Treas.....B. V. Fiore
 Radio Director.....Paul Apello
 Account Executives...B. Wilman, G. Fiore,
 B. E. Geise, P. Bernhardt, J. Amitrani,
 A. Bryant

Radio Accounts D. Wolff & Co. (Credit
 Clothing), Newark, N. J.; Stage Coach Inn
 (Night Club), S. Hackensack, N. J.; Spe-
 cialty Sales Company (Mail Order Items),
 Lakewood, N. J.; Coast-to-Coast Vendors,
 Inc. (Vending Machines), New York, N. Y.;
 Crescent Construction Corp., North Bergen,
 N. J.; Leslie Toy Co., Brooklyn, N. Y.;
 No-Worry Chemical Co., Newark, N. J.
TV Accounts: Watchung Lake, Inc. (Swim-
 ming Resort), S. Plainfield, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155

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 Vice-President.....L. H. Copeland
 Vice-President.....N. B. Langworthy
 Art Director.....E. J. McCabe
 Media Director.....Dorothy L. Parsons

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
 Phone: 7-1179

ABC

President.....Wilbur W. Randall
 Art Director.....Robert I. Berger
 Radio & TV Director....Florence F. Grady
Radio Accounts: Crown Petroleum Corp.
 (Petroleum Products), Connecticut & Massa-
 chusetts; Geo. E. Dewey & Co. (Moving
 Storage), General Electric Supply Corp.
 (Television, Radio), Hartford Gas Company
 (Public Utility), New England Laundry
 (Laundry), Savitt Jewelers (Jewelry), Wach-
 tel's (Dept. Store), Hartford, Conn.

TV Accounts: Country Club Soda Co.,
 Inc., Springfield, Mass.; Crown Petroleum

Corp., Conn. & Mass.; Savitt Jewelers, Hart-
 ford, Conn.; State Line Potato Chips.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.

Phone: Woodward 1-4662

ABP—ANPA—APA—PPA—NOAB

President.....H. Ross Mack
 Vice-President.....Hal G. Trump
 Secy. & Copy Chief.....George B. Dow
 Radio Director.....R. D. Hughes
 Space & Radio Time Buyer

Charles E. Foerster

Production Manager.....George L. Husted
 Account Executives.....H. Ross Mack,
 Hal G. Trump, R. D. Hughes, Charles
 Foerster, Lee E. Crooks

Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

32 Green St., Newark 2, N. J.

Phone: MA 2-6811

ANPA—ABP—APA

Owner.....Milton C. Tauder
 Art Director.....Henry Krupinski
 Production Manager.....Margaret McDade
 Publicity Director.....Rita Levine
 Research Director.....Shirley Trinker
Radio Accounts: K. Kaufman & Co., Inc.,
 Monroe Savings & Loan Assn., Union Na-
 tional Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.

Phone: MARKET 3-5100

AAAA—ABP—ANPA—ABC—AFA

Pres. & Treas.....Chas. Dallas Reach
 Exec. V.P., Gen. Mgr.....F. R. Risley
 Vice-PresidentsHoward Sands,
 H. H. Black

Sec. & Art Dir.....Everett Sahrbeck
 Asst. Sec. & Treas.....Wm. F. Renz

Branch Office

46 W. 55th St., New York 19, N. Y.

Phone: Circle 5-4176

Radio Accounts: Dugan Brothers (Baked
 Goods), N. J. Bell Telephone, Newark, N.
 J.; Koppers Co. (Coke Fuel); Philadelphia
 Coke Co.

TV Accounts: Koppers Co. (Coke Fuel),
 New York, N. Y.; Philadelphia Coke Co.;
 Dugan Bros. (Baked Goods).

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.

Phone: Victor 5269

APA—ABP—ANPA

Owner.....James R. Reese

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: Bridgeport 7701

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—NBP

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 Executive Vice-Pres.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,



Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, R. H. Burbank
 V.P., Radio & TV Dir.....R. E. Neff
 V.P. & Media Director.....Dr. A. R. Root
 Time Buyer.....Coy Bender
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.
TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-7440
 ABP—ANPA—NOAB—ABC—CCA
 PPA—APA—NBP

PresidentWallace Meyer
 Vice-Pres. & Treas.....C. A. Reincke
 Vice-Pres. & Sec.....A. L. Reincke
 Vice-Presidents...Gordon Taylor, J. J. Finn
 Radio-TV Director.....Frank M. Baker
 Media Director.....John Priche
 Space Buyer.....J. F. Brown
Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Detergent Rug Cleaner), Racine, Wis.; Cartan Travel Bureau, Inc., Chicago, Ill.
TV Accounts: von Schrader Mfg. Co. (Detergent), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; American Chain & Cable Co., Ann. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
 Phone: CApital 7-7611
 ANPA—PPA—ABP—AAAA—APA

President & Treas.....Harry I. Reingold
 Art Director.....George Wilson
 Production Manager.....Ruffe Barbour
 Copy Chief.....Harry Dodsworth
 Media Dir. & Radio Time Buyer

Thomas J. Bowen
Radio-TV Accounts: Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
 Phone: TEmplebar 2-2408
 ABP—ANPA—APA

OwnerEmil Reinhardt
 Account ExecutiveJoseph Connor
 Timebuyer, Radio & TV....James C. Resor
Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.; Old Home Bakers (Bread), Sacramento, Calif.
TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

JOSEPH REISS ASSOCIATES

101 W. 57th Street, New York, N. Y.
 Phone: CI 6-4260
 ABP—APA—PPA

PresidentJoseph Reiss
 Copy Chief.....Elizabeth Taubin
 Media Director.....Cliff Greene
 Vice-President.....Cecile B. Reiss
Radio Accounts: Aristocrat Leather Products Co. (billfolds), New York, N. Y.; The Lander Company (Dixie Peach hair pomade), New York, N. Y.; Helen Neushaefer, Inc. (cosmetics), College Point, N. Y.

E. W. REYNOLDS LIMITED

355 King St., West Toronto 1, Ont., Canada
 Phone: Empire 8-6157
 ABC

Chairman of Bd.....Edward W. Reynolds
 Pres., Gen. Mgr.....C. Warren Reynolds
 Vice-President.....J. H. Mitchell
 Sec. & Treas.....Fred Banks
 Production Manager.....M. Landmann
 Copy Chief.....N. Stuart Walton
 Radio Director.....H. E. Karpus
 Media Director.....Helen Anderson
 Account Executives.....H. D. R. Newby, H. Shrimpton

Branch Office

985 Sherbrooke St. W., Montreal, Quebec
 Phone: LANcaster 3745

Exec-in-Charge.....H. J. Tingle
Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kohler, Ltd. (Harmonicas & Accordions), Toronto; Dale Estate Ltd. (Roses), Brampton, Ont.; Dairy Farmers of Canada (Dairy Products), Toronto; T. Sisman Shoe Co. (Shoes), Aurora, Ont.; T. S. Simms Co. (Brooms & Mops), St. John, N.B.; B & A Motors (Autos), Toronto.
TV Accounts: Moffats, Ltd. (Ranges), Toronto.

RHOADES & DAVIS ADVERTISING

79 Post St., San Francisco, Calif.
 Phone: EXbrook 2-6468
 ABP—ANPA

Partner.....Robert O. Davis
 Art Director.....Alf Restad
 Media Director.....Edith Curtis
 Media Asst.....Faye Hanger

Branch Office

1201 West 4th St., Los Angeles, Calif.
 Phone: MIchigan 2396

Partner.....Tom D. Scholts
 (Affiliate: Scholts Advtg.)

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JU 6-5400
 AAAA—ABP—ANPA—APA
 NOAB—PPA

Chairman & Pres.....Fletcher D. Richards
 Vice-Presidents.....Eugene I. Harrington, Bradley A. Walker, M. J. Casey, J. S.

Davidson, Radcliffe Romeyn, E. D. Hill,
K. Young, E. A. Gray, J. E. Shepherd
Sec.-Treas Duane W. Beurmann
Vice-Pres. & Media Dir. E. A. Elliot
Svrs. Radio-TV Comm. S. J. Frolick
Radio-TV Prod. Chief. Robert S. Colodzin
Copy Chief. William L. Russell
Radio & TV Dir. Edwin S. Reynolds

Branch Offices

221 N. La Salle St., Chicago, Ill.
Manager. Wayne D. Jordan
HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.
Exec.-in-Charge Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.

Exec.-in-Charge Greacen Mitchell
Radio Accounts: American Machine &
Foundry Co. (Roadmaster Bicycles); Avoset
Company; Joseph F. Dixon Crucible Co.
(Ticonderoga Writing Pencils); Durham-
Enders Razor Corp.; Eastern Air Lines;
Peter Fox Brewing Co. (Fox DeLuxe Beer);
National Sugar Refining Co. (Quaker Cane
Sugar); Squirt Beverage Co.; Times-Colum-
bia Distributors, Inc.; United States Rubber
Company—Tire Division, Footwear Division,
Textile Div., Naugatuck Chemical Div., Fisk
Tire Co. Div.

TV Accounts: Avoset Company; Eastern
Air Lines; Peter Fox Brewing Co.; U. S.
Rubber Company—Tire Division, Footwear
Div. (Keds); American Machine & Foundry
Co.; Hathaway Manufacturing Co.

**M. EVANS RICHMOND ADV.
AGENCY**

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcust 7-1674-5
Pres. & Radio Time Buyer

M. Evans Richmond
Art Director. D. Bowers
Production Mgr. D. Blaine
Branch Office

230 Boylston St., Boston 16, Mass.
Exec.-in-Charge Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec.-in-Charge Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WABash 6039-30

Owner. R. C. Riebel
Radio Accounts: Bank of Louisville, Com-
monwealth Life Insurance Co., Liberty Na-
tional Bank & Trust Co., Hurry-Up-Broadway.

RINGER & ASSOCIATES, INC.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 7-8131

AAAA—ABP—ANPA—APA—NAAN
President Lee Ringer
Art Director. Russell Furstnow

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766
Owner Dan Rivkin

Radio Accounts: John Kohler (Clothing),
Ford Optical Co., Phila.; Spiro's Apparel,
Schulte Optical Co. (Optical), Philadelphia,
Pa.; New York Sample Dress Shop, Phila.,
Pa.; Moskin Clothes.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—AFA

President. Elwood J. Robinson
Vice-President. Melvin A. Jensen
Secretary. Eola E. Gass
TV Director. Talbot Johns
Media Dir. R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc.
(Cake Mixes, Cornbread Mix), Los Angeles,
Calif.; Loma Linda Food Co. (Ruskets,
Gravy Quik), Arlington, Calif.; Packard-
Bell Co. (Radio and Television Receivers),
Los Angeles, Calif.; California Federal Sav-
ings & Loan Assoc., Los Angeles, Calif.;
Pasadena Savings & Loan Assoc.; Western
Federal Savings & Loan Assoc., Los Angeles,
Calif.; Lincoln Savings & Loan Assoc., Los
Angeles, Calif.

TV Accounts: Cinch Products, Inc. (Bak-
ing Mixes), Los Angeles, Calif.; Loma Linda
Food Co. (Food Products), Arlington, Calif.;
California Federal Savings & Loan Assoc.,
Los Angeles, Calif.; Pasadena Savings &
Loan Assoc.; Western Federal Savings &
Loan Assoc., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABC—ANPA—APA—NOAB—PPA—ABP

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Treasurer. D. J. Kelly
Vice-Presidents. J. M. Cleary,
S. Weston, Lloyd Maxwell, J. V. Gilmour,
John Hayes Kelly, M. F. Williamson, W. H.
Savin, George Lyman

Radio Director. Phil Stewart
Time Buyer. N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St.
Paul & Pacific R. R. (The Milwaukee Road),
Chicago; Hardware Mutual Casualty Co.,
Stevens Point, Wis.; John Puhl Products
(Fleecy White Bleach), Revere Camera Co.
(Revere Cameras & Projector), Stewart &
Ashby Coffee Co. (Stewart's Coffee), Chi-
cago; The Studebaker Corp., South Bend,
Ind.

TV Accounts: Stewart & Ashby Coffee Co.,
Chicago; The Studebaker Corp., South Bend,
Ind.

ROCK-ALLAN ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone: MUrray Hill 9-3850
ABP

Owner-Copy Allan Rock
Art Director. Ken Saco
Space Buyer. Sally Winston
Radio Manager. Irwin Winehouse



ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-2324

President.....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Sidney Bernberg,
Ira Segall, Gerald Addis, Mal Grossman
Radio Director.....Trina Shuchat
TV Director.....Irving Rocklin
Production.....Sue Wurtzburg,
Helen Wurtzburg, Barbara Kunin

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Linoleum City (Floor coverings); Chicago Furniture Mart (Furniture); Bailey's, Inc. (Clothing); Famous Appliances (Appliances); Balaban Floor Covering (Floor coverings).

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Bailey's, Inc. (Clothing); Cole-Finder, Inc. (Mercury dealer); Roxy Rug & Linoleum Co. (Floor coverings); Picturesome Foods (Foods); Studebaker Sales of Chicago; Chrysler-Plymouth on Devon.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEarborn 2-0020

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Asst. Treasurer.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-Pres. & Copy Chief...Robert L. Headen
Radio Director.....Lawrence E. DuPont

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
1004 Baltimore Ave., Kansas City 6, Mo.

Exec. V.P. & Mgr.....B. G. Wasser
Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

ROIZEN & RICH, INC.

291 Delaware Ave., Buffalo 2, N. Y.

Phone: MADison 5915

AAAA—ABP—ABC APA

President.....Manns Roizen
Vice-President.....Arthur H. Rich
Radio Accounts: Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co.

(Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmaceutical Co. (Cough Syrup), Buffalo, N. Y.; Rich Products Corp. (Desert Topping Mfr.).

TV Accounts: Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmaceutical Co. (Cough Syrup), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.

Phone: University 6-9471

AAAA—ABC—ANPA

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Vice-President.....F. deB. Walker
Treasurer.....Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....H. Williamson
108 Peter St., Toronto, Can.

Vice-President.....R. J. Avery
Radio Accounts: Dominion Government (Army, Canada Savings Bonds, Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; McCall-Frontenac Oil Co., Ltd., Boots Pure Drug Company (Canada), Ltd. (Catarch Capsules), Canadian Shaler Company (Rislone Motor Oil), Fueloil & Equipment Co. Ltd. (Timken Oil Burners), Louis K. Liggett Co., Ltd. (Drug Prescriptions), Harco Laboratories, Limited (Rybutol), Wm. R. Warner & Co., Ltd. (Sloan's Liniment).

CHARLES EDSON ROSE CO.

6570 Sheridan Rd., Chicago 26, Ill.

Phone: HOLlycourt 5-8000

ANPA—PPA—ABP—AFA

Owner.....Charles E. Rose
Art Director.....Norton Spitzer
Space & Radio Time Buyers, William Perry,
M. B. Cooper

Radio Accounts: Charms & Cain, H. C. Evans & Co., Winkensweder & Ladd, Inc., Elron Co., Lombardo Wine Co.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.

Phone: TOWer 1-6171

Pres., Treas., Radio Dir.

William Ganson Rose
Vice-Presidents.....Frank Pelton,
L. C. Brown

Production Mgr.....Joan Burke
Branch Office

3719 Reading Rd., Cincinnati 29, O.

Manager.....L. C. Brown
Radio Accounts: Bailey Co., Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.

Phone: JUdson 2-3550

ABP—ANPA—APA

President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Media Director.....G. M. Rundbaken
 Production Manager.....John A. Boulle
 Comptroller & Off. Mgr....H. J. Carmichael
 Account Executives.....Irl W. Rose 2nd,
 John A. Boulle

Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.

Phone: Oregon 9-1926

BuyerIrving Rosen
 Production Mgr.....E. Wayne
Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.; Ask Pharmaceutical Co., Astoria, L. I., N. Y.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
 Los Angeles 48, Calif.

Phone: BRadshaw 2-5608

ABP—APA

Owner—Radio Dir.....A. James Rouse
 Art Director.....John Fish
Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN, INC.

32 E. 68th St., New York, N. Y.

Phone: TRafalgar 9-3600

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 PresidentWm. Ruder
 General Manager.....Hyman Wagner
 Art Director.....Jay Genser
 Copy Chief.....Ted Levine
 Publicity Director.....Paul B. Zucker
 Radio-TV Director.....Rene Schenker

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.

Phone: BAKER 7900

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 Treas. & V.P.....H. R. Hanson
 Vice Presidents.....N. A. Gallagher,
 G. M. Prince, W. T. Jensen
 Secretary.....G. G. Wallington
 Radio-TV Director.....Alan Brown
Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.
TV Accounts: Community Savings Bank, Union Trust Company.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.

AAAA—ABP

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 SecretaryIrene Gammel
 Vice-PresidentsRoger Pishny,
 Howard Neumann, Monty Mann.
 Radio-TV Dir.....Maury Ferguson

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Dulaney's, Inc. (Appliance Distributors); Simpson Auto Co. (Ford Dealer); Liberty National Bank & Trust Co., Okla. City, Okla.; Hirsch-Swan (Air Conditioning), Oklahoma City, Okla.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Southwestern Bell Telephone (Telephone Service); Ralston Purina Co. (Purina Chows), St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Central Oklahoma Milk Producers Assn., Oklahoma City, Okla.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.

Phone: MUrray Hill 6-6400

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

Chairman of the Board...Frederick B. Ryan
 PresidentFrederick B. Ryan, Jr.
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 Vice-Pres. & Treas.....J. B. Bell
 V-P, Dir. of Radio & Tel...Thomas G. Slater
 Network Rel. & Bus. Mgr....Grant Y. Flynn
 Dir. of Canadian Radio &

TV Publicity.....Louis de Milhau
 Dir. of New Program &

Talent Development.....Henry Frankel
 Asst. Producer.....Roly Howe
 TV Film Supervisor.....Robert Rubin
 Exec. Prod. TV Film Comm.....Pud Lane
 TV Asst. Producer.....Gloria Shaffer
 Dir. Radio-TV Continuity....Bernard Lubar

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.

Phone: FINancial 1833

Western Manager.....Paul E. Watson
 Chicago Manager.....William P. Littell
 Sr. Vice-PresidentP. E. Watson
 Sr. Vice-PresidentW. P. Littell
 Director Radio & TV.....R. W. Metzger
 Vice Pres.....N. E. Heyne
 Producer (TV).....Edward Simmons
 Producer (TV-AM)Frank Blotter
 Producer (TV)James Taylor
 Producer (AM-TV).....Walter Dasplit

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 Carew Tower, Cincinnati 2, Ohio

Vice-Pres. & Manager.....John L. Magro
 505 N. Ervay St., Dallas, Texas

2650 University Ave., St. Paul 4, Minn.
 Mgr.....James R. Rahders

812 Olive Street, St. Louis 1, Mo.

Senior Vice-Pres.Oscar A. Zahner
 Gulf Oil Bldg., Houston 2, Texas

Vice-Pres. & Mgr.....T. F. Keady
 N. Life Tower, Seattle 1, Wash.

V.P. & Manager.....F. G. Mullins
 235 Montgomery St., San Francisco 4, Cal.

V.P. & Manager.....John L. Harvey

1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager.....J. H. Weiser
2 Toronto St., Toronto, Ontario

Manager.....John Brookman

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, Baldwin Piano Co., Beltone Co., Capitol Fritos Inc., Chasers Inc., Comfort Mfg. Co., Delaware, Dr. Pepper Co., Drug-gists Supply Corp., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Fritos Inc., General Shoe Co., Goodall Fabrics Inc., Hancock Oil Co., Horlicks Corp., Kentile Inc., Krey Packing Co., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Markus Campbell Co., Motorola Inc., Arthur Murray School of Dancing, Nalley's Inc., Norite Co., OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Morris B. Sachs, Safeway Stores, Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., United Wallpaper Co., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co., American Breeders Service, Bavarian Brewing Co., Chocolate Products Co., Helene Curtis Industries Inc., Albert Dickinson Co., Doyle Packing Co., Thomas Emery & Sons Inc., Glaser-Grandell Co., A. D. Goodman Bros., Houston Post, Jacob Ries Bottling Co., Janney Semple Hill & Co., Jel Sert Co., Linco Products Distributing Co., Minnesota Hospital Service Assoc., Minnesota Consolidated Canneries Inc., Seattle First National Bank, So Good Potato Chip Co., Sugardale Provision Co., Texas Bank & Trust Co., Waxed Paper Institute, Western Gear Works, Rap-In-Wax Paper Co.

LEWIS EDWIN RYAN

726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7-7606

AAAA-ABP-ANPA-ABC

Owner.....Lewis Edwin Ryan
General Manager.....J. F. Hardie
Comptroller.....Preston B. Coiner
Radio TV Div.....William J. Green

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.

Phone: PLaza 9-5141

ABP-ANPA-APA-NOAB-PPA

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Vice-Pres.....George B. Pampel
Vice-President.....Ted Gravenston
Treasurer.....Murray Miller
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Bernard Spire
Fashion Promotion Director.....Ruth Hammer
Media Director.....M. A. Parmenter
Service Manager.....H. A. Gigante

Radio-TV Dept.

Research Director.....Dr. J. S. Pearlson
Public Relations.....B. W. Saas
Radio & TV Time Buyer.....Rita O'Sullivan
Account Executives.....Jerome G. Hahn,
Ezra Millstein, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Sylvia Sackheim, Ted Breining, Ted Gravenston

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.; Waltham Watch Co., Waltham, Mass.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); Flex-Let Corp., E. Providence, R. I.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

ABP-ANPA-PPA-ABC

President.....Stanley J. Keyes, Jr.
Vice-President.....John L. Fitzgerald
Vice-Pres.-Art Director...Alfred A. Anthony
Vice-Pres.-Copy Chief.....Ward Seeley
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
Publicity Directors.....S. B. Garretson,
Torrey Stearns

Branch Offices

1004 No. Charles St., Baltimore 18, Md.

Phone: PLaza 2-0809

Manager.....Arthur Booth
Radio Accounts: Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware); Romanoff Caviar Co. (Beef Tea), N. Y. C.

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.

Phone: LI 2-5332

Pres., Copy Chief, Rep. & Radio
Time Buyer.....Richard Salinger
Production Manager.....Thomas Amos
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Touraine Stores (Women's Specialty), Kay Jewelry Co., Boston, Mass.
TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

30 Howe Ave., Passaic, N. J.

Phone: GRegory 3-1414

ABP

President.....H. Harvey Salow
Art Director.....Orvel Carlson
Copy Chief.....William Levison
Production Dir.....Donald Canter

Media Director.....Josephine Catanzaro
TV Accounts: Tel-O-Tube Corp. (cathode ray tubes), E. Paterson, N. J.; Awnair Corp. of Amer. (metal awnings), Wayne, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP—ANPA—NOAB

OwnerWalker Saussy
 Account Executives.....Moise Bloch
 Charles Bloom, II, P. J. Stakelum, Jr.,
 J. C. Shields, Jr.

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Eutane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products); Reily & Co., Inc. (Luzianne Coffee & Tea).

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans).

FRANK B. SAWDON, INC.

270 Park Ave., New York 16, N. Y.

Phone: PLaza 5-1324

President.....Frank B. Sawdon
 Vice-PresidentJerry Bess
 Secretary.....Victor Sawdon
 Radio-TV Copy.....Yale Schaefer
 Radio-TV Prod.....James Hackett

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office Manager.....Tom Mannos
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Bond Television Mfrs.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—PPA

President.....Julius Scheck
 Secy. & Treas.....Morris Scheck
 V. P., Radio-TV Dir.....E. Grant Scheck
 Prod. Mgr., Art Dir.....Henry R. Scheck
 Copy Chief.....E. Bimberg
 Space Buyer.....Frank M. Craumer
 Account Executives....William H. Andrews,
 E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Marlon Confectioners Corp.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.

Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer

Sydney R. Raike
 Vice-Pres.....J. E. Schenker
 Art Dir.....M. Rickabaugh
 Radio Time Buyer & Prod. Mgr.

Space BuyerC. D. Domin
 Account ExecutivesS. R. Raike,
 J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.

Phone: MICHigan 2396

ABP—ANPA

Owner.....T. D. Scholts
 Radio-TV Dir.....Cory Simmons
 Art Director.....L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.

Phone: GASpee 1-4813-4-5

ABP—ANPA—APA—NOAB—PPA—ABC
 Vice-President.....Gordon Schonfarber, Jr.
 Vice-President.....Russell C. Edwards
 Vice-President.....John B. Swift
 Secretary.....Amanda C. J. Olsson
 Radio-TV Dir.....R. J. McVicker, Jr.

Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), West-erly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Mal's Baby Shoppes (Toys), Providence & Pawtucket; Paris Fabrics, Providence; Boulevard Florists; Providence Retail Trade Board; Henry Levaur (Automobiles), Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Barton's Chrome Center (Retail Appliances), Providence, R. I.; Mal's Baby Shoppes, Pawtucket & Providence; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.

Phone: DEarborn 2-1815

AAAA—ABP—ANPA—ABC

Pres. & Treas.....R. J. Scott
 Vice-President.....C. L. Liliemfeld
 Copy ChiefL. Krakover
 Time Buyer.....E. Vanderploeg
 Art. Dir.....A. Thaler
 SecretaryH. Heilig

Radio Accounts: Chicago Stadium, Puritan Co. of America, Salerno-Megowen Biscuit Co. Schutter Candy Co., Walgreen Co., Haw-



thorne-Mellody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.); Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wis.; Boyer International Lab./H. A. Hair Arranger, Chicago; Buddy Boy Popcorn Co., Chicago; Little Dutch Candy Shops, Chicago.

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 6-9397

ABP—APA

Owner & Director.....J. B. Sebrell
Media.....P. W. Thomas
Account Executives.....Harry Page,
P. W. Thomas, J. B. Sebrell

Radio-TV Accounts: Ejezt Donut Sales (Donut Makers), Children's Mart (Toys).

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 3-2133

ANPA—APA—PPA

President.....Freeman Keyes
Exec. Vice President.....George Bayard
Vice-Presidents.....A. D. Keyes,
Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson

Sec.-Treas.....E. V. Owen
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time Buyer.....Merle Myers
Space Buyer.....A. H. Bergsten
Radio-TV Director.....R. B. Young

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395

V.P. in Chg.....Paul Richey
7324 Santa Monica Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-1103

Manager.....Lionel C. Place
Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars, Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445

APA

Owner, Mgr.....Dorothy Segar
Sec.-Treas., Radio Dir.....D. D. Segar
Art Director.....D. D. Fitchard
Radio Accounts: Geo. B. Wallace Co., (Buick dealers & service); Niklas & Son (flowers).

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GARfield 1-0360

ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.
Phone: MURray Hill 6-6368

Pres. & Time Buyer.....James C. Seix
Art Director.....Corienne Albazia
Media Director.....Walter B. Lios
Publicity Dir.....Mallory Dorn
Account Executives.....James C. Seix,
Luc H. Witt, P. J. Rosaly, Frank Whalen

SEWELL, THOMPSON & CAIRE

203 Cigali Bldg., New Orleans, La.
Phone: Tu 2251

SNPA—ABP

President.....Granville Sewell
Vice-Presidents.....R. V. Caire,
Kenneth Thompson, A. Radlaver
Production Mgr.....E. Franz

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAIn 2579
ANPA—APA—PPA

Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1612 Market St., Philadelphia 2, Pa.
Phone: LO 4-2877
ANPA—ABP—PPA

President.....Edward Shapiro
Vice-Presidents.....H. H. Shapiro,
Leonard Goldsmith, Elinor L. Brown, J. Rensel
Secretary.....Martin Sacks
Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

716 N. Rush St., Chicago 11, Ill.
Phone: MOhawk 4-6323

ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant,
P. L. O. Smith

Media Dir.....Ann Shaffer
Radio Accounts: Jacob E. Decker & Sons (Div. of Armour & Co.) (meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (meat), Eau Claire, Wis.; Armour & Co. (Dial Shampoo), Chicago; The Quaker Oats Company, Chicago, Ill.; American Motorists Insurance Co. (Insurance), Chicago, Ill.; Lumbermen's Mutual Casualty Co., Chicago, Ill.; Dormeyer Corp. (Electrical Appliances), Chicago, Ill.; Fred Harvey (Hotels & Restaurants), New Mexico.

TV Accounts: Armour & Company (Dial Shampoo), Chicago; The Quaker Oats Company, Minneapolis; American Motorists Insurance Co., Chicago; Dormeyer Corp., Chicago.

J. WILLIAM SHEETS

2013 Fourth Ave., Seattle 4, Wash.

Phone: Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets

Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.

Phone: ANdover 3-5966

ABP—APA

President.....Kenneth E. Shepard

Vice-President.....B. F. Homan

Prod. Mgr.....B. Shepard

Radio Accounts: Wilson & Co., National Assn. of Homebuilders.

SHERMAN & MARQUETTE, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: Delaware 7-8000

AAAA—ANPA—APA

NOAB—PPA—ABP

Chairman & Treas.....Arthur Marquette

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—AFA—PPA

President.....Myron L. Sifton

Exec. V.P.....Jason N. Sifton

Treas.....Ramon N. Sifton

V.P. Art.....Andre B. Paquette

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; New England Provision Co. (Meats), Boston, Mass.; Snider Fuel Company (Fuel), Charlestown, Mass.

TV Accounts: Craftsman Insurance Co. (Accident & Health Insurance); New England Provision Co. (Meats); Barcolene Co. (Household Cleaners), Boston, Mass.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.

Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

FAAG

Partners.....Milton Simon, H. N. Gwynn

Branch Office

930 Stahlman Bldg., Nashville, Tenn.

Phone: 5-8909

Chief Exec.....G. K. Leckie

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The Humko Co., Robilio & Cunco (Ronco Foods), American Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA—ABP

Partners.....Leonard N. Simons

Lawrence J. M. Michelson

Prod. Mgr.....Arthur H. Copeland

Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff

Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery

(Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson's Inc. (Jewelry); People's Outfitting Co. (Dept. Store); Detroit Free Press; Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Detroit Free Press; General Electric Supply Co. (Appliances); Gerson's Jewelers, Inc.; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.

Phone: EMpire 4-9396

President.....Adam F. Smith

Secretary.....W. P. Smith

Treasurer.....M. M. Marugg

Space Buyer.....M. E. Lloyd

Managing Director.....G. A. Phare

Account Executive.....R. G. Fitzpatrick

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith

Vice-Pres. & Secy.....G. B. Smith

Media Dir. & Copy Chief.....H. D. Peltier

Radio Dir.....I. M. Diebold

Account Executives.....R. L. Davis,

P. M. Shaughnessy, H. D. Peltier, W. J.

Smith

Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA—PPA—FAAG

President.....Ronald P. Taylor

Chairman of the Board.....Robert M. Jenkins

Television Dir.....Thomas J. MacWilliams

Radio Director.....Les Sterne

Production Assistants.....Tom Cadden,

Dick Pearson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA—APA—ABP—FAAG

President, Space Buyer, Radio Time

& Acct. Exec.....Les Son De Regger



Secretary.....A. H. Son De Regger
 Art Dir.....D. D. Neal
 Prod. Mgr.....Joseph Daniels
Radio Accounts: National Soap & Refining
 Co., Grocers Wholesale Co.

SORENSEN & CO.

430 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB—APA

President.....Roy A. Sorensen
 Art Dir.....W. D. MacCourt
 Space Buyer.....Dorothy Samer
Radio Accounts: Bowey's, Inc., J. P. Hard-
 ing Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.

Phone: 3-4789

Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding

Secretary.....H. H. Hartwell
 Art Director.....Harvey Ball
 Prod. Mgr.....Charles Rice
 Acct. Excers.....Robert F. Hayward,
 Robert B. Hanna

Radio Accounts: Coronado Hotel, People's
 Savings Bank, Mechanics Savings Bank,
 Worcester Brewing, Hadley Oil Service,
 Worcester, Mass.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.

Phone: MUrray Hill 8-4407

ABP—ANPA—APA—PPA

President.....Raymond Spector
 Client Service.....Bert Schwartz
 Art Director.....Irving Trabich
 Copy Chief.....Ishmael McCullough
 Production Manager.....Richard Scott
 Dir. of Pub. Rel.....Millie T. Trager
 Research Director.....Cal Morris
 Radio-TV Director.....Don Blaubut
Radio-TV Account: Hazel Bishop, Inc.
 (Lipstick and Complexion Glow), New York,
 N. Y.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.

Phone: 2-7228

ABP—ANPA

Owner, Acct. Exec.....William Spitz
 Art Director.....Wayne J. Lewis
 Copy Chief.....Janet R. Lyman
 Production Mgr.....Peter Williams
 Space & Time Buyer.....Maxine Constable
 Radio-TV Director.....Ed Herr

Radio Accounts: Community Home Im-
 provement Co. (food-freezer plan, roofing,
 siding), Syracuse; Empire Card Company
 (greeting cards), Elmira; Fair City Savings
 & Loan Assn., Syracuse; Grange Silo Co.,
 Inc., Red Creek; Hofmann Packing Co., Inc.
 (meat products), Syracuse; Mohican Stores,
 Inc., Syracuse & Auburn; Oswego Soy Pro-
 ducts Corp., Oswego; Pilgrim Packing Com-
 pany (meat products), Syracuse; Syracuse

Card Company (greeting cards), Syracuse;
 Syracuse Glass Company (store fronts, mir-
 rors), Syracuse; Syracuse Nationals Shows,
 Inc., Syracuse; Timerson Canning Co., Inc.
 (Timco dog & cat food), Fair Haven; Uni-
 versity College of Syracuse University
 (Adult Education Division), Syracuse; Vir-
 den Company (food brokers); Baldwin-Hall
 Co., Inc. (Appliances), Syracuse; Henry
 Frank Leather Co. (Leather Goods), Syra-
 cuse.

TV Accounts: Community Home Improve-
 ment Co. (food-freezer plan, siding), Syra-
 cuse; Onondaga Supply Co., Inc. (appli-
 ances), Syracuse; Spector-Genesee Motor
 Sales, Inc. (Cadillac-Oldsmobile dealer),
 Syracuse; Syracuse Nationals Shows, Inc.,
 Syracuse; Timerson Canning Co., Inc. (Tim-
 co dog & cat food), Fair Haven; Virden
 Company (food brokers), Syracuse; Outdoor
 Store (Sporting Goods), Syracuse; University
 College of Syracuse Univ. (Adult Educa-
 tion), Syracuse; Syracuse Card Co. (Greeting
 Cards), Syracuse; Wilson's Leading Jewelers
 (Jewelers), Syracuse; Empire Card Co.
 (Greeting Cards), Elmira, N. Y.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

President.....G. F. Mills
 Exec. Vice-Pres.....J. W. Spitzer
 Gen. Mgr. & Sec.-Treas.....W. H. Reid
 TV Director.....T. R. Hart
 Account Executives.....J. R. Charles,
 F. J. Collins, W. G. Wallace, P. R. L.
 Charles, L. F. McCartney, G. M. MacDon-
 ald, R. W. Saunders, G. F. Mills, W. H.
 Reid, W. F. Nugent

Branch Office

3405 Addington Ave., Montreal, Quebec

Phone: WA 0344

Vice-Pres.....V. L. Hanna
 Acct. Exec.....D. McCrimmon
 Radio Director.....P. E. Corbeil

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.

Phone: Trinity 8821

Owner.....Barton A. Stebbins
 Acct. Excers.....A. W. Gudelman, Nat Jeffras
 Time Buyer.....A. W. Gudelman
 Program Director.....E. C. Bloodworth

Radio Accounts: Brewster's Food Supple-
 ment, Los Angeles; Certified Grocers of
 Calif. (Perfect Host & Guest coffees), Los
 Angeles; Signal Oil Company (gasoline),
 Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los
 Angeles; Knox Co. (Mendoc & Cystex), Los
 Angeles.

TV Accounts: Certified Grocers of Calif.
 (Perfect Host & Guest coffees), Los Angeles;
 Signal Oil Company (gasoline), Los Angeles.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 17, N. Y.

Phone: MUrray Hill 7-3400

ANPA—PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Secretary, Space Buyer.....William Forray
Treasurer.....Herbert Goldsmith
General Mgr.....Arthur Booth
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.

Phone: 5-0339

Owner.....Fred D. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 5600, 01, 02, 03

AAAA—ABC—ABP—ANPA

Pres. & Treas.....William Z. Burkhardt
VP, Sec. & Copy Chief.....Ranald S. West
VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media...Robert A. McDowell
Dir. TV Production.....Gary Lee
Asst. Dir. TV Productions.....Dick Sontag
TV & Radio Time Buyer.....James Gray

Branch Office

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

Phone: MUrray Hill 8-6077

Manager.....Frank Flagg
Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes & Cobbies), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; Fullham Fish Co. (Four Fisherman frozen fish), Boston, Mass.; Chun-king Sales Co., Inc. (Chinese Foods), Duluth, Minn.; Northland Foods, Inc. (Wilderness Pie Fillings), Duluth 2, Minn.

STORM ADVERTISING COMPANY

72 East Ave., Rochester, N. Y.

Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm
V.P.—Radio & TV Dir. &

Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
Asst. Radio & TV Dir.....Marian Simpson

Office Mgr.....Thelma Prinzivalli

Radio and TV Accounts: Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Wolk Brothers (automobiles), Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; Morey Carr Sporting Goods, Rochester, N. Y.; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewellers, Rochester; Seneca Stores (Appliances), Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Covers, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester; Croton Watch Co., New York, N. Y.

STORM & KLEIN, INC.

331 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 7-4460

ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas...Edward Klein
V.-Pres. & Research Dir...Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka
Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.

Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NBP—PPA

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas.....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.

Phone: ORegon 9-2500

ANPA—APA—NOAB—PPA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Sec.....John P. Cohane
Vice-Pres.....Ralph Smith
Vice-Pres. & Treas...T. Newton Weatherby
Vice-Pres.....Lloyd W. Baillie



V.P. & Copy Chief.....Joseph Leopold
V.P. & Media Dir.....Francis Minehan
V.P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....A. K. Spencer
Vice-Pres.....Joseph Hardie
Vice-Pres.....Maitland Jones
Vice-Pres.....Samuel Carter III
Vice-Pres.....Ida S. Raisback
Vice-Pres.....Barrett Welch
Vice-Pres.....William M. Spire
Vice-Pres.....Clemens F. Hathaway
Vice-Pres.....Joseph Hardie
V.P. & Research Dir.....Luther H. Wood
V.P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 2119
Vice-Pres.....Jack Van Nostrand

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 3-2000

AAAA—ANPA—ABP—NOAB—APA

President.....Stanley Resor
Vice-Pres. in Charge of Radio & TV.....John U. Reber

Radio-TV Time Buyers.....James O. Luce,
Anne Wright, Jayne Shannon
Radio-TV Talent Buyers.....Virginia Spragle,
H. Bart McHugh, Jr.

Branch Offices

6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WEBster 3-7201

Vice-President.....Cornwell Jackson
Vice-Pres.....Tom R. Cooper
Time Buyer.....Eileen Henriquez
410 N. Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-0303

Vice-Pres. & Gen. Mgr.....George C. Reeves
Radio Director.....Peter Cavallo
Radio Tele Time Buyer.....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.

Phone: Garfield 1-3510

Sr. V.P. & West. Div. Mgr.....H. T. Stanton
V.P. & Pacific Coast Mgr.....Fred Fidler
Radio Time Buyer.....Frances Austin

Radio-TV Accounts: Atlantis Sales Corp.;
P. Ballantine & Sons; Ford Dealer Advertising
Groups: Indiana Bell Telephone; Johns-
Manville Corp.; Kraft Foods Co.; Lever
Brothers Co.; Libby McNeill & Libby; Pan
American World Airways; Pan American
Grace Airways; Pharma-Craft Corp.; Penick
& Ford Ltd.; RCA Victor Division of RCA;
Safeway Stores Inc.; Shell Oil Company,
Inc.; Standard Brands Inc.; Swift & Co.;
Ward Baking Co.; J. B. Williams Co.; East-
man-Kodak Company; Meyenberg Milk
Products Co.; Mentholatum Co.; W. F.
Young, Inc.; Pacific Mills; Michigan Hospi-
tal Service (Blue Cross); Champion Spark
Plug Co.; Borg-Warner Corp. (Norge Divi-
sion); Brillo Mfg. Co.; Florida Citrus Com-
mission; Yellow Cab of Los Angeles; Pond's

Extract Company; Bowman Dairy Co.; Asso-
ciated Hospital Service; Church & Dwight
Co.; Devoe & Reynolds Co.; Indiana Motor
Truck Assoc., Inc.; Mentholatum Co.; Mystik
Adhesive; National Credit Union Assn.;
Parker Pen Co.; Quaker Oats Co.; Scott
Paper Co.; Sophie Mae Candy Corp.; Staze,
Inc.; Trailer Coach Manufacturers Assn.;
United Hospital Service.

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Phone: ELdorado 5-4404

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Radio Accounts: H. C. Brill Co., Inc.
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Beardsley Sons (Codfish), Newark, N. J.;
American Pharmaceutical Co., Inc., New
York, N. Y.; Dellwood Dairy Co., Inc., Yon-
kers, N. Y.; Adolph Goldmark & Sons Corp.
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York, N. Y.; Gristede Bros., Inc. (Grocer-
ies), New York, N. Y.; R. P. Hussey Assoc.
(Fire Extinguishers), New York, N. Y.;
Packers Tar Soap, Inc., Mystic, Conn.

TV Accounts: H. C. Brill Co., Gristede
Bros., Inc., New York; John Opitz, Inc.,
New York, N. Y.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: Sterling 4741

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Vice-Pres., Secy.-Treas.....John H. Wellenkamp
Director Radio & TV.....Philip L. McHugh

Branch Office

711 Main St., Houston, Texas
Phone: CH 5467

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Radio Accounts: Borden Co. (Southern
District); Comet Rice Mills, Houston; Mrs.
Baird's Bakeries, Dallas, Ft. Worth; Ire-
land's Barbecued Beef & Chili, Houston,
Abilene, Wichita Falls; Duncan Coffee Co.,
Houston; Imperial Sugar Co., Sugarland;
Burrus Mills & Elevator Co. (flour), Dallas;
Adleta Company, Dallas; Ben E. Keith Com-
pany (Beer), Dallas, Texas; Reserve Life
Insurance Co., Dallas, Texas.

TV Accounts: Borden Co. (Southern Dis-
trict); Comet Rice Mills, Houston; Mrs.
Baird's Bakeries, Dallas, Ft. Worth; Ire-
land's Barbecued Beef & Chili, Houston,
Abilene, Wichita Falls; Duncan Coffee Co.,
Houston; Imperial Sugar Co., Sugarland;
King Candy Co., Ft. Worth; Skillerns De-
partmental Drug Stores, Dallas; Haggard Co.
(men's slacks), Dallas; Adleta Company,

Dallas; Ben E. Keith Company (Beer),
Dallas; Reserve Life Insurance Co., Dallas.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.

Phone: ELdorado 5-5185

Partners.....Victor van der Linde,
Charlotte Rains

General Manager.....Agnes Kingsley
Copy Chief.....William T. Malone

Radio Accounts: W. K. Buckley, Inc.
(Jack & Jill Cough Syrup), Buffalo, N. Y.;
Dolcin Corporation (Dolcin), New York,
N. Y.; Kedrin Pharmacals, Inc. (Pharma-
ceuticals), New York, N. Y.; C. F. Mattlage
Sales Co. (Foods), New York, N. Y.;
Tasty Toothpaste Corp. (Tasty Tooth-
paste), Mt. Vernon, N. Y.; Whitehall Phar-
macal Co. (Guards Cold Tablets), New York,
N. Y.

TV Accounts: Dolcin Corporation (Dol-
cin), New York, N. Y.; C. F. Mattlage Sales
Co. (Foods), New York, N. Y.; Tasty Tooth-
paste Corp. (Tasty Toothpaste), Mt. Vernon;
W. K. Buckley, Inc. (Jack & Jill Cough
Syrup), Buffalo, N. Y.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.

Phone: MU 2-9010

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Committee.....Lawrence W. Davidson
Copy Chief.....Chas. W. Tennant
Research Director.....Gordon Norberg
Art Director.....J. B. Hoopes
Production Manager.....Edw. A. Beane
Business Manager.....L. J. Francl
Radio Media Director.....Louis J. Nelson
Space-Radio-TV Time

Buyer.....David S. Williams
Director of Radio.....Jack Farnell
Director of Television.....Booth Luck

Branch Office

6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 7457

Manager.....Robt. E. Dwyer
Radio-TV Director.....Forrest F. Owen
Media & Research Dir.....Snowden Hunt

Radio Accounts: Miles Laboratories, Inc.
(Alka-Seltzer, One-A-Day (Brand) Vitamins,
Nervine, Tabcin, Bactine), Elkhart, Ind.;
Miles California Co. Los Angeles, Calif.;
Colonial Dames (Cosmetics); Aireloom
Bedding (Mattresses & Springs), Alhambra,
Calif.; Durham Chemical Co., Los Angeles,
Calif.

TV Accounts: Miles Laboratories, Inc.
(Alka-Seltzer, Tabcin, Bactine), Elkhart,
Ind.; Miles California Co., Los Angeles,
Calif.; De Met's Candies, Chicago; Wait-
Cahill Co. (Cough Syrup), Decatur, Ill.

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Talbott Bldg., Dayton 2, Ohio

Phone: HEmlock 5542

AAAA—AFA

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Secy.-Treas.G. Wagenseil
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Acct. Executive.....W. H. Ford
Radio & TV Director.....F. R. Harwood

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Account Executives.....C. P. Richardson,
F. L. Newmeyer, V. I. Maitland, C. F.
Hoffman, Frank G. Orr, Bert Young

Radio & TV Director.....R. B. Stevens
Asst. Radio-TV Dir.....W. E. Burge

Radio Accounts: Allegheny Ludlum Steel
Corp. (stainless & special alloys, steels),
Pittsburgh; Duquesne Brewing Co. (beer),
Pittsburgh; Colonial Biscuit (crackers),
Pittsburgh; Sterling Oil Div. of Quaker
State Refining Corp., Emmenton; Pittsburgh
Consolidation Coal Co. (solid fuels), Pitts-
burgh; Galen Laboratories, Inc. (medica-
tions), Pittsburgh; Niagara Manufacturing
& Distributing Co. (mechanical massage
pulsator), Adamsville, Pa. & Buffalo, N. Y.

TV Accounts: Allegheny Ludlum Steel
Corp., Duquesne Brewing Co., Colonial Bis-
cuit Co., Sterling Oil Division of Quaker
State Refining Corp., Pittsburgh Consolida-
tion Coal Company, Galen Laboratories, Inc.,
Kaufmann's Department Store, Pittsburgh;
Wm. G. Johnston Company (printers), Pitts-
burgh; Fan Tan Chewing Gum Corp., Pitts-
burgh; Niagara Mfg. & Distributing Com-
pany.

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45 W. 45th St., New York 36, N. Y.

Phone: JUdson 6-0350

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William W. Solow, S. P. Jackson

Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson

Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
TV Program Dir.....Edward O'Brien
Copy Chief.....Enid Berger
Account Executives.....William Solow,
S. P. Jackson, Milton Schwartz, J. C. Sil-
verman, Jack Wilson, Paul Kopp, George
Deller, Jack Halloran



Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Colony Motors; Book Find Club; Dale Dance Studios; Bonded Motor Mart; Relaxacizor Sales Co.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; North American Van Lines; Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Colony Motors; Stevens & Thompson Paper Co.; Wing & Fin; Chinchilla Industries, Inc.

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Phone: MURRAY Hill 4-5800

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NOAB—PPA

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Thomas H. Shanley, Barrett Brady, Tevis
Huhn, Douglas J. Murphy
Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

Branch Office

2405 W. 8th St., Los Angeles 57, Calif.

Phone: DUNKIRK 3-1141

Vice Pres.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood
Radio Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.; Ben Hur Products, Inc. (Ben Hur Coffee, Tea, Spices, Extracts), Los Angeles, Calif.; H. J. Caruso, Inc. (Automobiles), Compton, Calif.

TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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Clark Bldg., Pittsburgh 22, Pa.

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Vice-President.....Lewis G. Kay
Secretary.....F. F. Wasser
Media Director.....Harry Anderson

Television Director.....Alvin Roth
Account Executives...G.S. Wasser, L. G. Kay,
Roy Phibus, Zane Knauss

Radio Accounts: Rosenbaum Dept. Store, Pittsburgh, Pa.; Don Allen (Chevrolet), Pittsburgh, Pa.; Coca Cola of Pgh., Pittsburgh, Pa.

TV Accounts: Isaly Dairy Stores, Pittsburgh, Pa.; Morrison & McCluan (Frozen Foods), Pittsburgh; Rosenbaum Dept. Store, Pittsburgh; Equitable Gas Co. (Appliances), Pittsburgh; G. E. Supply Co., Pittsburgh; Coca Cola of Pgh.; J. A. Williams Co. (Appliances), Pittsburgh; Drake Baking Co., Pittsburgh.

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900 S. Main St., Tulsa 3, Okla.

Phone: 3-8108

SNPA—AAAA—AFA

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Vice-President.....Leslie S. Hauger
Treasurer.....Oscar E. Payne
Secretary.....Don Mitchell
Vice-President.....Benton Ferguson
Account Executives.....Ril C. Keefe,
Don Dyer
Radio-TV Director.....Don S. Mitchell

Branch Offices

Fidelity Union Life Bldg., 1511 Bryan,
Dallas, Tex.

Phone: RIVERSIDE 5201

Manager.....Burke Gilliam

Radio Accounts: Okla. Tire & Supply Co., Tulsa; Mid-West Chevrolet, Tulsa; 1st National Bank, Tulsa; Watt Plumbing, Tulsa; Commercial Nat'l Bank, Muskogee; 7-Up Distributors, Tulsa; El Wino, Distributors, Tulsa; Pepsi Cola Distributors, Tulsa; Chili Bowl Seasoning, Tulsa; Palace Office Supply, Tulsa; Brookside Bank, Tulsa; United Fed. Sav. & Loan, Tulsa; Bell Oil & Gas Co., Tulsa; Ozark Nurseries, Tahlequah, Okla.; Patterson Roses, Dallas, Tex.

TV Accounts: Oklahoma Tire & Supply Co.; Standard Electric Supply Co., Tulsa; 1st National Bank; Chili Bowl Seasoning; Mid-West Chevrolet.

WEAVER-GARDNER, INC.

405 Oppenheim Bldg., Saint Paul 1, Minn.

Phone: GA 4715

AAAA—ABP—APA

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Account Executives.....Donald Gardner,
Patricia M. Kelly

Secretary.....Blanche G. Anderson
Vice-President.....D. F. Gardner
Auditor.....A. J. Bergevin

Radio Accounts: Fairway Foods, St. Paul; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis; Gopher State Oil Co., Minneapolis.

TV Accounts: Fairway Foods, Inc.; R. H. Keller Co. & Scottie's Dist., Gopher State Oil Co., Minneapolis.

WILLIAM H. WEINTRAUB & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900

President.....William H. Weintraub
Exec. Vice-Pres.....Elkin Kaufman
V.P., Treas.....John Davenport Scheuer
Vice-Pres., Chg. TV.....Harry Trenner
Business Manager.....Les Blumenthal
Chief Time Buyer.....Joan Stark

Radio Accounts: Kausser-Willys Sales Division of Willys Motors, Inc.; Blatz Brewing Co.

TV Accounts: Seeman Brothers (Air-Wick, Nylast), New York, N. Y.; Blatz Beer, Kaiser-Willys, Revlon Prod. Corp. (cosmetics), New York, N. Y.; G.H.P. Cigar Company.

WEISS & GELLER NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
ANPA-PPA-APA-NOAB

President.....Max A. Geller
Copy Chief.....Harold Wengler
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Media Dir.....Max Tendrich

Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; June Dairy Prod. Co., Inc. (Butter, Eggs, Cheese), New York, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.

E. TAYLOR WERTHEIM

299 Madison Avenue, New York 17, N. Y.
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Owner, Media Dir.....E. Taylor Wertheim
Art Director.....Walter Kolligs
Space Buyer.....Carman Sheehy

WESTERN ADVERTISING AGENCY, INC.

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Phone: WEBster 1-1588
ABC-ABP-ANPA

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Exec. Vice Pres.....Kenneth J. Slee
Vice-President.....Paul V. Wickman
Chief Timebuyer.....Claire Koren
Radio-TV Dir.....Edmund A. Lytle

Branch Office

1655 Scheffer Ave., St. Paul, Minn.

Executive in Chg.....Harold L. Maddux
Radio Accounts: Librascope, Inc., Ontra Cafeterias, Los Angeles; Voice of Prophecy, Inc., Glendale, Calif.; Alemite Div., Stewart-Warner Corp., Los Angeles, Calif.; Mills Sales Co., Los Angeles, Calif.; Helaine Seager Pink Ice, Beverly Hills, Calif.

TV Accounts: Fisherman's Wharf of Long

Beach, Long Beach, Calif.; Voice of Prophecy, Inc.; Pink Ice, Inc.; Alemite Div. of the Stewart Warner Corp.

WEXTON COMPANY

1780 Broadway, New York, N. Y.
Phone: PLaza 7-7835

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Merchandising Director..Edward Greenberg
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V.P. & Dir. Radio-TV.....Russ Johnston
1st Vice Pres.....Wm. R. Farrell
Secretary-Treasurer.....William A. Dunn
Mgr. Radio-TV.....Robert C. Alexander

Branch Offices

444 Madison Ave., New York 22, N. Y.
Vice-President.....R. K. Strassman
Calif. Bank Bldg., Hollywood 28, Calif.

Radio Accounts: Campbell Soup Co., Adam Scheidt Brewing Co. (Valley Forge Beer, Rams Head Ale); Bev-Rich Carbonated Drinks.

TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380
AAAA-ABP-ANPA

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Sr. Vice-Pres.....C. A. Brandon
Vice-President.....W. L. Sanborn
V.P., Radio-TV Dir.....V. L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Pietuch

Radio Accounts: Deep Rock Oil Corp., Tulsa, Okla.; Miller Chemical Co., St. Louis, Mo.; Dorothy Perkins (Cosmetics), St. Louis, Mo.; Katy Railroad, St. Louis, Mo.; American Packing Co., St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling Co., Chester, Ill.

TV Account: Deep Rock Oil Company.

FRANK WRIGHT NATIONAL CORP.

995 Market St., San Francisco, Calif.
Phone: DOuglas 2-5470

ManagerFrank Wright
TreasurerSylvia Wright
Vice-President.....Perry O. Hatlen
Production Director.....Trudy T. Shebs
Account Executive.....Marjorie Moore

Branch Offices

5746 Sunset Blvd., Hollywood 28, Calif.
Phone HO 2-7111

Radio-TV Accounts: Calo Dog Food Co., Inc., Oakland, Calif.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 9-5000

ANPA-AAAA-ABC-ABP

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Exec. V.P., Co-Chmn. Plans

Brd.....Louis N. Brockway
V.P. Chge. Finance.....Jacob H. Geise
Sect.-Treas.....Harry H. Enders
Asst. Treas., Spvsr.

Accounting.....George N. Farrand
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V.P., Copy Director.....H. S. Ward
V.P., Mgr. Copy Dept...John B. Rosebrook
V.P., Dir. Int'l. Div....Lorimer B. Slocum
V.P., Legal Advisor.....David Miller
V.P., Co-Chmn. Plans Brd.,

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V.P., Merchandising Dir.....Samuel Cherr
V.P., Dir. Pub. Rel.....Ken R. Dyke
V.P., Dir. Research.....Dr. Peter Langhoff
V.P., Dir. Radio-TV Dept.....Nat Wolff
Dir. of Operations.....D. Y. Bradshaw
V.P. Chge. Comm.....George H. Gribbin
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Frank Fagan, John E. Grimm, Jr., Harry
Harding, Frank L. Henderson, William
Howard, Alexander Kroll, A. Gardiner
Layng, Robert P. Mountain, Walter K.
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Wilkerson

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333 No. Michigan Ave., Chicago 1, Ill.
V.P. in Charge.....John F. Whedon
1866 Penobscot Bldg., Detroit 2, Mich.
Manager.....James W. Johnson
6253 Hollywood Blvd., Hollywood 28, Calif.
V.P. Radio-TV.....Walter Bunker
235 Montgomery St., San Francisco 4, Calif.
V.P. in Charge.....Edward A. Merrill, Jr.
Radio Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; General Foods Corp.; Gen-
eral Electric Co.; Cannon Mills, Inc.; Gulf
Oil Corp.; Procter & Gamble Co.; American
Home Foods, Inc.; Metropolitan Life In-
surance Co.; Bristol-Myers Co.; Sanforized
Div. of Cluett, Peabody & Co., Inc.; Borden
Co.; Drackett Co.; General Cigar Co., Inc.;
Hunt Foods, Inc.; International Harvester
Co.; Life Savers Corp.; Mission Bell Win-
eries; Singer Sewing Machine Co.; Time, Inc.;
Zenith Radio Corp.; P. Lorillard Co.;
Cudahy Packing Co.; American Bakeries
Co.; Drake Bakeries, Inc.; Johnson & John-
son; Northern Paper Mills; Personal Prod-
ucts Corp.; Petri Wine Co.; Simmons Co.
TV Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; Duffy-Mott Co., Inc.; Proc-

ter & Gamble Co.; General Electric Co.;
General Cigar Co., Inc.; Singer Sewing Ma-
chine Co.; Borden Co.; General Foods
Corp.; Gulf Oil Corp.; Simmons Co.; John-
son & Johnson; Goodyear Tire & Rubber
Co., Inc.; Bristol-Myers Co.; P. Lorillard
Co.; American Home Foods, Inc.; Interna-
tional Silver Co.; Sanforized Div. of Cluett,
Peabody & Co., Inc.; Drackett Co.; Elgin
National Watch Co.; Hunt Foods, Inc.; Rem-
ington-Rand, Inc.; American Bakeries;
Cudahy Packing Co.; Drake Bakeries, Inc.;
Max Factor & Co.; Time, Inc.; Petri Wine
Co.; Permacel Tape Corp.; Northern Paper
Mills; Mission Bell Wineries; International
Harvester Co.

THE YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

President & Space Buyer.....M. A. Yount
Acct. Executive.....M. John Yount
Production Mgr.....George R. Rinderle
SecretaryLuella Drenning
Art Director.....Russel Adam
Radio-TV Accounts: The Erie Brewing
Company (Beer), Erie, Pa.; Sterling Milk,
Inc. (Milk), Erie, Pa.; Lake Shore Nash,
Inc. (Automobiles), Erie, Pa.

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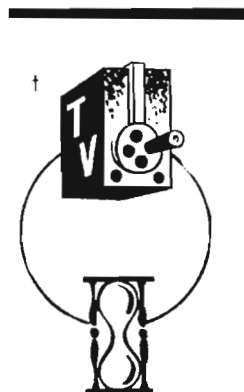
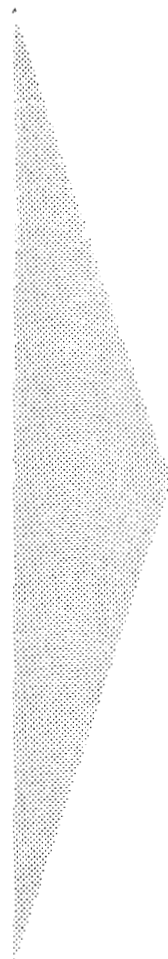
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TV Gen. Mgr.....Capico Kapps

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17 East 42nd St., New York City, N. Y.
Phone: MUrray Hill 2-0813

Network Sales Mgr.....Charles E. Soden
Spot Sales Mgr.....Roy V. Smith

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400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555

Vice-PresidentJohn Carey
ExecutiveJerry Glynn

Branch Offices

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Executive.....W. H. Losee
5939 Sunset Blvd., Hollywood 28, Calif.
Phone: COlumbus 5-3739
Phone: HOLlywood 5-0695
Executive.....Charles H. Cowling

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608 Fifth Ave., New York 20, N. Y.
Phone: JUdson 6-5536

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Vice President.....J. W. Knodl
Secretary.....B. P. Timothy
Treasurer.....Arthur H. McCoy
Director.....David H. Sandeberg

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Phone: ANdover 3-4710
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235 Montgomery St., San Francisco 4, Calif.
Phone: YUKon 2-3877
Director.....David H. Sandeberg
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 3-9583
Exec. In Charge.....John R. Markey
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: CYpress 7545
Executive-in-charge.....Charles C. Coleman
1915 Elm St., Dallas 1, Texas
Phone: STerling 1558
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Sales Assistant.....William A. Creed, Jr.

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Sta. Rel.....Wm. Jacobs

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101 Park Ave., New York 17, N. Y.
Phone: LExington 2-3783
5225 Wilshire Blvd., Los Angeles 48, Cal.
15 Harriet St., San Francisco, Calif.
Phone: UNderhill 3-6480
Account Executive.....Larry Hall
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084
Account Executive.....Tom Atkinson

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Phone: RIchmond 6184

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- HOW TO APPLY
FOR FCC LICENSE

- PERSONNEL

National Association of Radio and Television Broadcasters

- PERSONNEL — COMMITTEES

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HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM sta-

tions has not yet exceeded the supply of available frequencies.

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hear-

ing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometime find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 9300

Officers

President—Harold E. Fellows

Justin Miller
Chmn. of the Bd. and Gen. Counsel
C. E. Arney, Jr.
Secretary-Treasurer
Thad H. Brown
V.P., Counsel in Charge of TV Affairs
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V.P., Dir., Employee-Employer Relations
Ralph W. Hardy
V.P., Dir., Government Relations

A. Prose Walker
Manager of Engineering
Robert K. Richards
Administrative Vice Pres.
John H. Smith, Jr.
Manager of Promotion and FM
Vincent Wasilewski
Chief Attorney

DEPARTMENT EXECUTIVES

Louise K. Aldrich, *Librarian*
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Jack L. Barton, *Assistant Manager of State Relations*
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Edward H. Bronson, *Director of Television Code Affairs*
Abiah A. Church, *Attorney*

Oscar Elder, *Assistant to Vice Pres. (Govt. Relations)*
Fran Riley, *Manager of Information*
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Gregory Reeser, *Field Representative*
Charles H. Tower, *Assistant to the Vice President (EERD)*
William K. Treynor, *Manager of Station Relations*
Vincent T. Wasilewski, *Chief Attorney*

RADIO BOARD OF DIRECTORS 1953-1954

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Robert L. Krueger.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WTAG, Worcester		
E. R. Vadeboncoeur.....	2	New York and New Jersey.
WSYR, Syracuse, N. Y.		
George H. Clinton.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WPAR, Parkersburg, W. Va.		
Harold Essex	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WSJS, Winston-Salem, N. C.		
John Fulton	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WGST, Atlanta, Ga.		
Henry B. Clay.....	6	Arkansas, Louisiana, Mississippi and Tennessee
KWKH, Shreveport, La.		

Director	District	States Comprising District
F. Ernest Lackey.....	7	Kentucky and Ohio.
WHOP, Hopkinsville, Ky.		
Stanley R. Pratt.....	8	Indiana and Michigan.
WSOO, Sault Ste. Marie, Mich.		
Hugh K. Boice, Jr.....	9	Illinois and Wisconsin.
WEMP, Milwaukee, Wis.		
E. K. Hartenbower.....	10	Iowa, Missouri and Nebraska.
KCMO, Kansas City, Mo.		
John F. Meagher.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KYSM, Mankato, Minn.		
Jack Todd	12	Kansas and Oklahoma.
KAKE, Wichita, Kan.		
Kenyon Brown	13	Texas.
KWFT, Wichita Falls, Tex.		
William C. Grove.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
KFBC, Cheyenne, Wyo.		
William D. Pabst.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KFRC, San Francisco, Cal.		
Albert D. Johnson.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KOY, Phoenix, Ariz.		
Richard M. Brown	17	Alaska, Oregon and Washington.
KPOJ, Portland, Ore.		

DIRECTORS-AT-LARGE

Large Stations

Paul W. Morency
WTIC, Hartford, Conn.
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Medium Stations

A. D. Willard, Jr.
WGAC, Augusta, Ga.
G. Richard Shaffo
WIST, Charlotte, N. C.

Small Stations

Edgar Kobak
WTWA, Thomson, Ga.

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Michael R. Hanna
WHCU-FM, Ithaca, N. Y.
Network: Earl M. Johnson
MBS, New York

TELEVISION BOARD OF DIRECTORS 1953-1954

Robert D. Swezey, Chairman
WDSU-TV, New Orleans, La.
Clair R. McCollough, Vice-Chairman
WGAL-TV, Lancaster, Pa.
Campbell, Arnoux
WTAR-TV, Norfolk, Va.
Harold Hough
WBAP-TV, Fort Worth, Tex.
Kenneth L. Carter
WAAM, Baltimore, Md.
William Fay
WHAM-TV, Rochester, N. Y.
Paul Raibourn
KTLA, Los Angeles, Calif.

Ward L. Quaal
WLW-TV, Cincinnati, Ohio
George B. Storer
Fort Industry Co., Toledo, Ohio
Frank M. Russell
NBC, Washington, D. C.
Merle S. Jones
CBS, New York, N. Y.
C. J. Witting
DuMont, New York, N. Y.
Henry W. Slavick
WMCT, Memphis, Tenn.
Alexander Stronach
ABC-TV, New York

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 2779 & 3174

OFFICERS FOR 1954 YEAR

President

Graydon Ausmus, Station WUOA, University of Alabama, University, Ala.

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Vice-President

John Dunn, Station WNAD, University of Oklahoma, Norman, Okla.

Secretary

Armand Hunter, Station WKAR-TV, Michigan State College, East Lansing, Mich.

DIRECTORS

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James MacAndrew, Station WNYE, 29 Fort Green Place, Brooklyn, N. Y.

Region IV

Richard B. Hull, Director of Radio & TV, Iowa State College, Ames, Iowa.

Region II

Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

Region V

Miss Marguerite Fleming, Station KSLH, 1517 S. Theresa Ave., St. Louis, Mo.

Region III

Paul B. Rickard, Director of Radio & TV, Wayne University, Detroit, Mich.

Region VI

Allen Miller, Station KWSC, State College of Washington, Pullman, Wash.

Past President & Member of the Board

Seymour N. Siegel, Station WNYC, 2500 Municipal Bldg., New York 7, N. Y.

Executive Director

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

NAEB MEMBERSHIP LIST

● Active Membership of the National Association of Educational Broadcasters

City	Call Letters	Licensee	Executive
ALABAMA			
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
CALIFORNIA			
Berkeley	KPEA (FM)	Pacific Foundation	Richard Moore, Station Director
Los Angeles	KUSC (FM)	Univ. of Southern California	William H. Sener, Hd. Telecommunications Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	Dr. John L. Lounsbury, President
San Diego	KSDS (FM)	San Diego City Schools	Edwin G. Barrett, Program Dir.
San Mateo	KCSM (FM)	12th & Russ Streets San Mateo Jr. College	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	Baldwin Ave. & San Mateo College of the Pacific	John C. Crabbe, Director
COLORADO			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
FLORIDA			
Lakeland	WFSI (FM)	Florida Southern College	Ludd M. Spivey, President
Miami	WTIS (FM)	Lindsay Hopkins Vocational Schools	Vernon Bronson, Asst. Dir. Voc. & Adult Ed
Tampa	WTUN (FM)	1110 N.E. Second University of Tampa	Roy A. McGillivray, Director of Radio
Winter Park	WPRK (FM)	Rollins College	Edwin R. Walker, Dean of the College
GEORGIA			
Atlanta	WABE (FM)	Board of Education	Alvin Gaines, Program Director
ILLINOIS			
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Elgin	WEPS (FM)	Board of Education	E. C. Waggoner, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Gene Courtney, Station Manager
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Manager
Urbana	WIUC (FM)	Univ. of Illinois	Frank E. Schooley, Manager
INDIANA			
Bloomington	WFIV (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGAE (FM)	School City of Gary 521 Garfield St.	Edwin Carmony, Supvr. Audio-Visual Ed.
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WAJC (FM)	Butler Univ.	Tom Carnegie
Lafayette	WBAV (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
IOWA			
Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
Waverly	KWAR (FM)	Warburg College	Robert Snyder, Manager

NAEB ACTIVE MEMBERSHIP

City	Call Letters	Licensee	Executive
KANSAS			
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	R. Hildendorf, Radio Manager
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
KENTUCKY			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
LOUISIANA			
Baton Rouge	WLSU (FM)	Louisiana State University	Miss Lucile Ruby, Acting Director
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
MASSACHUSETTS			
Amherst	WMUA (FM)	Univ. of Mass.	Francis V. Donovan, Jr., Manager
Boston	WBUR (FM)	Boston Univ.	Leo Martin, Director Div. Communication Arts
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Whentley, Manager
Springfield	WEDK (FM)	School Committee of Springfield	William J. Sanders, Supt. of Schools
MICHIGAN			
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
East Lansing	WKAR (AM)	Michigan State College	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State College	Robert J. Coleman
Flint	WFRE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
MINNESOTA			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Barton Paulin, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
Northfield	WCAL (FM)	St. Olaf College	Milford C. Jensen
MISSISSIPPI			
Meridian	WMMI (FM)	Municipal Jr. College	James E. Durham, Director
MISSOURI			
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
NEW JERSEY			
Newark	WRGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	Lewis E. Arnold, Jr., Program Director
NEW MEXICO			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
NEW YORK			
Bronx	WFUV (FM)	Fordham Univ.	Edwin J. Turner
Brooklyn	WNVE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Fred A. Brewer, Chrm. Dept. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Paul G. Strassler, Director
Syracuse	WYER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Carl J. Kunz, Chief Engineer



NAEB ACTIVE MEMBERSHIP



City	Call Letters	Licensee	Executive
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	Robert Schenkkan, Dir. of TV
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Earl Wynn, Dir. Communications Center
Greensboro	WGPS (FM)	Greensboro Public Schools	Dale F. Keller, Dir. Audio-Visual Educ
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
NORTH DAKOTA			
Grand Forks	KFJL (AM)	Univ. of North Dakota	S. Donald Robertson, Director
OHIO			
Athens	WOUL (FM)	Ohio Univ.	J. Daniel Logan, Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cleveland	WBOE (FM)	Board of Education	A. J. Stillinger, Director of Radio
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Harry Williams, Head Dept. of Speech
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
OKLAHOMA			
Norman	WNAD (AM)	Univ. of Oklahoma	John W. Dunn, Director
Norman	WNAD (FM)	Univ. of Oklahoma	John W. Dunn
Oklahoma City	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Dr. James Ralph Seales, Vice-President
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Tulsa	KWGS (FM)	Univ. of Tulsa	Robert A. Wells, Program Director
OREGON			
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	D. Glenn Starlin, Director of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
PENNSYLVANIA			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerling
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	Dorothy Daniel, Asst. to Pres.
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	Ernest E. Lent, Jr., Director
SOUTH DAKOTA			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Prog. Dir.
TENNESSEE			
Knoxville	WUOT (FM)	Univ. of Tennessee	Jack Westbrook, Acting Director
TEXAS			
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
WASHINGTON			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Edwin H. Adams, Head Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball
WISCONSIN			
Madison	WHYA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHYA (FM)	Univ. of Wisconsin	H. B. McCarty
PUERTO RICO			
San Juan	WUPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Acting Director

MANAGERS AND AGENTS

*Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago*



NEW YORK

Affiliated Artists Representatives

20 East 53rd St. Plaza 3-1862

Alexander, Willard, Inc.

30 Rockefeller Plaza Circle 6-4224

Allen, Buddy, Agency

595 Madison Ave. Eldorado 5-2230

Appell, James S.

400 Madison Ave. Plaza 3-7840

Becker, V. S. Advertising Service

562 Fifth Ave. Judson 2-1010

Briscoe & Goldsmith, Inc.

522 Fifth Ave. Murray Hill 2-6244

Brooks, Ted

131 East 57th St. Plaza 9-1344

Chase, Cleveland B. Co., Inc.

369 Lexington Ave. Oregon 9-3691

Collins, Ted

500 Fifth Ave. Chickering 4-5036

Columbia Artists Management, Inc.

113 West 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.

30 Rockefeller Plaza Columbus 5-3580

Cooper, Frank, Associates

521 Fifth Ave. Vanderbilt 6-5661

DeGroot, Roy, Consultants, Inc.

545 Fifth Ave. Murray Hill 7-3135

Edelman Associates, Ltd.

1501 Broadway Lackawanna 4-3541

Famous Artists Corp. of N. Y.

610 Fifth Ave. Circle 7-6200

Fanchon & Marco, Inc.

1501 Broadway Chickering 4-3956

Herman Fialkoff Agency

1569 Broadway Judson 2-4037

Gabbe, Lutz & Heller

1619 Broadway Circle 5-5998

Gale, Inc.

48 West 48th St. Plaza 7-5100

General Artists Corp.

1270 Sixth Ave. Circle 7-7543

Getts, Clark H., Inc.

Gracie Terrace LEhigh 5-4451

Gibbs, John E., & Co.

30 Rockefeller Plaza Plaza 7-5959

Glaser, Joe, Inc.

745 Fifth Ave. Plaza 9-4600

Goodman, Martin

65 W. 54th St. Judson 6-1180

Greshler, Abner J.

1270 Sixth Ave. Circle 7-3025

Grossman, Al

1270 Sixth Ave. Circle 5-8422

Hable, Sylvia

113 W. 57th St. Judson 6-2731

Hanna, Mark

654 Madison Ave. Templeton 8-8736

Hayward, Leland, Ltd.

655 Madison Ave. Templeton 8-5100

Harok Attractions, Inc.

711 Fifth Ave. Plaza 9-6000

Karn, Estella H.

49 West 45th St. Judson 2-2170

Kerr, Bob

65 W. 54th St. Columbus 5-8951

Leddy, Mark J.

48 West 18th St. Judson 6-2760

Leipzig, Syd

1564 Broadway Circle 6-2367

Lipset, Benjamin B.

1107 Broadway Chickering 4-2466

Management Corp. of America

598 Madison Ave. Plaza 9-7500

William McCaffrey Agency

591 Madison Ave. Eldorado 5-1676

Mindling, Louis A.

113 West 57th St. Circle 5-5370

Morris, William Agency, Inc.

1270 Sixth Ave. Judson 6-5100

Morrow, Marjorie

1501 Broadway Chickering 4-0644

Moses, John H.

730 Fifth Ave. Circle 6-2677

Music Corp. of America

598 Madison Ave. Plaza 9-7500

National Concert & Artists Corp.

711 Fifth Ave. Plaza 9-6000

National Radio & Theatrical Bureau

1650 Broadway Judson 6-3550

North, Meyer B.

1564 Broadway Plaza 7-3445

O'Connor, John

1697 Broadway Circle 5-4920

Okun, Lillian

2 West 67th St. TRafalgar 7-8916

Peed, Earl S.

35 West 53rd St. Plaza 7-3726

Pratt, Ben

322 East 50th St. Plaza 8-0593

Richard, Max

1776 Broadway Plaza 7-6414

Roberts, Bob Levitt

132 West 54th St. Plaza 7-4314

Shurr, Louis

1501 Broadway Chickering 4-8240

Souvaire, Henry, Inc.

30 Rockefeller Plaza Circle 7-5666

Special Attractions, Inc.

48 West 48th St. Plaza 7-2280

Stanley, Aileen

1619 Broadway Plaza 7-6779

Stark, Wilbur

4 West 58th St. Plaza 3-1742

Storer, Douglas F.

1270 Sixth Ave. Circle 7-6325

Vallon, Mike

1270 Sixth Ave. Circle 7-0162

Wolf Associates, Inc.

420 Madison Ave. Plaza 5-7620

Yost, Ben, Enterprises

1650 Broadway Circle 6-6532

MANAGERS AND AGENTS

LOS ANGELES

Allen Larry, Inc.
6381 Hollywood Blvd. (28) .HOLLYWOOD 3-0421

Ainsworth, Helen, Agency
197 N. Canon Dr. (B.H.) .CRestview 6-2062

Bergerman, Stanley & Co.
141 El Camino (B.H.)CRestview 6-4124

Bernie, Herman
260 S. Beverly Dr. (B.H.) . . .CRestview 5-0117

Bloom, Phil, Agcy.
416 N. Bedford Dr.CRestview 6-1339

Business Administration Co.
360 N. Camden Dr. (B.H.) . . .CRestview 6-7071

Columbia Artists Management, Inc.
427 West 5th St.MAdison 6-2327

Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46)BRadshaw 2-2771

Famous Artists Corp.
9441 Wilshire Blvd. (B.H.) . .CRestview 1-5222

General Artists Corp.
9028 Sunset Blvd. (46)CRestview 1-8101

Gertz, Mitchell Agcy., Inc.
240-242 S. Beverly Dr. (B.H.)
CRestview 4-5491

Nat C. Goldstone Agcy.
9121 Sunset Blvd. (46)CRestview 6-1071

Gregory Associates, Inc.
930 N. La Cienega Blvd.CRestview 5-5943

Hamilburg, Mitchell, Jr.
8776 Sunset Blvd.CRestview 5-4171

Irwin, Lou, Inc.
9165 Sunset Blvd. (46)CRestview 1-7131

Jaffe, Agcy., The
8553 Sunset Blvd. (46)CRestview 6-6121

Kohner, Paul, Inc.
9169 Sunset Blvd. (46)CRestview 1-5165

Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.) . .CRestview 6-2338

Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.) . . .CRestview 4-5403

M. C. Levee
9000 Sunset Blvd.CRestview 6-6285

Linsk, Lester
9606 Santa Monica Blvd. (B.H.)
CRestview 5-4396

MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001

McConkey Artists Corp.
7000 Hollywood (28)HEmpstead 7141

Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.) . .CRestview 1-6161

National Concert & Artists Corp.
427 W. 5th St. (13)MAdison 9-1241

Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.) . . .CRestview 6-6213

Radio Registry
1519 Cross Rds. of the World. HOLLYWOOD 3-4811

Rocamora, Wynn
8584 Sunset Blvd. (46)CRestview 4-5431

Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.) . . .CRestview 1-8121

Rush, Art, Inc.
1418 N. Highland Ave. (28) .HOLLYWOOD 4-5161

Saphier, James L., Agcy., Inc.
9538 Brighton Way (B.H.) . .CRestview 1-7231

Schwartz Agcy.
8749 Sunset (46)CRestview 6-7371

Sharpe, Don W.
8511 Sunset Blvd. (46)CRestview 6-2041

Shauer, Melville A., Agcy.
9120 Sunset Blvd. (46)CRestview 6-7975

Sherman, Edward, Agcy.
8580 Sunset Blvd. (46)CRestview 5-0186

Shurr, Louis Agcy.
327 North Rodeo Dr. (B.H.) .CRestview 1-1116

Small, Paul, Artists, Ltd.
448 S. Canon Dr. (B.H.) . . .CRestview 1-5246

Somlyo, E. T.
214 N. Canon Dr. (B.H.) . . .CRestview 6-2041

Stempel-Olenick, Agcy.
717 N. La Cienega Blvd. (46) .CRestview 1-7141

Wadsworth, J. B.
9172 Sunset Blvd.CRestview 6-0698

Winkler, Daniel M.
9606 Santa Monica Blvd. (B.H.)
CRestview 1-7244

CHICAGO

Alexandroff, Norman, Artists' Bureau
410 S. Michigan Ave.WAbash 2-8761

Associated Booking Corp.
203 North Wabash.CEntral 6-9451

Benn Theatrical Agency
64 West Randolph St.DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.FRanklin 2-8300

General Artists Corp.
8 S. Michigan.STate 2-6288

Harry Greben Enterprises
535 W. Cornelia.Diversey 8-4900

Gumbiner Management Co.
120 S. LaSalle St.STate 2-0248

Charles E. Hogan
203 North Wabash.CEntral 6-2032

Tweet Hogan
203 North Wabash.ANdover 3-6910

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.WHitehall 4-5100

Lear, Les Productions Corp.
112 W. Randolph.FRanklin 2-7840,
Randolph 6-0905, WAbash 2-1172

Levin, W. Biggie
612 N. Michigan Ave.SUPERIOR 7-0606

Paul Marr Theatrical Agency
203 North Wabash.DEarborn 2-7415

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919 N. Michigan.WHitehall 3-1744

Morse, Sidney P.
203 N. Wabash Ave.RANDOLPH 6-5495

Music Corporation of America
430 N. Michigan Ave.DELaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash.RANDOLPH 6-6990

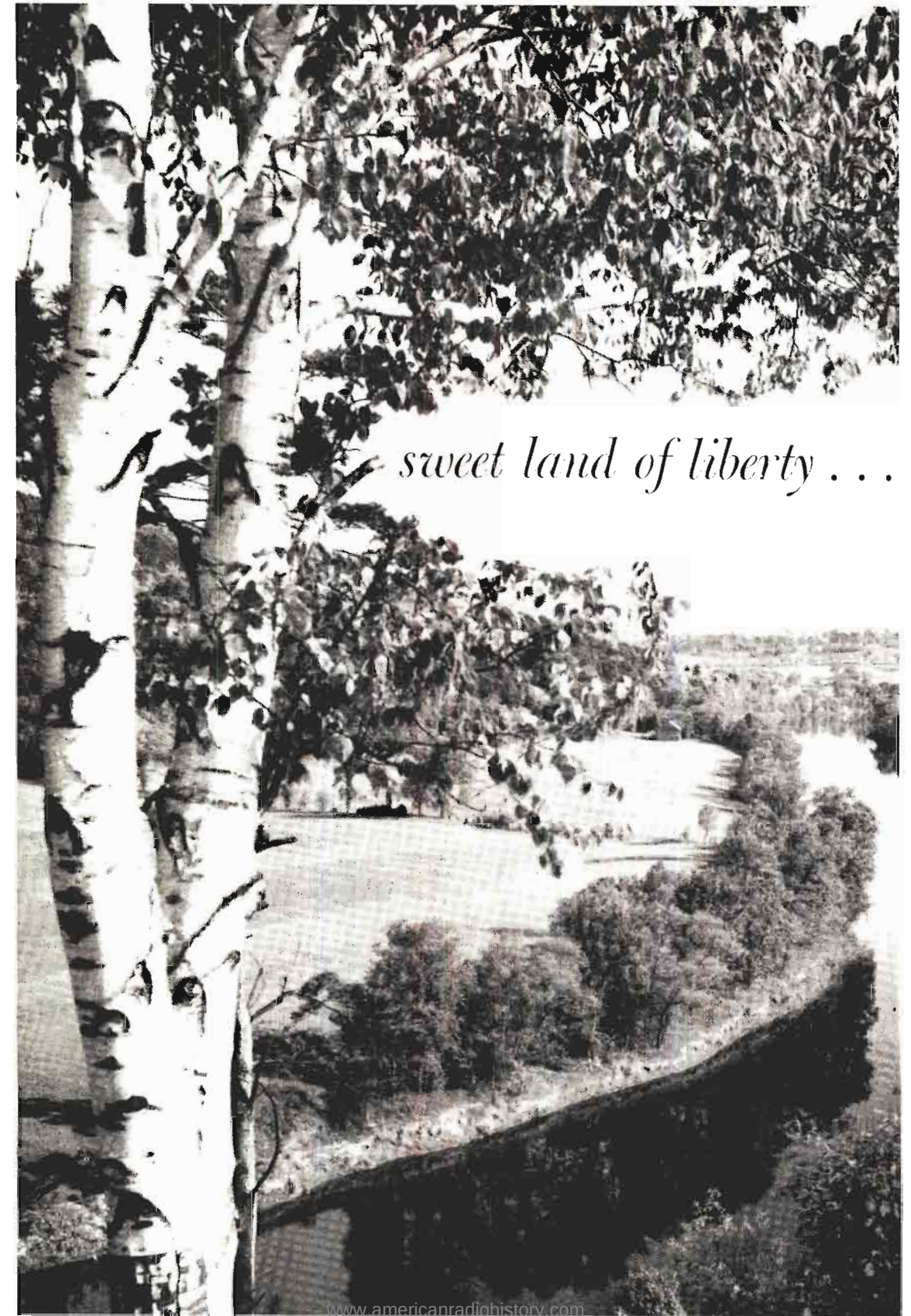
National Concert & Artists Corp.
105 W. Adams St.DEarborn 2-5813

Page, Sidney J.
203 North Wabash.STate 2-7344

Radio Talent, Inc.
35 E. Wacker.FRanklin 2-4351

Schluster, Milton
127 North Dearborn St.DEarborn 2-2580

WLS Artists Bureau
1230 W. Washington Blvd.MONroe 6-9700



sweet land of liberty . . .

Just as our mighty land is made up of varying
scenes . . . rolling plains, winding rivers, snow-capped mountains
. . . so Storer audiences are composed of varying elements . . .
differing in income, needs, habits, interests.
Storer stations plan their programming
with these differences in mind.



STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	KGBS-TV San Antonio, Texas	WBRC-TV Birmingham, Ala.		
WSPD Toledo, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	KGBS San Antonio, Texas	WBRC Birmingham, Ala.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

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There's No Problem in New England...

Go Yankee! Go Home Town!

Everything You Need: Complete N.E. Coverage, Greatest Spot Flexibility

★ ★ ★ ★ ★ ★ ★

WNAC-TV

BOSTON : CHANNEL 7

316,000 WATTS

WNAC

BOSTON : LAWRENCE

50,000 WATTS ★ 680

ON THE
DIAL

Plus 28

Home Town Radio Stations

OF

THE YANKEE NETWORK

AND THE

MUTUAL BROADCASTING SYSTEM

Plus MANY OUTSTANDING PROGRAMS

INCLUDING

**YANKEE HOME TOWN
FOOD SHOW**

Greater Network Coverage
than any other

New England Food Show

Monday thru Friday 1:15 - 1:45 P.M.

★
★
★
★
★

**YANKEE NETWORK
NEWS SERVICE**

New England's Oldest and Largest
Independent Radio News Service

8 A.M.	9 A.M.	10 A.M.
1 P.M.	6 P.M.	11 P.M.

Plus Promotional and Merchandising Aids

Ask the Man from **H-R** REPRESENTATIVES, INC.

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

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RADIO



NATIONAL



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The Producers of

THE LONE RANGER

Radio & Television Programs

on Radio Continuously Since 1933
on Television Since 1949

Sponsored by General Mills (40 States) &
American Bakeries (8 Southeastern States).

Now Have Available

Two Smash Hit Shows with a
Combined Juvenile & Adult Appeal
with Time-Tested Elements of
Merchandising & Promotional Features

SERGEANT PRESTON of the YUKON

AND HIS WONDER DOG **YUKON KING**

For Television Sponsorship

Pilot Film, Black & White or Color,
Available for Screening

Radio Program Broadcast Since 1939
Sponsored by Quaker Oats Co.

THE GREEN HORNET

For Radio & Television Sponsorship

Pilot Film, Black & White or Color,
Available for Screening

Radio Program Broadcast Since 1936

For Complete Details Write — **H. Allen Campbell**

TRENDLE-CAMPBELL-MEURER, INC.

28 W. Adams Ave. — Detroit 26, Michigan — WOodward 2-9184

OR CALL Frank T. Mincella — Asst. to H. Allen Campbell

c/o Paul H. Raymer, Inc., 444 Madison Ave., N. Y. — PLaza 9-5570



Decline in Reign of Ratings Forecast by ABC President

By ROBERT E. KINTNER
*President
American Broadcasting Company*

THE reign of the great king of broadcast advertising—Rating—may be over. He may be dethroned in 1954 by a new monarch of the advertising world who's symbol will be sales—audience cost per thousand.

Those who keep an eye on the nation's economic weather vane predict it could happen in 1954. Here are the economic weather signals already flying: there will be a 10 per cent reduction in personal income taxes in 1954 and, in many cases industrial inventories are at high levels.

Industry looking both at its inventories and at the 10 per cent increase in take-home pay in the hands of the public will be seeking to improve its share of the anticipated increased consumer buying.

This means that advertising will face a severe test in 1954. It can no longer bask in the comfort of spending "tax dollars." Advertising will have to generate peak sales impetus. This will mean that the rating will become second in importance to whether the advertising sells the sponsor's product.

There are many examples of low rated programs paying off for advertisers on a cost per thousand basis coupled with a demonstrated ability to move goods.

I believe that 1954 will bring a widespread search for more of this type programming in radio and television.

In line with this changed emphasis will be a study on the costs of programming to reappraise the advertising values of some of the more costly programs. Where this could lead, of course, is anyone's guess. If advertisers determined they wanted greater exposure for their dollars one avenue would be in more rotating sponsorship of programs. This would be one way in which they could steady their costs and yet spread their dollars and messages to reach a larger audience.

Within our own industry—radio and television broadcasting—I am certain the competition for the audience will be

greater. This I know to be a certainty since my own company, the American Broadcasting Company, has materially strengthened its position both with the audience and the advertiser as a result of our new programming during the final quarter of 1953.

In 1954 we plan to improve our audience position further with more important radio and television programming. In radio, we opened 1954 with the important "Martin Block Show" going out to the afternoon audience over the ABC Radio Network. In February we plan to bring early morning radio's most popular network program, ABC's "Breakfast Club," to the television audience as a simulcast. Beyond this we have further plans for adding to our talent roster with important program and star additions.

Thus, in girding for 1954—a year in which industrial competition will be at its peak, ABC has strengthened its position within the industry in 1953 and has further plans for scaling greater competitive peaks in the year ahead.

Aware of this new era of competition, ABC entered 1954 with completely separate advertising, promotion, sales, programming and research staffs.

This separation within ABC we feel will impart the creative drive and energy so necessary on an individual basis to sell radio and sell television in 1954. From the inventiveness of personnel solely devoted to each medium on a separate basis will come competitive thinking that will meet the tests of what we believe will be newly designed advertising objectives.

In summary, these objectives I feel will tie advertising costs directly to consumer sales during an era of increased consumer income when all industry will be striving to increase, or at least hold, its share of the market.

Viewed in this light, one thing seems certain for radio and television in 1954: sponsors will be more interested in sales than in ratings.

[illegible]

AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
(Telephone Number: SUsquehanna 7-5000)

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Station Representatives for WENR & WXYZ
John Blair & Company
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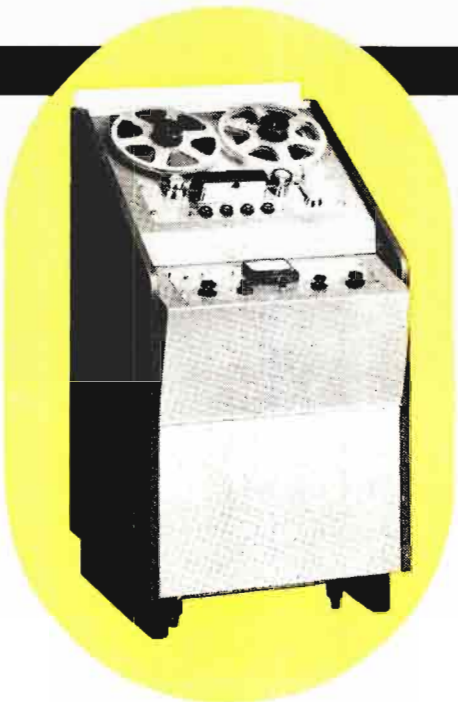
For television personnel turn to TELEVISION YEAR BOOK in this volume

From AMPEX *the best answers to broadcast recording*



YESTERDAY

Transcriptions so "live" they defied detection — this ideal became a reality when Ampex introduced the Model 200. Within months of their introduction, AMPEX Tape Recorders had been installed by a major network throughout its facilities from coast to coast and others were following fast.



TODAY

Ampex has brought the cost of ultra high fidelity tape recorders down to a quarter of the cost of the original Model 200. The low maintenance cost, durability and fidelity of the AMPEX has made it the established standard of the broadcast industry — yet its superlative performance is within reach of every station from 50,000 watts to 250 watts.

TOMORROW

The AMPEX you buy today will still be giving unsurpassed fidelity and performance, and Ampex will still be setting the pace for the recording industry.

AMPEX

CORPORATION

AMPEX CORPORATION
934 Charter Street • Redwood City, Calif.

For your recording requirements, your best answers today or tomorrow will come from the leader in the tape recording field. If you plan for tomorrow, buy AMPEX today.



Growth of Radio Audience Indicates Medium's Vitality

By ADRIAN MURPHY

*President
CBS Radio*

DURING 1953 the American public purchased 13 million new radio sets, which not only kept radio out front as the nation's favorite medium, but, in terms of new units added, made it the fastest-growing. Today, U. S. families (over 98 per cent) own an estimated 115 million sets—114 million of them bought new since 1946. Directly supporting this testimony to radio's continuing prosperity and vitality are the 1953 figures for advertising revenue, which overall (network, national spot, and local) exceeded the 1952 total.

More time was sold on the CBS Radio Network in 1953 than during the previous year. The number of clients using the network increased from 90 to 93. As result CBS Radio has the good fortune to enjoy a greater lead in billings than ever before. The reported prosperity across the country of radio stations generally is borne out by the experience of the six radio stations wholly owned by CBS Radio, whose billings too were up over the previous year.

Recently, eleven of the nation's large radio stations joined forces to commission a joint study by Alfred Politz, Inc., in television markets. One of its findings gave a graphic answer to why radio continues to play such a vital role in the nation's life: when asked what they considered the *disadvantages* of radio, 71 per cent of the people interviewed couldn't think of any! As the survey noted, "People actively *like* the medium that is so much their *companion* in fun and information." If people like the companionship radio offers today, they can look forward to even greater companionship tomorrow. 1953 introduced the first truly personal portable radio, a set so small the listener can take it in his pocket wherever he goes.

What gives radio such continuing vitality? One cause is the nature of the medium. It is human and personal: in its simplest form, the voice of one per-

son sharing an experience with, or informing another. And the capacity of the human voice on radio to involve the listener's emotions is powerful. Even so relatively sophisticated a radio fan as Mercedes McCambridge—whose years of experience in serial dramas contributed to her Academy Award for "All the King's Men"—reports that she still finds *listening* to serial drama a compelling emotional experience.

In the past year, radio strengthened its vitality by creative programming efforts. CBS Radio unveiled "Stage Struck," the hour-length program that looks into every corner of the world of the theatre. "21st Precinct," "Crime Classics," "Cathy and Elliott Lewis On-stage," all top-notch dramatic programs. In variety and comedy, "The Johnny Mercer Show," "The Robert Q. Lewis Show," and "That's Rich."

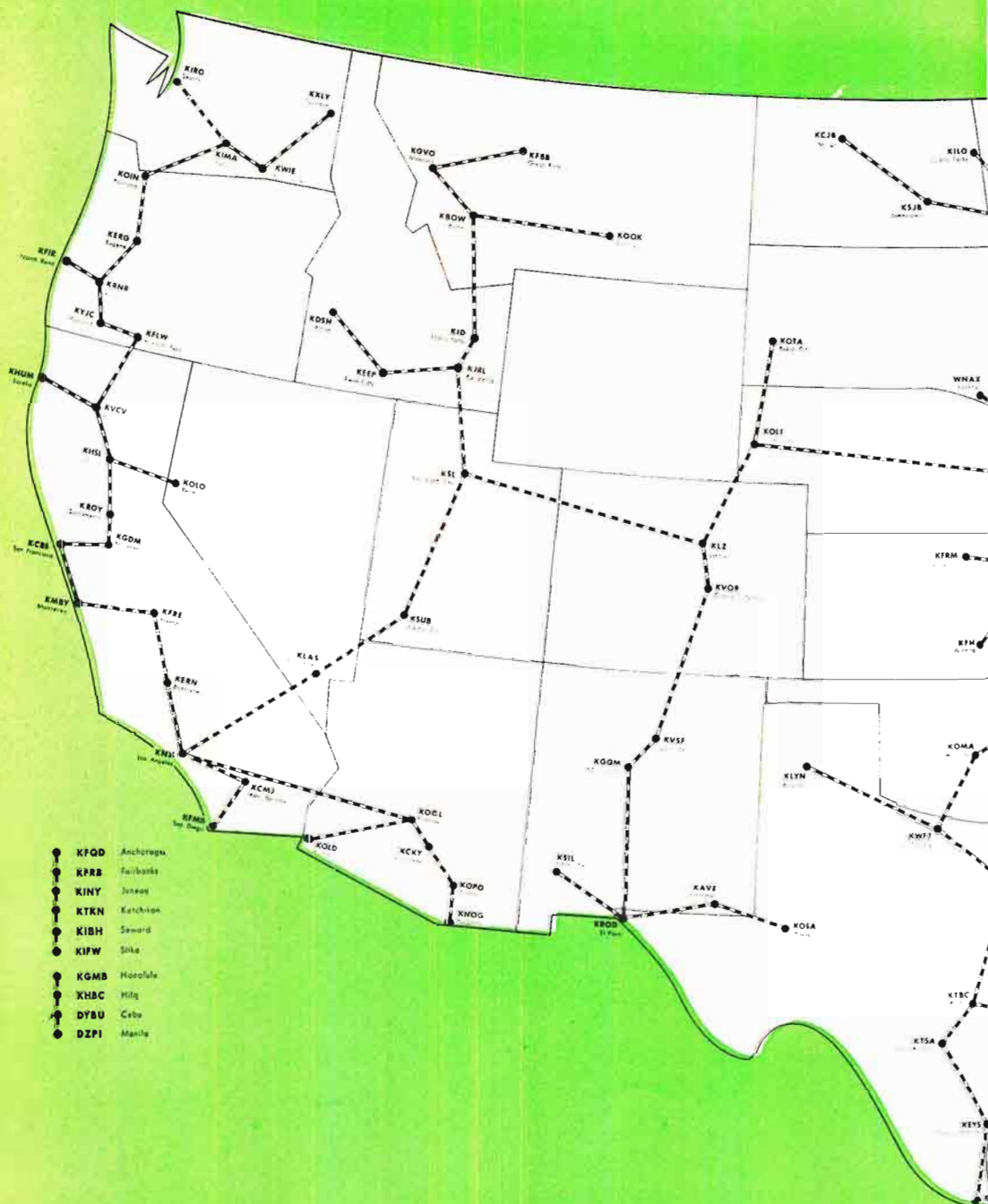
In the field of news and public affairs CBS Radio reported the Coronation, President Eisenhower's Inauguration, the Korean Truce and Prisoner Exchange, and the Bermuda Conference.

In the area of documentary journalism, CBS Radio's Feature Project series presented eight programs which considered social problems as diverse as parole traffic safety, and baseball. And such week-to-week network features as "U.N. on the Record," "Twentieth Century Concert Hall," and the Columbia University Bicentennial series, "Man's Right to Knowledge" brought enlightenment to people everywhere.

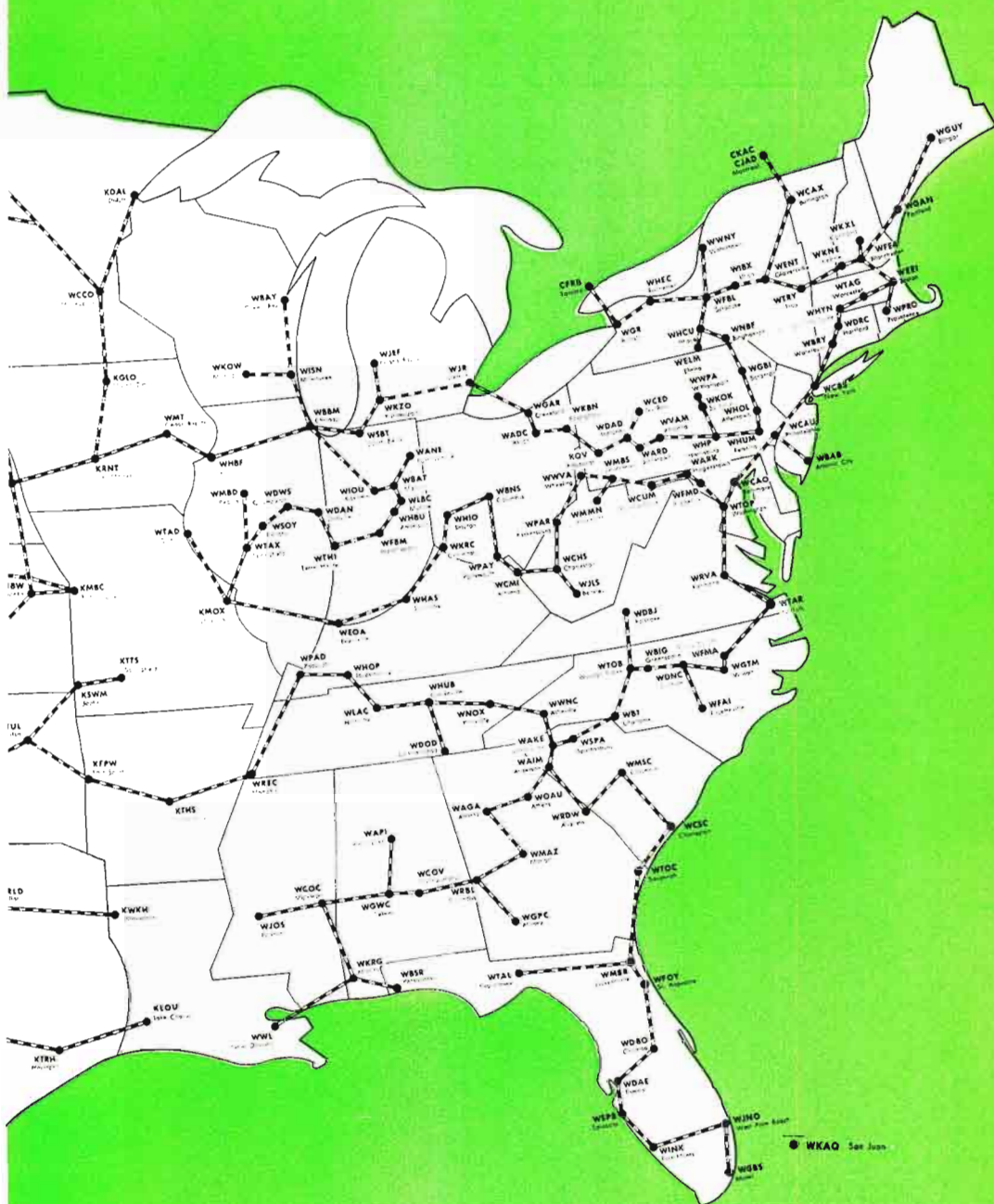
1953 saw the record sum of \$170 billion dollars spent by American consumers for the retail goods they want and need to maintain, as somebody said, "their neighbor's standard of living." And by and large, it is advertising which passes along the news of the standards next-door.

Since only advertising can move so many goods to so many people, radio must continue to flourish as the most efficient mass medium.

CBS RADIO



NETWORK



CBS, INC.

CBS RADIO DIVISION

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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For television personnel turn to TELEVISION YEAR BOOK in this volume



Vitality of Web Radio Ends Obituary Disputes

By THOMAS F. O'NEIL
President
Mutual Broadcasting System

In any field, the invitation to weigh a new year's outlook against a past year's progress is a dubious honor. In the broadcasting business, this invitation has too often become a summons to membership in the Guild of Clouded Crystal Ball Gazers, a club already overcrowded with prophets of the death of radio. As one who never could detect any signs of rigor mortis in network radio, I am particularly gratified by the great vitality this medium has shown in 1953 — ending (forever, I hope) all need for obituary dispute, and enabling all of us to focus our efforts on the lively future of sound broadcasting.

Even a casual review of the past year reveals several sure symptoms of radio's liveliness. Some of these signs indicate the depth to which radio continues — and increases — to be indispensable to the American people in their round-the-clock living. Other signs make clear the scope to which radio continues — and increases — to serve American industry in its round-the-year selling.

On its bare, over-all dimensions alone, radio set new records in '53. The ownership and maintenance of 110,000,000 receivers by 45,000,000 U. S. families is a landmark in itself. So, too, is the emergence of the medium as an unprecedented *personal* force, through continued uptrends in multiple sets in multiple places-to-listen. And so is the development of America's automobile audience, enormous in mass and mobility, though still inadequately measured.

Radio '54 needs none of these facts of life elaborated in such space as this—but it needs all these facts and more made clear to the leaders of industry, week after week. A shining beacon in this direction was lighted last year by the Politz study of radio in TV areas, with its *qualitative* revelations of listening. In my opinion, this study provides not only an authoritative appraisal of the individuals-in-mass millions whom radio must serve — it also offers a challenging cue

to the sort of market research that will best educate the industrialists whom radio must sell. The “how many” factor of this medium is still an unmatched asset, but the “how” and “why” factors are worthier study subjects today than ever.

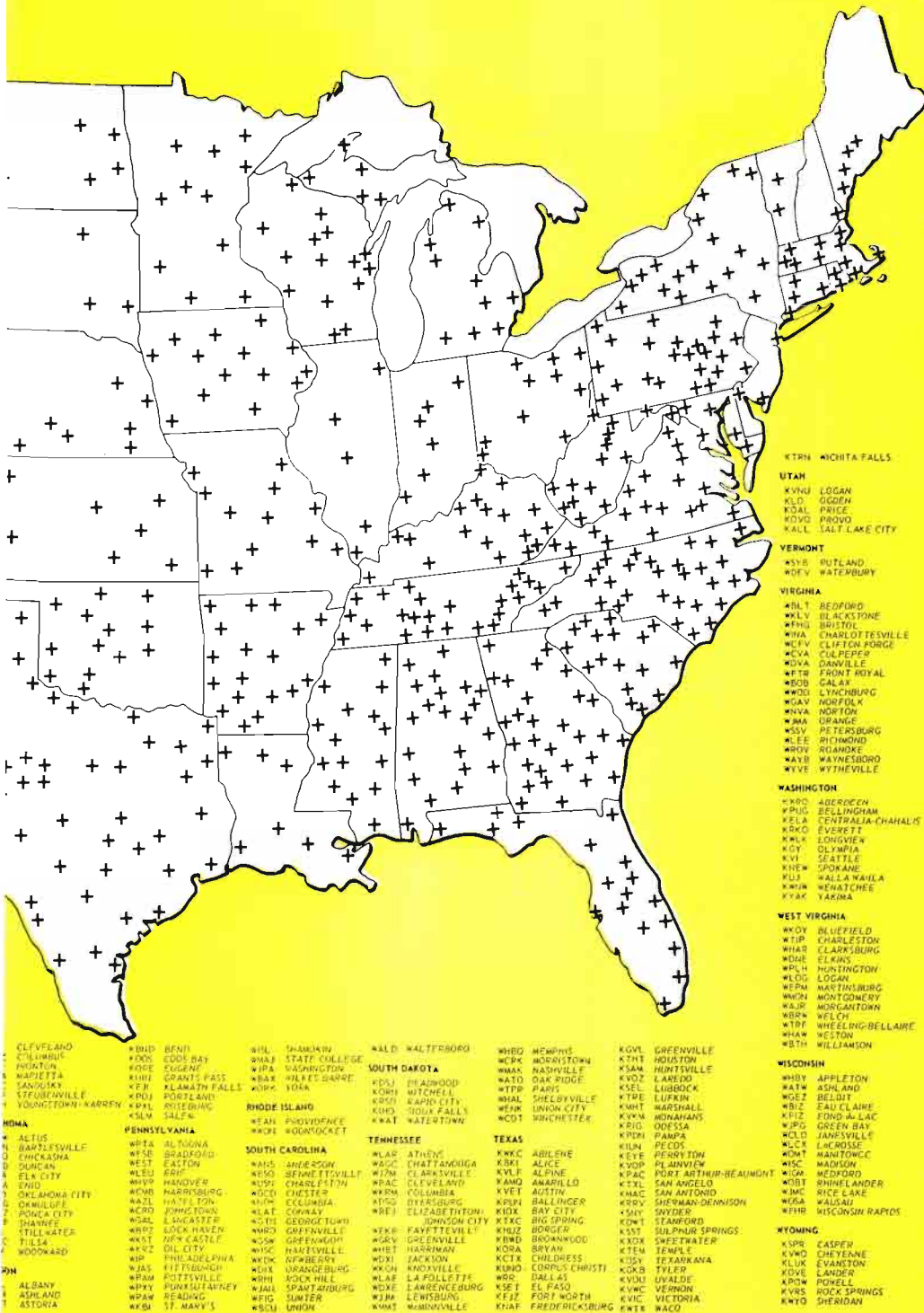
Meanwhile, the facts already at hand keep right on affirming the persistent vitality of radio. On one network, anyway, the standard research systems reveal *increased* listening — even at night, and even in time periods when TV has its peak appeal. Over here at Mutual, Sunday afternoon of course continues as a high-level stronghold for radio. But we're also showing listener strength in the evenings, with nearly one-fifth *more* homes tuned in, 8-8:30 p.m., Monday through Friday, than a year ago.

On the record for this one network alone, improved programming, sensibly integrated with the public's entertainment interest, seems to point the way to still more effective broadcasting, day and night. It is this policy which we plan to pursue in the months and years ahead.

As for the fiscal, bodily health of radio at this juncture, the temperature-chart of our own network is better than reassuring. When clients increase their annual investments here by a solid 10 per cent ('53 over '52), when they add to their use of our facilities by an average of 19 per cent more stations per broadcast, and when the over-all result is the second biggest year in our history — then my personal beliefs about network broadcasting seem to be shared by an important panel of judges.

A year ago, on this page, I acknowledged television's contribution to radio in the degree to which advertisers who had never before ventured off the printed page were coming into radio via experiments in TV. During the past 12 months, more new-to-radio advertisers than ever before have discovered — for one reason or another — how well this medium can work for them.

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www.americanradiohistory.com

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TA WATM KSTN WQUA KRMS WSYD WAPO WJLD KCOK WVLN WINN KSIM WPAQ WDOO
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LF WKIN WJBY WNAB WIKY KAKT WGVN KOVC WNOX WGEA WNHC WWCA KLIC WABG
WADC WIVK WPBB WNLC WBAA KANE WKOZ WCPO WJMJ WCOV WATR WBAT WMRY K
TYL WHOC WCLO WSM WNPT WWCO WHOT KRUS KXGN WING WSIX WJHO WGMS WJVA

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BC KPIG WBET KMMJ WMOH WDBL WWRW WTTT KCRG WHAI KGFV WMOA KRBC WHBB
WROD KCHA WLYN KELY WPTW KBKI WHTB WJBS WCHE WJDA KENO WWSO KALT W
WWB KCLF WFTL KROS WOCB KRAM KADA KRCT KRUX WARN KSWI WASL WKBR KVSQ

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LCN KVAL KELD WLBE KDTH WDYK WAAT KOCY KORA KDMS WMMB KLIL WSID WWBZ
KVLH KDET KFSA WMBM KXIC WKIK KOBE KGFF KSTA KXAR WTMC KRIB WINX KVSF W
FLA KAKC KTAW KWFC WPCF KWPC WGAY WABY KWSH KMCO KCON WWPF KBOE WBBC

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BTM WINR KNPT KEYS KAFY WEBK KICD WJMS WGBB KCRO KAND KROP WIRK KWWL
WTCM WGVA WPWA KULP KSJV WGAU KARE KATE WENT WIKK KCLW KXOC WGRA KB
IS KCRB KXRA WHLI LWSH KTXJ KHUM WMOC KXXX KBMW WBUC WPKY KOCA KDAC

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MS KBOX WCOH KWBW KGDE WEAV WMBS KMTH KVON WACL KJCK KBZY WDET WHIM
KQSF KROW KEYY KCLO WMFG WKAL WWON KOGT KPPC KPST KSCB KLTF WAGE KFA
C WPAL KFTV KWKW KEEP KLCB WPBC WOLF WCRE KEXX KPRO WOKZ KTOP KOBK WISE

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WDVA WLOW WSAP WPUV WLPM KBBW KWIE KHQ WKOY WGVV WCAW WBLK WSAZ K
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and future with the modern concept in AM.

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Advent of Color TV Era Finds Broadcasting Ready

By SYLVESTER L. WEAVER, JR.

President

National Broadcasting Company

THE year of 1954 finds the broadcasting industry in the most exciting and significant era in the history of communications—the era of color television.

Color brings to advertisers their most potent tool. Here is the perfect advertising medium, combining sight, color, sound and movement.

And now color television is a reality. On Dec. 17, 1953, the Federal Communications Commission approved color television signal standards for the industry.

We at NBC have been fortunate because it was our parent company, the Radio Corporation of America, under Brig. Gen. David Sarnoff, which pioneered, the compatible color standards which were endorsed by the whole industry and approved by the FCC. In working with RCA, as its broadcasting service, during years of developmental work, we were able to get off to a head start in the color broadcasting sweepstakes.

This head start was demonstrated most graphically when, in the immediate wake of the FCC decision, NBC broadcast four outstanding commercial programs in color in a period of two weeks. These were: "Amahl and the Night Visitors," the Gian-Carlo Menotti Christmas opera; "Season's Greetings," a one-hour all-star variety show; the Christmas episode of "Dragnet," which marked the first use of color film in commercial colorcasting; and the brilliant Tournament of Roses Parade, which was the first West-to-East transcontinental color transmission.

We at NBC are proud that it is our network which paved the way for commercial color telecasting by developing program techniques that are setting the standards for the entire industry. Even before FCC approval came, these techniques had been demonstrated time and time again during 1953 in experimental colorcasts which drew acclaim in New York, Chicago and Los Angeles.

We have welcomed inquiries from the entire industry on color programming techniques we have developed. Our color

corps specialists have given lectures to technicians and program people representing all the networks. The techniques we have learned are available to all.

Color will give the broadcasting industry an even greater opportunity for service. And a greater responsibility. For, as communications people we are entrusted with the most important instruments since the invention of print.

We have made tremendous strides in color television. But black-and-white television will still be top dog for many years to come. And developments in our black-and-white operation have been considerable. During 1953, we increased the usefulness of television to the advertiser. Through the creation of new programming and sales policies, we made the sales impact of television available to a broader base of advertisers.

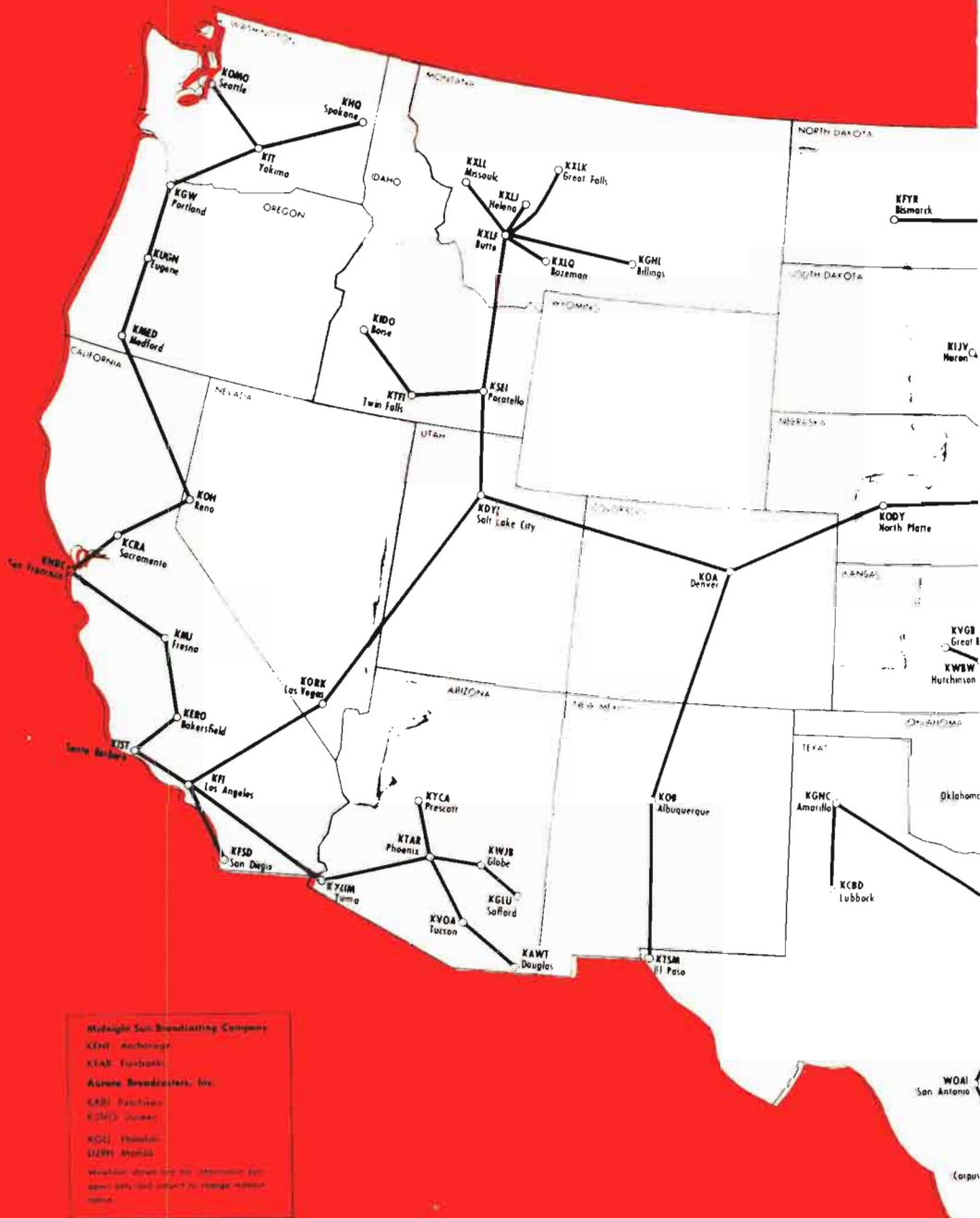
In the realm of public service, NBC increased its scope during the past year, with an increase both in quantity and quality of news, information, public discussion and special events.

On the radio side, NBC enters 1954 with a tried and proven medium completely revitalized. The program, sales, advertising and promotion activities of the radio network have been separated from those of television in the interests of strengthening the operation.

On the sales side, new and smaller program packages, making big-time radio available to small-budget advertisers, has placed the best in the audio-only medium within reach of the advertisers who up to now have not been able to afford the best.

The trade press has spoken much in recent months of the "Pat and Bob" team at NBC. Bob Sarnoff, NBC executive vice-president, and myself consider ourselves as a team, and work as a team on program and sales policies. With Bob as team-mate, I am most optimistic about forward strides NBC can make in 1954 in further improving our broadcasting service both as a public service and as a sales medium.

NATIONAL BROADCAST



CASTING COMPANY



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George Wheeler.....Asst. to the Vice Pres.

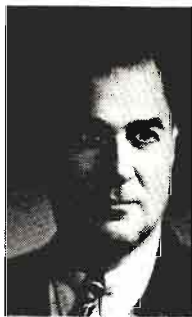
Pacific Division Sunset Boulevard and Vine Street, Hollywood 28, Calif. Tel. Hollywood 9-6161

John K. West.....V.P. for the Pacific Division
Thomas C. McCray.....Dir. of Radio Network
Division, Pacific Division
Lewis S. Frost.....Director of Public Relations
Frank Dellelt.....Business Mgr., Pacific Div.
Harry Bubeck....Radio Network Mgr., Pacific Div.
Richard H. Graham.....Attorney
Leslie Raddatz.....Mgr. of Press & Publicity
Alfred Saxton....Mgr. of Technical Operations
John K. Williams.....Network Sales Mgr.,
Pacific Division

Foreign Offices

England: Romney Wheeler, National Broadcasting
Company, Inc., 2 Mansfield Street, London
W1, England.
France: Paul Archinard, William Frye, 52 Avenue
des Champs Elysees, Room 533, Paris 8, France.
Japan-Korea: George Thomas Folster, Wilson Hall,
John Rich, James G. Robinson, Nikkatsu Build-
ing, 1-1 Chome, Yura Kucho Chiyodaku, Tokyo,
Japan.
Germany: Robert McCormick, Press Center
(American), APO 757, c/o PM, New York,
New York.
Italy: Jack Begon, 54 Via Della Mercede, Rome,
Italy.

For television personnel turn to TELEVISION YEAR BOOK in this volume



Local Radio Still Potent Despite Television Gains

By SIDNEY J. WOLF

President

Keystone Broadcasting System, Inc.

A GAIN in 1954, the advertiser is confronted with another period of adjustment, created by increased TV coverage—represented by stations presently operating who will expand facilities, and by those that will be in operation by the end of the year. Keystone has, at present, 244 radio stations beyond effective TV coverage area, and as new TV stations are built, there will undoubtedly be many advertisers who will use TV—supplemented with radio, to achieve forceful national radio and TV coverage. Within the past year, many advertisers have effectively supplemented TV operations with Keystone, and as TV markets increase, we believe that the trend to supplement TV schedules with Keystone will be even greater.

Keystone was established to enable advertising agencies to buy a practical “package” of small stations with a single order . . . providing a simplified method for their clients to reach this “plus” audience in the fertile “Home Town and Rural America” market. Entering its fourteenth year of operation, Keystone is proud of having shown a consistent increase in business with each succeeding year. The number of present station affiliates is now in excess of 700, and during 1953, 27 new major advertisers were added, and 79 new affiliates. These figures are evidence of satisfactory performance, and substantiate the advertisers’ faith in Keystone as a medium to increase their sales and profits. And there is every indication that 1954 will be an even better, more profitable year for Keystone, its affiliates and clients.

During 1953, Keystone subscribed to Nielsen Coverage Service for its entire network, enabling us to give advertisers and their agencies the most accurate information regarding market coverage and listenership.

During the past several years, Keystone has strongly emphasized to affiliates the importance of follow-through

merchandising. In 1953 this practice has proved to advertisers using Keystone, that merchandising activities done by our stations as “part of the job,” have effectively increased sales of the many products advertised. Typical merchandising follow-through by Keystone stations includes such activities as personalized local mailings, distribution of displays, messages to merchants encouraging promotional tie-ins, personal calls by the station manager and staff, public demonstrations in keeping with the promotion, etc. We intend to step up even further such merchandising follow-through during the future. No set formula is used for any product; the problems of each advertiser are individually and carefully studied, worked out with the advertiser — who is most familiar with his own sales problems—giving each campaign the best possible advantage in a most practical way.

Keystone merchandising of this type is so effective primarily because the manager and personnel of our type of station is usually *personally* acquainted with all the local business men, and this personalized contact appeal brings about the desired cooperation most easily.

Keystone looks forward to another year of progress . . . helping more advertisers discover and benefit from the richness of America’s “Home Town” stations, whose combination of sales producing ability and merchandising power is the sole factor in the success of the Keystone network.

In 1954, Keystone Broadcasting System — the only national transcription network — will become a medium of even greater importance to the nation’s advertisers who want to reach the world’s most lucrative market. We believe that the coming year will show increased coverage by currently affiliated stations, who improve facilities — and through the addition of stations in new markets not as yet covered by Keystone.

KEYSTONE BROADCAST

ALABAMA

WRFS Alexander City
WCTA* Andalusia
WJLD Birmingham
WEBJ Brewton
WRAG* Carrollton
WKLF Clanton
WKUL Cullman
WMSL* Decatur
WXAL Demopolis
WOOF* Dothan
WULA Eufaula
WWWF Fayette
WQWL* Florence
WGDW Gadsden
WGYV* Greenville
WGSV Guntersville
WBHP* Huntsville
WFBB Jackson
WWVB Jasper
WMOZ Mobile
WMFC* Monroeville
WJHO Opelika
WELR Roanoke
WWWR* Russellville
WHBB* Selma
WFB Sylacauga
WHTB Talladega
WTBF* Troy
WTBC Tuscaloosa
WTUS Tuskegee

ARIZONA

KCLS* Flagstaff
KRIZ Phoenix
KCKY Coolidge

ARKANSAS

KVRC Arkadelphia
KBTA* Batesville
KAMD* Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KGRH Fayetteville
KXJK Forrest City
KHQZ Harrison
KFFA Helena
KXAR Hope
KRCH* Hot Springs
KBTM Jonesboro
KVLC Little Rock
KVMA Magnolia
KVSA McGehee
KENA* Mena
KOSE Osceola
KDRS* Paragould
KOTR Pine Bluff
KPOC* Pocahtontas
KXRX* Russellville
KWCB Sealey
KUOA* Siloam Springs
KBRS Springdale
KWAK Stuttgart

CALIFORNIA

KIBS* Bishop
KBMY Coalinga
KCVR Lodi
KMBY Monterey
KSFE* Needles
KDAC FL Bragg
KPRL Paso Robles
KAFF Petaluma
KBFL Red Bluff
KVEG Sanger
KVEG San Luis Obispo
KSMA Santa Maria
KSMA Santa Paula
KROG Sonora
KTKR Taft
KTUR Turlock
KVVC Ventura

CONNECTICUT

WNLC Norwalk

COLORADO

KGIW* Alamosa
KRLN Canon City

KRAI* Craig
KIUP* Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLVC* Leadville
KLMO Longmont
KUBC* Montrose
KDZA Pueblo
KVRH* Salida
KCRF* Trinidad

DELAWARE

WJWL Georgetown

FLORIDA

WTRL Bradenton
WTAN Clearwater
WKKO Cocoa
WCNU Crestview
WBRD Fort Lauderdale
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WJVB Jacksonville Beach
WKWF Key West
WIPC* Lake Wales
WLBE* Leesburg
WNER Live Oak
WTYS Marianna
WWPB Miami
WTMC* Ocala
WWPF Palatka
WDLF* Panama City
WPLA Plant City
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WTNT Tallahassee
WEBK Tampa
WSBB New Smyrna Beach
WFOY St. Augustine

GEORGIA

WJAZ Albany
WDEC Americus
WGAU Athens
WAUG* Augusta
WMGR* Bainbridge
WMOG Brunswick
WGBA Cairo
WLBW Carrollton
WBHF Cartersville
WGAA Cedartown
WMJM Cordele
WBLJ Dalton
WDWD* Dawson
WGLS Decatur
WDMG* Douglas
WMLT Dublin
WTJH East Point
WSGC* Elberton
WBHB* Fitzgerald
WFBM Fort Valley
WCEH Hawkinsville
WBRO Waynesboro
WGFS Covington
WGA Gainesville
WKEU Griffin
WGBR* Jesup
WLAG La Grange
WFOU Marietta
WMVG* Milledgeville
WMGA* Moultrie
WRGA Rome
WWNS* Statesboro
WSFT Thomason
WTWA* Thomson
WLET* Toccoa
WVOP* Vidalia
WIMO Winder
WAYX* Waycross
WRLD West Point

IDAHO

KGEM Boise
KBIO* Burley
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston

KSPT* Sandpoint
KLIX* Twin Falls

ILLINOIS

WOKZ Alton
WBYS Canton
WROY Carmi
WCNT Centralia
WCRA* Effingham
WBEQ* Harrisburg
WJPF Herrin
WPRC Lincoln
WSMI Litchfield
WRMN Elgin
WKID Urbana
WKAI Macomb
WMOK* Metropolis
WVMC Mt. Carmel
WVLA* Olney
WPRS Paris

INDIANA

WCBC Anderson
WBNI Boonville
WSAL Logansport
WRAY Princeton
WSLM Salem
WJCD Seymour
WJVA South Bend
WTCJ Tell City
WKAM Warsaw
WDRX Madison

IOWA

KASI Ames
KJAN Atlantic
KPIG Cedar Rapids
KCOG* Centerville
KCHA Charles City
KSIB* Creston
KFMA Davenport
KFAD Fairfield
KXIC Iowa City
KWPC Muscatine
KIFJ Webster City
KEHE Cherokee
KRIB Mason City

KANSAS

KSOK Arkansas City
KARE Atchison
KCRB Chanute
KTSW* Emporia
KIUL* Garden City
KWGB Goodland
KAYS* Hays
KWBW Hutchinson
KIND Independence
KLO Leavenworth
KNEX McPherson
KSEK* Pittsburg
KWSK Pratt

KENTUCKY

WLBJ Bowling Green
WTCO Cammellsville
WAIN* Columbia
WCTT Corbin
WZIP Covington
WCMP Cumberland
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WKAY* Glasgow
WHLN Harlan
WKIC Hazard
WSON Henderson
WLEX Lexington
WINN Louisville
WFMW Madisonville
WFTM Maysville
WMIK Middlesboro
WOMI Owensboro
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton

LOUISIANA

KTRY Bastrop
WIKC Bogalusa
KDLA* De Ridder
KCIL Houma
WHLH Hammond
KLIC Monroe
KWCI* Natchitoches
KANE New Iberia
KREH* Oakdale
KSLO* Opelousas
KRUS Ruston

MAINE

WABM* Houlton
WRUM* Rumford

MARYLAND

WNAV Annapolis
WASA Havre de Grace
WPTX Lexington Park

MASSACHUSETTS

WVOM Brookline
WREB Holyoke

MICHIGAN

WALM Albion
WFYC Alma
WATZ* Alpena
WLEW Bad Axe
WATT* Cadillac
WATC Gaylord
WBRN Big Rapids
WMRP Flint
WHDF Houghton
WIKB* Iron River
WJMS* Ironwood
WJPD* Ishpeming
WLKL Ludington
WMTL* Manistee
WDMJ* Marquette
WCEN Mt. Pleasant
WMUS Muskegon
WMBN* Petoskey
WHLR Port Huron
WSDO* Sault Ste. Marie
WTCM* Traverse City

MINNESOTA

KASM* Albany
KBUN* Bemidji
KBMW Breckenridge
WKLK Cloquet
KROX Crookston
WEVE Eveleth
KBZY* Grand Rapids
CKFI International Falls
KLTF* Little Falls
KNUJ* New Ulm
KOBK Owatonna
WSHB Stillwater

MISSISSIPPI

WMPA* Aberdeen
WGCN Biloxi-Gulport
WBIP* Booneville
WDBB Canton
WGLC Centerville
WCLD* Cleveland
WCJU* Columbia
WCMA* Corinth
WJPR* Greenville
WGRM* Greenwood
WFOR* Hattiesburg
WMDC Hazlehurst
WKDZ Kosciusko
WAML Laurel
WAPF* McComb
WMIS* Natchez
WPMF* Pascagoula
WHOC Philadelphia
WRJW Picayune
WSSO* Starkville
WQBC Vicksburg
WTUP* Tupelo
WAZF Yazoo City

MISSOURI

KGMO* Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR* Charleston
KCHI Chillicothe
KDKD Clinton
KREI Farmington
KJCF Festus
KWOS* Jefferson City
KIRX Kirksville
KNIM Maryville
KNCW Moberly
KRMQ Monett
KNEM* Nevada
KWOC* Poplar Bluff
KTKR* Rolla
KSGM Ste. Genevieve
KSMO* Salem
KDRO Sedalia
KICK Springfield
KOKO Warrensburg
KWRE* Warrenton
KWPM* West Plains

MONTANA

KANA Anaconda
KBMY* Billings
KOJM* Havre
KCAP Helena
KXLO* Lewistown

NETWORK FACILITIES AS OF FEBRUARY 1, 1954

* Asterisk following call letters indicates station is outside of current TV coverage.

CASTING SYSTEM

KPRK* Livingston
KRJF* Miles City
KIYI* Shelby
KGCX* Sidney
KLCB Libby

NEBRASKA

KCOW* Alliance
KCNJ* Broken Bow
KJSK Columbus
KHAS Hastings
KGFV* Kearney
KLMS Lincoln
KBRL* McCook
KODY* North Platte
KSID* Sidney

NEVADA

KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU* Berlin
WLNH* Laconia

NEW JERSEY

WSNJ Bridgeton

NEW MEXICO

KALG* Alamogordo
KABQ Albuquerque
KSVP Artesia
KVCB* Farmington
KGAK* Gallup
KWEW* Hobbs
KENM* Portales
KBIM Roswell
KSIL* Silver City
KCHS* Truth or
Consequences
KTNM* Tucumcari

NEW YORK

WCSS Amsterdam
WMBO Auburn
WOSC Fulton
WLEA Hornell
WHUC Hudson
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY* Malone
WALL Middletown
WSLB* Ogdensburg
WIRY* Plattsburg
WNBZ* Saranac Lake
WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
WABZ Albemarle
WBBB Burlington
WEGD Concord
WCKB Dunn
WCNC Elizabeth City
WFAI Fayetteville
WBBO Forest City
WFGV Fuquay Springs
WIAM Williamston
WQOW New Bern
WLTC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC* Jacksonville
WELS* Kinston
WEWO* Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB* Lumberton
WMAP Monroe
WHIP Mooresville
WPAQ Mount Airy
WNNC Newton
WKBC No. Wilkesboro
WFRG Reidsville
WCBT* Roanoke Rapids
WGEC* Rocky Mount
WGWG Sanford
WOHS Shelby
WADE Wadesboro
WLSE* Wallace
WHCC Waynesville
WHED Washington

NORTH DAKOTA

KDLR* Devils Lake
KDIX* Dickinson
KNOX* Grand Forks

KGCU Mandan
KOVC Valley City
KWBM* Williston

OHIO

WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJER Dover
WFDB Fostoria
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton
WWSO Springfield-Urbana
WCHO Washington Court
House
WWST Wooster
WLMT Jackson
WPTW Piqua

OKLAHOMA

KADA Ada
KWHW Altus
KVSO* Ardmore
KWCO Chickasha
KRDH Duncan
KSEO* Durant
KASA* Elk City
KTAT Frederick
KTJS Hobart
KIHN* Hugo
KIRN* McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBB Okmulgee
KVLH Pauls Valley
KOLS Pryor
KWSH Tri-City
KSIW* Woodward
KCLQ Poteau
KBWL Blackwell

OREGON

KAST Astoria
KBKR Baker
KBND Bend
KASH* Eugene
KLBH* La Grande
KCAL* Lebanon
KMCM McMinnville
KSRV Ontario
KDDL The Dalles
KTIL Tillamook
KWRO Coquille

PENNSYLVANIA

WNCC Barnesboro
WBTL Butler
WCDL Carbondale
WHYL Carlisle
WESA Charleroi
WBUX Doylestown
WLEU Erie
WGET Gettysburg
WHUN Huntington
WDAD Indiana
WAKU Latrobe
WKRR Oil City
WPAZ Pottstown
WPAM Pottsville
WKBI St. Marys
WATS Sayre
WVSC Somerset
WMAJ State College
WAYZ Waynesboro
WLYC* Williamsport
WNOW York

RHODE ISLAND

WADK Newport
WPAP Pawtucket
WERI Westerly

SOUTH CAROLINA

WANS Anderson
WACA Camden
WHEN Charleston
WGCD Chester
WELP Easley
WOLS* Florence
WFGN Gaffney
WEAB Greer
WHSC Hartsville
WLBG Laurens
WJAY* Mullins
WMBR* Myrtle Beach
WKDK Newberry
WDIX Orangeburg
WRHI Rock Hill
WSNW Seneca

WFIG Sumter
WBCU Union
WBAW Barnwell

SOUTH DAKOTA

KDSJ Deadwood
KJLV* Huron
KISD Sioux Falls
KWAT Watertown

TENNESSEE

WLAR Athens
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WAEW Crossville
WDSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKIN Kingsport
WKXV Knoxville
WDXE Lawrenceburg
WGOR Lebanon
WJIM Lewisburg
WGAJ Maryville
WMGT McMinnville
WGNS Murfreesboro
WNAH Nashville
WOKI Oak Ridge
WTPR Paris
WDBL Springfield
WJIG Tullahoma
WENK* Union City

TEXAS

KVLF Alpine
KBUD Athens
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KNEL* Brady
KSTB Breckenridge
KWHI Brenham
KTFY Brownfield
KBOR Brownsville
KBWD Brownwood
KDET Center
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY* Crockett
KXIT Dahlhart
KDLK* Del Rio
KDNT Denton
KURV Edinburg
KELP El Paso
KFLD Floydada
KNAF* Fredericksburg
KGAF Gainesville
KBPL Fairburn
KLUF Galveston
KCTI Gonzales
KGLV Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KLBS Houston
KSAM Huntsville
KEBE Jacksonville
KTJX* Jasper
KMBL Junction
KOCA Kilgore
KPET Lanessa
KVOZ Laredo
KVOZ Littlefield
KFRO Longview
KVSP Lubbock
KRBA Lufkin
KMHT Marshall
KJBC* Midland
KORC Mineral Wells
KVKM Monahans
KIMP* Mt. Pleasant
KOSF* Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV* Paris
KIUN* Pecos
KVOP Plainview
KBOP Pleasanton
KOLJ Quanah
KCNV San Marcos
KSEY Seymour
KEVA* Shamrock

KTAN Sherman
KDWT Stamford
KSTV Stephenville
KSSD Sulphur Springs
KXDX Sweetwater
KTEM Temple
KTFX Texarkana
KTLW Texas City
KTBB Tyler
KVOU* Uvalde
KVCV Vernon
KVIC Victoria

UTAH

KBUH Brigham City
KVNJ* Logan
KOPP Ogden
KQAL* Price
KEYY Provo
KJAM* Vernal

VERMONT

WIKE* Newport
WSBY Rutland
WTWN* St. Johnsbury

VIRGINIA

WKLV Blackstone
WINA Charlottesville
WKEY Covington
WCVB Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTB Front Royal
WBOB Galax
WREL Lexington
WMEV Marion
WMVA Martinsville
WHYU Newport News
WNNV Norfolk
WSSV Petersburg
WPUV Pulaski
WRAD Radford
WRIC Richlands
WRIS Roanoke
WHLF South Boston
WLPM Suffolk
WNTT Warsaw
WAYB Waynesboro
WINC Winchester
WYWE Wytheville

WASHINGTON

KXRO* Aberdeen
KPGU Bellingham
KELA Centralia
KCLX Colfax
KFDR* Grand Coulee
KWLK Longview
KSEM* Moses Lake
KGY Olympia
KONP Port Angeles
KPUY Puyallup

WEST VIRGINIA

WHAR* Clarksburg
WDNE* Elkins
WKVR Keyser
WVOW Logan
WEPH Martinsburg
WHJC Matawan
WAJR Morgantown
WMOD Moundsville
WLOH Princeton
WBRW* Welch
WHAW* Weston

WISCONSIN

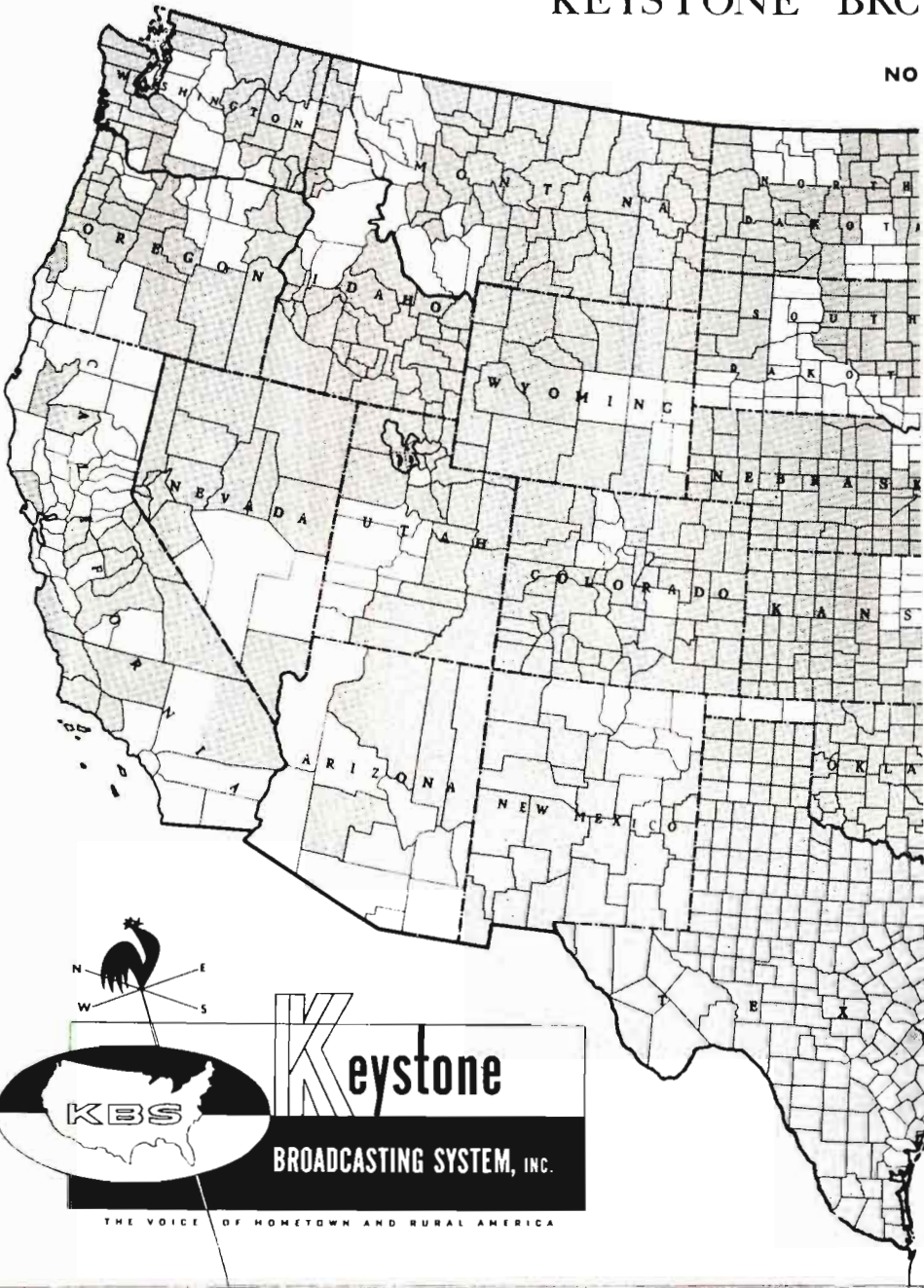
WATW* Ashland
WLDY* Ladysmith
WDLB* Marshfield
WIGM* Medford
WMNE Menomonie
WNAM Neenah
WFPP* Park Falls
WIBU Poynette
WRAC Racine
WOBT Rhinelander
WROO Richland Center
WKLI* Sparta
WOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA* Wausau

WYOMING

KVW0* Cheyenne
KLVK* Evanston
KLOVE* Lander
KPOW* Powell
KRAL* Rawlins
KVRS* Rock Springs
KWY0* Sheridan

KEYSTONE BRC

NO



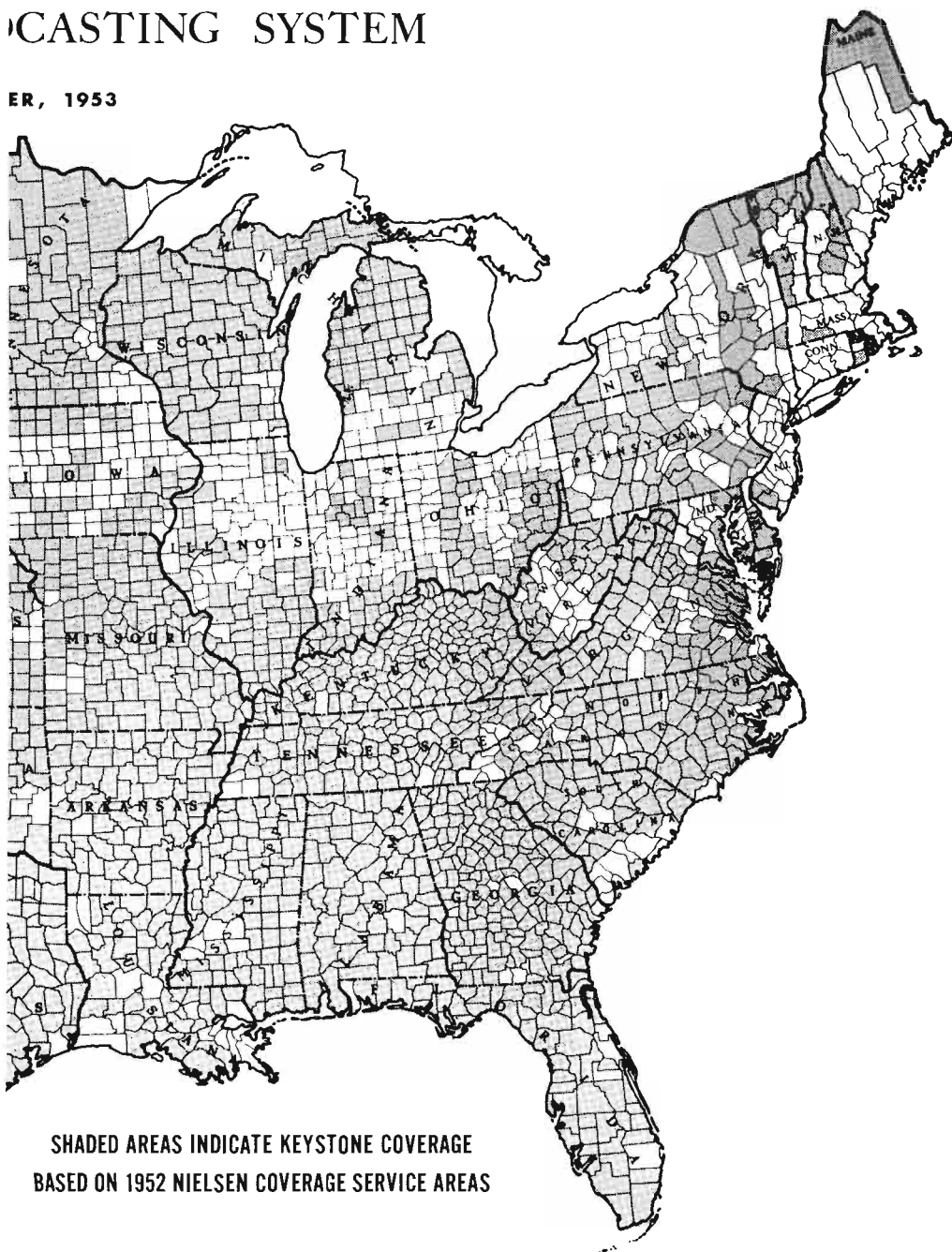
Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

BROADCASTING SYSTEM

ER, 1953



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

KEYSTONE

BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf (Director).....	President
Joseph Bayer (Director).....	Vice-President
Noel A. Rhys.....	Vice-President
Edwin R. Peterson.....	Vice-President
William Bayer.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

New York

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys.....	Vice-President and Eastern Sales Manager
Charles A. Hammarstrom.....	Account Executive
Eve Bannier.....	Office Manager
John Scanlan.....	Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
Blanche Stein.....	Director of Station Relations
Kay Krause.....	Traffic Manager
Jane McFadgen.....	Program Director

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.

Phone: DUnkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

57 Post Street

Phone: SUtter 1-7440

Don Kerwin.....	Account Executive
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SERVICES OFFERED: The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KBS makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets, based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary area of 59 KBS stations for which the Nielsen reports were not available, therefore, the total radio homes within the primary area of Keystone represents a total of 18,563,850.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

REGIONAL NETWORKS

Alaska Broadcasting System

(Affiliated with CBS)

830 Securittes Building, Seattle 1, Wash.
Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska,
Chas. Mohler, Station Mgr.; Station KFRB, Box
950, Fairbanks, Alaska, W. R. Nichols, Station
Mgr.; Station KINY, Box 1091, Juneau, Alaska,
Dick Peter, Station Mgr.; Station KTKN, Box
1308, Ketchikan, Alaska, Dorothy Bussanich,
Station Mgr.; Station KIBH, Box 250, Seward,
Alaska, Jim Lawson, Station Mgr.; Station
KIFW, Box 699, Sitka, Alaska, Wm. Maynard,
Station Mgr.; Alaska Radio Sales, 17 East 42nd
St., New York 17, N. Y., Murray Hill 2-1811;
Duncan A. Scott & Co., Mills Bldg., San Fran-
cisco 4, Calif., Garfield 1-7950; Duncan A.
Scott & Co., 2978 Wilshire Blvd., Los Angeles
5, Calif.; Willis Harpel, 3256 Barham Blvd.,
Hollywood 28, Calif.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fair-
banks, Alaska; KINY, Juneau, Alaska; KTKN,
Ketchikan, Alaska; KIBH, Seward, Alaska;
KIFW, Sitka, Alaska.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Comm. Manager.....J. D. Allison
Chief Engineer.....Ira G. Mercer

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI,
Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

1101 No. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey

STATIONS

KTAH, Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KWTB, Globe-Miami;
KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program DirectorJohn R. Williams
Commercial Manager.....John L. Hoqq
KTUC Manager.....Lee Little
KSUN Mgr., owner.....Ario Woolery
KYMA Manager.....William L. Lindsey
KCLS Manager.....Charles J. Saunders

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson,
Ariz.; Phone: 2-3344; Station KSUN, Bisbee,
Ariz., Phone 9; Station KYMA, 8th St. and "B"
Ave., Yuma; Station KCLS, 110 W. Birch St.,
Flagstaff.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Bisbee;
KYMA, Yuma; KCLS, Flagstaff.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2873

PERSONNEL

General Manager.....Walter C. Bridges
Natl. Sales Mgr.....Harry Hyett

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.; WJMC, Rice
Lake, Wis.; WEAU Eau Claire, Wis.; WISC,
Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6290

PERSONNEL

General Manager.....Dick Sampson

STATIONS

KPRO, Riverside; KPOR, San Bernardino;
KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

Phone: 2700

PERSONNEL

Pres., Gen. Mgr.Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC,
Gaylord.

**California Northern Group**

Radio Station KSYC, Yreka, Calif.

Phone: 624

PERSONNEL

Manager Jack A. Mitchell (KSYC)

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

CDC Tri-State Network

800 Broadway, Cincinnati, Ohio

Phone: GARfield 1331

PERSONNEL

WKRC-TV General Mgr. U. A. Latham

WHIO-TV General Mgr. Robert Moody

WTVN General Mgr. J. W. McGough

CDC Coordinator Don L. Chapin

STATIONS

WKRC-TV, Cincinnati, Ohio; WHIO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California

Phone: Hollywood 9-1212

PERSONNEL

Manager William D. Shaw

Gen. Sales Mgr. Bert West

Asst. Sales Manager Thomas Swafford

Sales Promotion Mgr. James W. Frost

Program Director Robert P. Sutton

News Director Jack Beck

Public Affairs Director David Showalter

Chief Engineer Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New

York, N. Y., Phone: PL 1-2345, Henry Flynn,

Sales Mgr.; Columbia Pacific Network Sales,

Palace Hotel, San Francisco, Calif., YU 2-7000,

Jack Donahue, Sales Mgr.; Radio Spot Sales,

902 Fisher Bldg., Detroit, Mich., TR 2-5500,

Ralph H. Patt, Jr., Sales Mgr.; Radio Spot Sales,

410 North Michigan Ave., Chicago, Ill., WH

4-6000, Gordon F. Hayes, Sales Mgr.; Radio

Spot Sales, 6121 Sunset Blvd., Hollywood,

Calif., HO 9-1212, G. E. Hurst, Sales Mgr.;

Radio Spot Sales, 800 Peachtree St., Atlanta,

Ga., EL 0727, H. W. Maier, Jr., Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Fran-

cisco, Calif.; KFRE, Fresno, Calif.; KFMB, San

Diego, Calif.; KROY, Sacramento, Calif.;

KMBY, Monterey, Calif.; KCMJ, Palm Springs,

Calif.; KGDM, Stockton, Calif.; KERN, Bakers-

field, Calif.; KHUM, Eureka, Calif.; KOIN, Port-

land, Ore.; KFIR, North Bend, Ore.; KERG,

Eugene, Ore.; KFLW, Klamath Falls, Ore.;

KYJC, Medford, Ore.; KRNK, Roseburg, Ore.;

KIRO, Seattle, Wash.; KXLY, Spokane, Wash.;

KWIE, Kenniwick, Wash.; KIMA, Yakima,

Wash.; KOLO, Reno, Nev.; KVCV, Redding,

Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-1212

General Manager J. T. Aubrey, Jr.

Sales Manager Edmund C. Bunker

News Director Frank La Tourette

Business Manager Harry W. Zipper

STATIONS

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson,

Ariz.; KHSL-TV, Chico, Calif.; KERO-TV,

Bakersfield, Calif.; KIEM-TV, Eureka, Calif.;

KMJ-TV, Fresno, Calif.; KNXT, Los Angeles,

Calif.; KSBW-TV, Salinas, Calif.; KMBY-TV,

Monterey, Calif.; KEYT, Santa Barbara, Calif.;

KFMB-TV, San Diego, Calif.; KPIX, San Fran-

cisco, Calif.; KKTU, Colorado Springs, Colo.;

KLZ-TV, Denver, Colo.; KBOL, Boise, Idaho;

KISJ, Pocatello, Idaho; KOOK-TV, Billings,

Montana; KOPR-TV, Butte, Montana; KLAS-TV,

Las Vegas, Nevada; KZTV, Reno, Nevada;

KGGM-TV, Albuquerque, New Mexico; KBES-

TV, Medford, Ore.; KOIN-TV, Portland, Ore.;

KROD-TV, El Paso, Texas; KSL-TV, Salt Lake

City, Utah; KXLY-TV, Spokane, Wash.; KTNT-

TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.;

KFBC-TV, Cheyenne, Wyoming; KFIA, Anchor-

age, Alaska; KFIF, Fairbanks, Alaska; KGMB-

TV, Honolulu, Hawaii.

Columbine Network

Security Life Bldg., Denver, Colo.

Phone: Main 4161

PERSONNEL

General Manager Albert G. Meyer

Sales Manager Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL,

Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President Richard K. Blackburn

STATIONS

WNAB, Bridgeport; WNHG, New Haven;

WNLC, New London; WSTC, Stamford; WTOR,

Torrington; WATR, Waterbury; WHTT, Hart-

ford; WHAY, New Britain.

Dairyland Network

307 W. Sixth St., Willmar, Minn.

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL,

Marshall, Minn.; KTOE, Mankato, Minn.;

KDMA, Montevideo, Minn.; KAUS, Austin,

Minn.; KFAM, St. Cloud, Minn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: Hollywood 2-2133

PERSONNEL

President Willet H. Brown
Exec. Vice-Pres. Ward D. Ingram
Sec.-Treas. A. M. Quinn
Vice-Pres. in Charge Sales. Norman Boggs
Vice-Pres. Station Relations. Norman Ostby
Dir. of Operations. A. J. LaFrano
Nat. Adv. Mgr. Arthur M. Mortensen
KHJ Sales Manager. Terry Mann
Dir. Public Relations. Bud Coulson
Promotion Director. Robert Light
News & Special Events. Les Mawhinney
Chief Engineer Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,
Wm. Pabst, Vice-Pres.; 380 Madison Ave.,
New York, N. Y., James Richards, Eastern
Sales Mgr.; National Reps., H-R Representatives:
New York, Chicago, San Francisco.
KAFY, Bakersfield, Calif.; KXOC, Chico,
Calif.; KXO, El Centro, Calif.; KIEM, Eureka,
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-
ced, Calif.; KPRL, Paso Robles, Calif.; KVCV,
Redding, Calif.; KXOA, Sacramento, Calif.;
KSBW, Salinas-Monterey, Calif.; KFXM, San
Bernardino, Calif.; KGB, San Diego, Calif.;
KFRC, San Francisco, Calif.; KVEC, San Luis
Obispo, Calif.; KDB, Santa Barbara, Calif.;
KXOB, Stockton, Calif.; KCOK, Tulare-Visalia,
Calif.; KVNl, Coeur D'Alene, Idaho; KRLC,
Lewiston, Idaho; KWAL, Wallace, Calif.;
KATO, Reno, Nevada; KWIL, Albany, Oregon;
KAST, Astoria, Oregon; KBND, Bend, Oregon;
KOOS, Coos Bay, Oregon; KORE, Eugene, Ore-
gon; KUIN, Grants Pass, Oregon; KFIL, Klamath
Falls, Oregon; KPOJ, Portland, Oregon;
KRXL, Roseburg, Oregon; KSLM, Salem, Ore-
gon; KKRO, Aberdeen, Wash.; KPUG, Belling-
ham, Wash.; KELA, Centralia-Chehalis,
Wash.; KRKO, Everett, Wash.; KWLK, Long-
view, Wash.; KGY, Olympic, Wash.; KVL,
Seattle-Tacoma, Wash.; KNEW, Spokane,
Wash.; KUJ, Walla Walla, Wash.; KWNW,
Wenatchee, Wash.; KYAK, Yakima, Wash.;
KVEN, Ventura, Calif.; KWIN, Ashland, Ore.

ADDITIONAL GROUPS AVAILABLE: KOY,
Phoenix, Arizona; KTUC, Tucson, Arizona;
KSUN, Bisbee, Arizona; KYMA, Yuma, Ari-
zona; KCLS, Flagstaff, Arizona; CKWX, Van-
couver, Canada; KFAR, Fairbanks, Alaska;
KENI, Anchorage, Alaska; KJNO, Juneau,
Alaska; KABL, Ketchikan, Alaska; KPOA,
Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

730 Fifth Avenue, New York 19, N. Y.
Phone: Circle 5-7979

PERSONNEL

Chairman Pat Stanton

President Ralph N. Weil

STATIONS

WNHC, New Haven, Conn.; WTEL, Phila-
delphia, Pa.; WJMJ, Philadelphia, Pa.; WHOD,
Homestead, Pa.; KSAN, San Francisco, Cal.;
WSRS, Cleveland, O.; WACE, Springfield,
Mass.; WOV, New York City.

Georgia Associations of Local Stations

Box 66, Atlanta, Ga.

PERSONNEL

Sales Director Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL,
Atlanta; WBBQ, Augusta; WGIG, Brunswick;
WLBB, Carrollton; WBHF, Cartersville; WGAA,
Cedartown; WMJM, Cordele; WMOC, Coving-
ton; WBLJ, Dalton; WDWD, Dawson; WMLT,
Dublin; WBHB, Fitzgerald; WDUN, Gainesville;
WKEU, Griffin; WFOM, Marietta; WMVG,
Milledgeville; WMGA, Moultrie; WFRP, Savan-
nah; WWNS, Statesboro; WSFT, Thomaston;
WWGS, Tifton; WLET, Toccoa; WVOF, Vidalia;
WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.

Phone: 4-4075

PERSONNEL

President W. J. Barkley
Treasurer William Rust, Jr.
Manager Ralph Gottlieb

STATIONS

WKBR, Manchester; WWNH, Rochester;
WTSV, Claremont; WMOU, Berlin, and WTSL,
Hanover, all in New Hampshire; WTSa, Brat-
tleboro, Vt.; WGAW, Gardiner, Mass.

Grass Roots Network

412 1/2 Court St., Muskogee, Okla.

Phone: 656

PERSONNEL

President Jimmie Barry
Secy.-Treas. James L. Neal

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa,
Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca
City, Okla.; KHBG, Okmulgee, Okla.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota

Phone: 3584

PERSONNEL

President M. M. Marget
Vice-President John Cooley
Sec.-Treas. M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus
Falls, Minn.; KLPM, Minot, N. D.; KGCU,



Mandan, N. D.; KOVC, Valley City, N. D.;
KDLR, Devils Lake, N. D.; KGCX, Sidney,
Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'cstng. System

390 Congress St., Portland 3, Maine
Phone: 2-7423

PERSONNEL

President.....Guy P. Gannett
Vice-President.....Laurence H. Stubbs
V.-P., Gen. Mgr.....Creighton E. Gatchell
Sales Manager.....Richard E. Bates

STATION

WGAN, Portland.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Chairman of Board.....George C. Hatch

STATIONS

KCSJ, Pueblo, Colo.; KBYM, Billings, Mont.;
KCPR, Butte, Mont.; KCAP, Helena, Mont.;
KOJ, Havre, Mont.; KMON, Great Falls,
Mont.; KXLO, Lewiston, Mont.; KPRK, Living-
ston, Mont.; KRFJ, Miles City, Mont.; KIYL,
Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM,
Las Vegas, Nev.; KELK, Elko, Nev.; KFXD,
Nampa, Idaho; KIFL, Idaho Falls, Idaho;
KWIK, Pocatello, Idaho; KLIX, Twin Falls, Ida-
ho; KVNU, Logan, Utah; KLO, Ogden, Utah;
KOAL, Price, Utah; KOVO, Provo, Utah; K SVC,
Richfield, Utah; KALL, Salt Lake City, Utah;
KSPR, Casper, Wyo.; KWO, Cheyenne, Wyo.;
KOVE, Lander, Wyo.; KPOW, Powell, Wyo.;
KVR, Rock Springs, Wyo.; KWYO, Sheridan,
Wyo.; KJAM, Vernal, Utah; KGEM, Boise,
Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell,
Mont.; KABQ, Albuquerque, N. M.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)
1024 Life of America Bldg., Dallas 1, Tex.
Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....Fred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA,
San Antonio; KXYZ, Houston; KROD, El Paso;
KFDM, Beaumont; KRGV, Weslaco; KEYS,
Corpus Christi; KTRE, Lufkin; KTBB, Tyler;
KGNC, Amarillo; KFYO, Lubbock; KFDX,
Wichita Falls.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 2-4656,
Edward E. Guernsey; 175 Water St., Phone:
3-4735, Augusta, Me., Don Powers.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO,
Augusta, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

(Station Listing not available at press time.)

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: NAtional 8-5308

Natl. Representative.....Richard O'Connell

STATIONS

WPIK, Alexandria; WFAX, Falls Church,
Virginia; WGAY, Silver Spring; WUST, Bethes-
da, Maryland.

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Robert Baldrice

STATIONS

WBCM, Bay City; WTAC, Flint; WJIM, Lans-
ing; WIBM, Jackson; WELL, Battle Creek;
WLAV, Grand Rapids; WGFG, Kalamazoo;
WKBZ, Muskegon; WSOO, Sault Ste. Marie;
WKLA, Ludington; WHRV, Ann Arbor; WXYZ,
Detroit, Mich.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-
Meridian; WROX, Clarksdale; WNAG, Grena-
da; WROB, West Point.

**Mississippi Broadcasting Co.**

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr. Withers Gavin

STATIONSWCOC, Meridian; WJQS, Jackson; WMBC,
Macon; WACR, Columbus, Miss.**New England Regional
Network**

26 Grove St., Hartford 15, Conn.

Phone: Hartford 5-0801

DIRECTORSChairman. Paul W. Morency
Directors. Joseph E. Baudino,
John I. Boyle, William H. Hines.**STATIONS**WBZ, Boston, Mass.; WCSH, Portland, Me.;
WJAR, Providence, R. I.; WLBZ, Bangor, Me.;
WTIC, Hartford, Conn.; WRDO, Augusta, Me.**REPRESENTATIVE**

Weed & Company

Northwest Network

3415 University Ave., St. Paul W 14, Minn.

Phone: Prior 2717

PERSONNELGeneral Manager. Stanley E. Hubbard
Treasurer. Kenneth M. Hance
Nat. Sales Mgr. Karl A. Plain**STATIONS**KSTP, St. Paul-Minneapolis, Minn. (Key sta-
tion); WEBC, Duluth, Minn.; KYSM, Mankato,
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-
ginia, Minn.; KROC, Rochester, Minn.; KFAM,
St. Cloud, Minn.; KFYR, Bismarck, N. D.;
WDAY, Fargo, N. D.; WEAU, Eau Claire,
Wisc.; WJMC, Rice Lake, Wisc.**NATIONAL REPRESENTATIVE**

Edward Petry & Co.

Oklahoma Network

Box 642, Ada, Okla.

PERSONNELPresident. Bill Hoover (KADA)
Representative. O. L. Taylor Co.**STATIONS**KCRC, Enid; KBIX, Muskogee; KADA, Ada;
KVSO, Ardmore; KTMK, McAlester; KSWO,
Lawton; KWSH, Tri-City.**The Oregon Trail Network**

c/o Sta. KBKR, Baker, Oregon

STATIONSKSRV, Ontario, Ore.; KBKR, Baker, Ore.;
KLBK, LaGrande, Ore.**Palmetto Broadcasting
System**

#1 Martin St., Anderson, S. C.

Phone: 3802

PERSONNELPresident. Wilton E. Hall
General Manager. Glenn P. Warnock
Production Manager. Jimmy Scribner
National Sales Mgr. G. P. Browne
Promotion Director. V. Barath
Regional Sales. John F. McCallum**BRANCH OFFICES**

504 Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: Alpine 7841

Executive. C. J. Cosse

STATIONSWAIM, Anderson, S. C.; WACA, Camden,
S. C.; Choice, Charleston, S. C.; WGDC, Ches-
ter, S. C.; WCOS, Columbia, S. C.; WDSC, Dil-
lon, S. C.; WJMX, Florence, S. C.; Choice,
Greenville, S. C.; WHSC, Hartsville, S. C.;
WKDK, Newberry, S. C.; WTND, Orangeburg,
S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca,
S. C.; WBCU, Union, S. C.; WALD, Walterboro,
S. C.; WRFC, Athens, Ga.; WBGE, Atlanta,
Ga.; WGAC, Augusta, Ga.; WGGG, Gaines-
ville, Ga.; WKLY, Hartwell, Ga.**Quaker Network**

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

Sales Manager. Kenneth W. Slowman

STATIONSWFIL, Philadelphia; WEEU, Reading;
WAEB, Allentown; WEST, Easton; WSBA,
York; WAZL, Hazleton; WLAN, Lancaster;
WGBI, Scranton; WILK, Wilkes-Barre; WHGB,
port; WVAM, Altoona; WARD, Johnstown;
Castle; WKBZ, Oil City; WBVP, Beaver Falls,
Pa.; WCED, DuBois, Pa.; WGET, Gettysburg,
Pa.; WDAD, Indiana, Pa.; WMRF, Lewistown,
Pa.; WFIL, Philadelphia, Pa.; WPPA, Potts-
ville, Pa.; WMAJ, State College, Pa.**Rocky Mountain
Broadcasting System**

179 Television Center, Salt Lake City 1, Utah

Phone: 22-2505

PERSONNELPresident & Gen. Mgr. Frank C. Carman
Vice-Pres. & Sales Mgr. John Schile**STATIONS**KVTV, Salt Lake City, Utah; KOPR-TV, Butte,
Mont.; KFBC-TV, Cheyenne, Wyo.; KWIK-TV,
Pocatello, Idaho; KLIX-TV, Twin Falls, Idaho;
KMON-TV, Great Falls, Mont.; KLAS-TV, Las
Vegas, Nev.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

President.....C. L. Dickinson
General Manager.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Director.....M. N. Knapp
Farm Director.....R. B. Child
Chief Engineer.....T. R. Humphrey
Controller.....G. B. Holland, Jr.

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRR, Weathersfield; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, De-Ruyster; WRUN-FM, Utica-Rome; WWNF-FM, Watertown; WMSA-FM, Massena; WRRR, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBK, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNF, Watertown, N. Y.; WQAN, Scranton, Pa.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Dir.....J. E. Mathiot
Nat'l Representative.....Robert Meeker Assoc.

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEY-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)

PERSONNEL

President.....Dietrich Dirks (KCOM)
Vice-President.....Ed Breen (KVFD)
Vice-President.....G. J. Volger (KWPC)
Secretary.....Wm. P. White (KFJB)

STATIONS

KPIG, Cedar Rapids; KROS, Clinton; KSIB, Creston; KPNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG, Boone; KICD, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein; KXIC, Iowa City; KBOE, Oskaloosa; KCOM, Sioux City, all in Iowa.

Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

Phone: 11

Network Manager.....Ed Holmes

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network

1122 Jackson St. (WFAA), Dallas, Tex.

Phone: Riverside 9631

PERSONNEL

Representative.....Alex Keese
(KRIS), P. O. Box 840, Corpus Christi, Tex.,
Phone: 4-6354, Gen. Mgr. T. Frank Smith;
(KPRC), Lamar & Main Sts., Houston, Tex.,
Phone: Fairfax 7101, Gen. Mgr. Jack Harris;
(WOAI), 1031 Navarro St., San Antonio, Tex.,
Gen. Mgr. Arden X. Pangborn; (WFAA), 1122
Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone:
Riverside 9631, Gen. Mgr. Martin Campbell,
WBAP, Ft. Worth, Texas; KGNC, Amarillo,
Texas; KRGV, Weslaco, Texas; KCBF, Lub-
bock, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.

Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager.....Dale Drake
Traffic Manager.....Forrest W. Clough
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGV, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.

Raleigh, N. C.

Phone: 8885

PERSONNEL

President.....Lester L. Gould
Vice-President.....Fred Fletcher



REGIONAL NETWORKS



Secretary-Treasurer Allen Jones
General Manager..... Kenneth C. Wilson
Office Manager Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;
WGTC, Greenville; WHIT, New Bern; WJNC,
Jacksonville; WTIK, Durham; WGNI, Wilmington;
WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.

Union Broadcasting System

PERSONNEL

General Manager..... Jim Healey

STATIONS

WOKO, Albany; WCSS, Amsterdam;
WWSC, Glens Falls; WHUC, Hudson; WEAV,
Plattsburg; WBEC, Pittsfield, Mass.; WACE,
Chicopee; WALE, Fall River; WSYB, Rutland;
WJOY, Burlington, Vt.; WKNE, Keene, N. H.;
WGAT, Utica, N. Y.

Upper Midwest Broadcasting System

1687 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Geneva 9631

PERSONNEL

President Orville Lawson

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN,
Benadict; KLIZ, Brainerd; KBMW, Breckenridge;
Fairbault; KSUM, Fairmont; WEVE, Eveleth;
KGDE, Fergus Falls; CKFL, International Falls;
KVOX, Fargo-Moorhead, all in Minnesota; KDLR,
Devils Lake; KVOX, Fargo-Moorhead; KNOX,
Grand Forks; KGCU, Bismarck-Mandan; KLPM,
Minot; KOVC, Valley City; KGCK, Williston-
Sidney, all in North Dakota; KABR, Aberdeen;
KIJV, Huron; KORN, Mitchell; KDSJ, Dead-
wood; KISD, Sioux Falls; KWAT, Watertown;
and KGFX, Pierre, all in South Dakota; WHDF,
Houghton; WIKD, Iron River; WJMS, Iron-
wood; WJPD, Ishpeming; WDBC, Escanaba,
all in Michigan; WHBY, Appleton; WATW,
Ashland; WBIZ, Eau Claire; WJPG, Green
Bay; WLCX, La Crosse; WLDY, Ladysmith;
WIBU, Madison-Poynette; WLIN, Merrill;
WOBT, Rhinelander; WTCH, Shawano, and
WFHR, Wisconsin Rapids, all in Wisconsin;
KASI, Ames; KCOG, Centerville; KJFJ, Web-
ster City; KAYL, Storm Lake; KSTT, Davenport;
KSMN, Mason City; KOXX, Keokuk; KCHA,
Charles City, all in Iowa; KCNL, Broken Bow;
WJAG, Norfolk; KFGT, Fremont; KNEB, Scotch-
bluff, and KJSK, Columbus, all in Nebraska;
WMRO, Aurora; WCAZ, Carthage, and WLBE,
De Kalb, all in Illinois; KXGN, Glendive and
KGCK, Sidney, both in Montana; KBMW,
Wahpeton-Breckenridge, N. D.; WDLB, Marsh-
field, Wisc.; WMNE, Menomonie, Wisc.;
WOSH, Oshkosh, Wisc.; WPDR, Portage,
Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN,
Racine, Wisc.; WRCO, Richland Center, Wisc.;
WSPT, Stevens Point, Wisc.; WTRW, Two

Rivers, Wisc.; WBKV, West Bend, Wisc.;
KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.;
KBZY, Grand Rapids, Minn.; WSHB, Stillwater,
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KVOC, Casper; KODI, Cody; KGOS, Torrington;
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port, Conn.; WALE, Fall River, Mass.; WEIM,
Fitchburg-Leominster, Mass.; WHAI, Green-
field, Mass.; WONS, Hartford, Conn.; WCOU,
Lewiston-Auburn, Maine; WLLH, Lowell-
Lawrence, Mass.; WNBH, New Bedford,
Mass.; WOGB, Hyannis, Mass.; WNLC, New
London, Conn.; WBRK, Pittsfield, Mass.; WPOR,
Portland, Maine; WHEB, Portsmouth-Dover, N.
H.; WEAN, Providence, R. I.; WWON, Woon-
socket, R. I.; WSYB, Rutland, Vt.; WWSR,
St. Albans, Vt.; WWCN, Waterbury, Conn.;
WDEV, Waterbury, Vt.; WORC, Worcester,
Mass.; WMAS, Springfield, Mass.

ESTIMATED FAMILIES FOR 1954

STATE	Population Feb. 1, 1954 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,184,000	791,000	655,000	280,500	89
ARIZONA	816,000	296,000	277,000	108,000	29
ARKANSAS	2,000,000	580,000	487,000	102,000	51
CALIFORNIA	12,479,000	4,300,000	4,223,000	2,846,500	145
COLORADO	1,558,000	461,000	446,000	199,500	33
CONNECTICUT	2,097,000	639,000	639,000	485,000	26
DELAWARE	324,000	91,000	87,000	76,000	7
DISTRICT OF COLUMBIA	834,000	271,000	262,000	201,500	7
FLORIDA	3,192,000	1,041,000	905,000	397,500	80
GEORGIA	3,890,000	963,000	802,000	392,500	85
IDAHO	600,000	180,000	176,000	27,500	24
ILLINOIS	9,273,000	2,858,000	2,787,000	1,962,000	81
INDIANA	4,252,000	1,350,000	1,303,000	830,000	48
IOWA	2,647,000	872,000	847,000	422,000	50
KANSAS	1,943,000	583,000	554,000	215,500	40
KENTUCKY	3,004,000	770,000	684,000	359,500	50
LOUISIANA	2,738,000	715,000	602,000	281,500	49
MAINE	922,000	287,000	273,000	69,000	16
MARYLAND	2,366,000	640,000	612,000	601,500	27
MASSACHUSETTS	4,738,000	1,425,000	1,409,000	1,190,500	51
MICHIGAN	6,700,000	1,920,000	1,916,000	1,427,500	70
MINNESOTA	3,127,000	940,000	917,000	439,000	47
MISSISSIPPI	2,200,000	580,000	463,000	120,000	51
MISSOURI	4,034,000	1,215,000	1,146,000	681,500	61
MONTANA	597,000	181,000	176,000	10,500	25
NEBRASKA	1,353,000	426,000	408,000	181,500	25
NEVADA	176,000	66,000	64,000	12,500	10
NEW HAMPSHIRE	554,000	160,000	155,000	86,500	12
NEW JERSEY	5,228,000	1,547,000	1,493,000	1,375,000	20
NEW MEXICO	760,000	195,600	181,000	51,000	29
NEW YORK	15,872,000	4,771,000	4,618,000	3,912,000	99
NORTH CAROLINA	4,224,000	1,130,000	984,000	398,000	107
NORTH DAKOTA	626,000	169,000	164,000	13,500	13
OHIO	8,385,000	2,499,000	2,435,000	2,017,500	78
OKLAHOMA	2,280,000	650,000	582,000	320,000	46
OREGON	1,854,000	620,000	604,000	187,000	47
PENNSYLVANIA	11,223,000	3,145,600	3,001,000	2,375,000	117
RHODE ISLAND	816,000	303,000	299,000	230,000	11
SOUTH CAROLINA	2,181,000	530,600	441,000	195,000	51
SOUTH DAKOTA	666,000	231,000	221,000	18,500	14
TENNESSEE	3,424,000	884,000	768,000	391,000	65
TEXAS	8,986,000	2,793,000	2,463,000	1,129,000	191
UTAH	724,000	247,000	242,000	121,000	18
VERMONT	386,000	110,000	106,000	26,500	11
VIRGINIA	3,452,000	830,000	738,000	512,000	63
WASHINGTON	2,814,000	987,000	965,000	411,500	54
WEST VIRGINIA	2,086,000	502,000	461,000	233,500	41
WISCONSIN	3,607,000	1,063,000	1,037,000	568,500	65
WYOMING	308,000	93,000	90,000	7,500	16
TOTAL	161,500,000	47,900,000	45,159,000	28,500,000	2,444

Amplitude Modulation Stations—AM

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U. S. STATION INDEX

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**STATIONS ALPHABETICALLY
LISTED BY STATES — CITIES**

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KEY PERSONNEL

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Every season... every month... every day,
WOR sells *more* products to *more* people
at *less* cost than any other station
in the United States.

WOR — *New York*

Key station of the Mutual Broadcasting System

Index of Standard Stations of U. S.

CKLW — Detroit-Windsor, Mich.	455	KBMN — Bozeman, Mont.	480
KAAA — Red Wing, Minn.	465	KBMW — Breckenridge, Minn.	462
KABC — Los Angeles, Calif.	342	KBMX — Coalinga, Calif.	340
KABI — Ketchikan, Alaska	656	KBMY — Billings, Mont.	480
KABQ — Albuquerque, N. M.	492	KBND — Bend, Ore.	553
KABR — Aberdeen, S. D.	588	KBNZ — La Junta, Colo.	362
KADA — Ada, Okla.	547	KBOA — Kennett, Mo.	476
KAFP — Petaluma, Calif.	347	KBOE — Oskaloosa, Ia.	419
KAGH — Crossett, Ark.	330	KBOL — Boulder, Colo.	359
KAHU — Waipahu, Hawaii	659	KBON — Omaha, Neb.	485
KAKC — Tulsa, Okla.	552	KBOP — Pleasanton, Tex.	615
KAKE — Wichita, Kan.	425	KBOR — Brownsville, Tex.	601
KALB — Alexandria, La.	432	KBOW — Butte, Mont.	481
KALE — Richland, Wash.	636	KBOX — Modesto, Calif.	345
KALG — Alamogordo, N. M.	492	KBRC — Mount Vernon, Wash.	635
KALI — Pasadena, Calif.	347	KBRL — McCook, Neb.	485
KALL — Salt Lake City, Utah	622	KBRO — Bremerton, Wash.	634
KALM — Thayer, Mo.	479	KBRS — Springdale, Ark.	334
KALT — Atlanta, Tex.	599	KBRZ — Freeport, Tex.	607
KAMD — Camden, Ark.	330	KBST — Big Springs, Tex.	600
KAMQ — Amarillo, Tex.	598	KBTA — Batesville, Ark.	330
KANA — Anaconda, Mont.	480	KBTM — Jonesboro, Ark.	332
KAND — Corsicana, Tex.	603	KBTO — El Dorado, Kan.	421
KANE — New Iberia, La.	435	KBUC — Corona, Calif.	340
KANI — Kaneohe, Oahu, Hawaii	659	KBUD — Athens, Tex.	599
KANS — Wichita, Kan.	425	KBUH — Brigham City, Utah	621
KAOK — Lake Charles, La.	434	KBUN — Bemiji, Minn.	462
KAPA — Raymond, Wash.	636	KBUR — Burlington, Iowa	414
KAPK — Minden, La.	434	KBWD — Brownwood, Tex.	601
KARE — Atchison-St. Joseph, Kan.	421	KBWL — Blackwell, Okla.	548
KARK — Little Rock, Ark.	332	KBYE — Oklahoma City, Okla.	550
KARM — Fresno, Calif.	340	KBYR — Anchorage, Alaska	655
KASA — Elk City, Okla.	548	KBZY — Grand Rapids, Minn.	463
KASH — Eugene, Ore.	554	KCAP — Helena, Mont.	481
KASI — Ames, Iowa	414	KCBC — Des Moines, Iowa	416
KASL — Newcastle, Wyo.	654	KCBD — Lubbock, Tex.	611
KASM — Albany, Minn.	462	KCBQ — San Diego, Calif.	349
KAST — Astoria, Ore.	553	KCBS — San Francisco, Calif.	351
KATE — Albert Lea, Minn.	462	KCFH — Cuero, Tex.	603
KATL — Houston, Tex.	609	KCHA — Charles City, Iowa	415
KATO — Reno, Nev.	487	KCHE — Cherokee, Iowa	415
KATY — San Luis Obispo, Calif.	355	KCHI — Chillicothe, Mo.	473
KAUS — Austin, Minn.	462	KCHJ — Delano, Calif.	340
KAVE — Carlsbad, N. M.	493	KCHR — Charleston, Mo.	473
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KAYO — Seattle, Wash.	636	KCIL — Houma, La.	433
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KBAC — Bakersfield, Calif.	337	KCJB — Minot, N. D.	533
KBAR — Burley, Idaho	394	KCKN — Kansas City, Kan.	423
KBBA — Benton, Ark.	330	KCKY — Coolidge, Ariz.	326
KBEL — Idabel, Okla.	549	KCLA — Pine Bluff, Ark.	334
KBHS — Hot Springs, Ark.	332	KCLE — Cleburne, Tex.	602
KBIF — Sanger, Calif.	352	KCLF — Clifton, Ariz.	326
KBIG — Avalon, Calif.	337	KCLO — Leavenworth, Kan.	423
KBIM — Roswell, N. M.	494	KCLS — Flagstaff, Ariz.	327
KBIS — Bakersfield, Calif.	337	KCLV — Clovis, N. M.	493
KBIX — Muskogee, Okla.	550	KCLW — Hamilton, Tex.	608
KBIZ — Ottumwa, Ia.	419	KCLX — Colfax, Wash.	634
KBKI — Alice, Tex.	598	KCMC — Texarkana, Tex.	619
KBKR — Baker, Ore.	553	KCMJ — Palm Springs, Calif.	347
KBKW — Aberdeen, Wash.	633	KCMO — Kansas City, Mo.	475
KBLA — Burbank, Calif.	339	KCNA — Tucson, Ariz.	328
KBLF — Red Bluff, Calif.	348	KCNC — Fort Worth, Tex.	605
KBLI — Blackfoot, Idaho	394	KCNI — Broken Bow, Neb.	483
KBLO — Hot Springs, Ark.	332	KCNO — Alturas, Calif.	337

KCNY — San Marcos, Tex. 617
 KCOG — Centerville, Iowa 415
 KCOH — Houston, Tex. 609
 KCOK — Tulare, Calif. 358
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 KECC — Pittsburgh, Calif. 348
 KECK — Odessa, Tex. 613
 KEEN — San Jose, Calif. 355
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 KELA — Centralia-Chehalis, Wash. 634
 KELD — El Dorado, Ark. 331
 KELK — Elko, Nev. 486
 KELO — Sioux Falls, S. D. 589
 KELP — El Paso, Tex. 605
 KELY — Ely, Nev. 486
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 KENI — Anchorage, Alaska 655

KENM — Portales, N. M. 494
 KENO — Las Vegas, Nev. 486
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 KEER — Eastland, Tex. 604
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 KERO — Bakersfield, Calif. 337
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 KFAM — St. Cloud, Minn. 466
 KFAR — Fairbanks, Alaska 655
 KFBB — Great Falls, Mont. 481
 KFBC — Cheyenne, Wyo. 653
 KFBI — Wichita, Kan. 425
 KFBK — Sacramento, Calif. 348
 KFDB — Amarillo, Tex. 598
 KFDM — Beaumont, Tex. 600
 KFDR — Grand Coulee, Wash. 634
 KFDX — Wichita Falls, Tex. 620
 KFEL — Denver, Colo. 360
 KFEQ — St. Joseph, Mo. 477
 KFFA — Helena, Ark. 331
 KFGO — Fargo, N. D. 532
 KFGT — Fremont, Neb. 483
 KFH — Wichita, Kan. 425
 KFI — Los Angeles, Calif. 342
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